



Materials and Exercises

W25-2020

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1. COMMON MISTAKES

WIN	Describes an achievement and does not talk about the opponent.		
	<i>You win a tournament, a competition, the World Cup, the lottery...</i>	PAST SIMPLE:	won
	<i>Win can be used without an object as in "We won".</i>	PRESENT PERFECT:	have won
BEAT	Also describes an achievement but focuses on the opponent. Beat cannot be used without an object.		
	<i>We beat a rival, we beat our competition, we beat Germany last weekend.</i>	PAST SIMPLE:	beat
		PRESENT PERFECT:	have beaten
EARN	To make money through working.		
	<i>People who work in tourism earn a lot of money in the summer.</i>	PAST SIMPLE:	earnt - earned
		PRESENT PERFECT:	have earnt - earned

DRILL 1.01: Fill the gap with the correct verb in the right tense. WIN, BEAT and EARN.

- | | |
|---|--------------------|
| 1. She _____ the race easily last weekend. | 1. won |
| 2. The sales department _____ Human Resources at chess. | 2. beat |
| 3. I _____ a lot working at the shoe factory last summer. | 3. earnt - earned |
| 4. He always likes to _____ and gets angry if he doesn't. | 4. win |
| 5. There is a competition that I would like to _____. | 5. win |
| 6. The objective is to _____ all competitors by answering questions faster than them. | 6. beat |
| 7. He needs to _____ some wages to be able to sustain himself. | 7. earn |
| 8. Will I _____ a lot if I work for you? | 8. earn |
| 9. They _____ the prize for the most creative solution. | 9. won |
| 10. She _____ her illness with a lot of effort and perseverance. | 10. beat |
| 11. I _____ one million euros in the lottery. | 11. won |
| 12. We _____ ten thousand euros working last summer. | 12. earnt - earned |
| 13. They _____ by cheating at the race. | 13. won |
| 14. I will _____ you at poker anytime! | 14. beat |
| 15. I have _____ many prizes so far this year. | 15. won |

DRILL 1.02: Fill the gap with WIN, BEAT or EARN in the specified verb tense.

PAST SIMPLE

- | | |
|--|--|
| 1. He _____ at Monopoly each time we played. | 1. He won at Monopoly each time we played. |
| 2. She _____ double working for them. | 2. She earnt - earned double working for them. |
| 3. We _____ the sales team at the race. | 3. We beat the sales team at the race. |

4. I _____ him to the office by taking a taxi.
5. They _____ much more than we do.
6. We _____ the raffle prize.
7. The company _____ its competitors.
8. She _____ three dollars an hour.
9. She _____ a three dollar coupon.
10. He _____ the respect of his employees.

4. I beat him to the office by taking a taxi.
5. They earnt - earned much more than we did.
6. We won the raffle prize.
7. The company beat its competitors.
8. She earnt - earned three dollars an hour.
9. She won a three dollar coupon.
10. He won the respect of his employees.

PRESENT PERFECT

1. He _____ at Monopoly each time we play.
2. She _____ double working for them.
3. We _____ the sales team at the race.
4. I _____ him to the office by taking a taxi.
5. They _____ much more than we do.
6. We _____ the raffle prize twice this year.
7. The company _____ its competitors.
8. She _____ three dollars an hour.
9. She _____ a three dollar coupon.
10. He _____ the respect of his employees.

1. He has won at Monopoly each time we have played.
2. She has earnt - earned double working for them.
3. We have beaten the sales team at the race.
4. I have beaten him to the office by taking a taxi.
5. They have earnt much more than we have.
6. We have won the raffle prize twice this year.
7. The company has beaten its competitors.
8. She has earnt - earned three dollars an hour.
9. She has won a three dollar coupon.
10. He has won the respect of his employees.

DRILL 1.03: Write some sentences using WIN, BEAT and EARN.

1. _____
2. _____
3. _____

2. GRAMMAR

PAST SIMPLE	PRESENT PERFECT
Action that occurred in the past and is completed	Action that occurred or started in the past but is connected to the present or still happening.
SIGNAL WORDS Yesterday, last week, In 2019, a moment ago	SIGNAL WORDS Just, never, ever, so far, during, since, always, yet
REGULAR VERBS: Careful with pronunciation of "-ed"	
IRREGULAR VERBS: Careful with irregular forms. Practice "The Big 5"	

DRILL 2.01: Fill the gap with the verb in the correct tense. PAST SIMPLE or PRESENT PERFECT.

| begin | know | fight | feed | ring | comply | listen | answer | call | copy |

1. She _____ learning French already.
2. I _____ his calls many times this week.
3. I _____ with my colleagues last night.
4. They _____ how to operate the machine before they did the training
5. I _____ the dentist twice so far this morning.
6. Last month she _____ the report to give it to our competitors.
7. We _____ fish to a hundred people already.
8. You _____ with all the regulations in the last proposal.
9. They _____ to the radio for three hours today.
10. The London Mayor _____ the Queen yesterday to ask for approval.

1. has begun
2. have answered
3. fought
4. knew
5. have called
6. copied
7. have fed
8. complied
9. have listened
10. rang

DRILL 2.02: Let's do some more.

| cry | regret | measure | promise | swim | sink | write | take | deal with | complete |

- | | |
|---|-----------------------|
| 1. The boat _____ in less than ten minutes an hour ago. | 1. sunk |
| 2. She _____ the room before she bought the sofa | 2. measured |
| 3. I _____ in the sea everyday so far this month. | 3. have swum |
| 4. He _____ all the paperwork in less than two hours last week. | 4. dealt with |
| 5. They _____ their first book at the end of the last century. | 5. wrote |
| 6. She _____ to come to the party already. | 6. has promised |
| 7. _____ you _____ the course last year? | 7. Did you complete |
| 8. _____ you _____ moving back to Spain yet? | 8. Have you regretted |
| 9. The babies _____ non-stop until now. | 9. have cried |
| 10. _____ you _____ your luggage inside the house yet? | 10. Have you taken |

DRILL 2.03: Ask the questions and respond in the PRESENT PERFECT. (Say the sentences out loud)

PS: Present simple - PP: Present perfect

- | | |
|--|--|
| 1. Ask me if he _____ the requirements. (meet) - PS | 1. Did he meet the requirements? |
| 2. Respond to your question with YES. | 2. Yes, he met the requirements. |
| 3. Ask me if I _____ about the holidays. (think) - PS | 3. Did you think about the holidays? |
| 4. Respond to your question with YES. | 4. Yes, I thought about the holidays. |
| 5. Ask me if he _____ with the law. (comply) - PP | 5. Has he complied with the law? |
| 6. Respond to your question with YES. | 6. Yes, he has complied with the law. |
| 7. Ask me if he _____ her internally. (promote) - PP | 7. Has he promoted her internally? |
| 8. Respond to your question with YES. | 8. Yes, he has promoted her internally. |
| 9. Ask me if we _____ some drinks. (bring) - PS | 9. Did you bring any drinks? |
| 10. Respond to your question with YES. | 10. Yes, we brought some drinks. |
| 11. Ask me if I _____ them to the police. (report) - PP | 11. Have you reported them to the police? |
| 12. Respond to your question with YES. | 12. Yes, I have reported them to the police. |
| 13. Ask me if she _____ on the plane. (sleep) - PS | 13. Has she slept on the plane? |
| 14. Respond to your question with YES. | 14. Yes, she has slept on the plane. |
| 15. Ask me if she _____ a sales strategy. (develop) - PP | 15. Has she developed a sales strategy? |
| 16. Respond to your question with YES. | 16. Yes, she has developed a sales strategy. |
| 17. Ask me if he _____ in the pool yesterday. (swim) - PS | 17. Did he swim in the pool yesterday? |
| 18. Respond to your question with YES. | 18. Yes, he swam in the pool yesterday. |
| 19. Ask me if she _____ the concepts quickly. (catch) - PS | 19. Did she catch the concepts quickly? |
| 20. Respond to your question with YES. | 20. Yes, she caught the concepts quickly. |

DRILL 2.05: What verb tense do we use with each of these SIGNAL WORDS.

- | | |
|---------------------|---------------------|
| 1. just now | 1. Present perfect |
| 2. already | 2. Present perfect |
| 3. once upon a time | 3. Past simple |
| 4. never | 4. Present perfect |
| 5. for ten seconds | 5. Present perfect |
| 6. a while ago | 6. Past simple |
| 7. so far | 7. Present perfect |
| 8. last summer | 8. Past simple |
| 9. that week | 9. Past simple |
| 10. ever | 10. Present perfect |
| 11. before | 11. Present perfect |
| 12. on Monday | 12. Past simple |
| 13. in April | 13. Past simple |
| 14. since 2002 | 14. Present perfect |
| 15. yet | 15. Present perfect |
| 16. in 2001 | 16. Past simple |
| 17. still | 17. Present perfect |

18. when I was born
19. before I was born
20. always

18. Past simple
19. Past simple
20. Present perfect

DRILL 2.06: Write your own sentences. Say them out loud. Check to see if the verb tense is correct in the previous exercise.

1. just now _____
2. already _____
3. once upon a time _____
4. never _____
5. for ten seconds _____
6. a while ago _____
7. so far _____
8. last summer _____
9. that week _____
10. ever _____
11. before _____
12. on Monday _____
13. in April _____
14. since 2002 _____
15. yet _____
16. in 2001 _____
17. still _____
18. when I was born _____
19. before I was born _____
20. always _____

3. GENERAL VOCABULARY

SHOPPING

sales	A period during which a shop or dealer sells goods at reduced prices.
discount	A deduction from the usual cost of something.
debit card	A card allowing the holder to pay by withdrawing the money from the account.
credit card	A card allowing the holder to pay for something with borrowed money.
customer service	The assistance and advice provided by a company to those people who buy or use its products or services.
attendant - assistant	A person employed to provide a service to the public in a shop.
comission	A percentage of the value paid to an agent or salesperson in a commercial transaction.
hard sell	A policy or technique of aggressive salesmanship or advertising.
soft sell	A policy or technique of subtle salesmanship or advertising.
bargain	A thing bought or offered for sale much more cheaply than is usual or expected.
try on	To put on a piece of clothing in order to see how it looks and whether it fits.
shoplifter	A person who steals goods from a shop while pretending to be a customer.
to shoplift	To steal goods from a shop while pretending to be a customer.

DRILL 3.01: Complete the sentences using the words from the vocabulary.

1. The _____ start in June. You can find big discounts.
2. She never _____ the clothes before purchasing them.
3. He has earned a lot of money in sales _____.
4. The shop _____ was very helpful when I was looking for a new computer.
5. I negotiated a 50% discount. What a _____!

1. sales
2. tries on
3. commission
4. attendant - assistant
5. bargain

- | | |
|--|----------------------|
| 6. _____ makes me feel very uncomfortable. | 6. hard sell |
| 7. She was a _____ and she got caught by the shop security guard. | 7. shoplifter |
| 8. I can't use my _____ anymore because I have no funds in my account. | 8. debit card |
| 9. I don't like using my _____ because I will be paying for this for months. | 9. credit card |
| 10. At our company we use a _____ strategy. We want our clients to feel comfortable. | 10. soft sell |
| 11. It is key for the growth of the business to give excellent _____ at all time: | 11. customer service |
| 12. I had the temptation to _____ the dress but i decided not to do it. | 12. shoplift |
| 13. They offered him a good _____ because he negotiated well. | 13. discount |

	VERB:	NOUN:
<ul style="list-style-type: none"> - To take or send something back to a place or person. He <i>RETURNED</i> the suit because it was too tight. I have processed all the client <i>RETURNS</i>. The <i>DEVOLUTION</i> of our products is guaranteed. 	to return	return devolution
<ul style="list-style-type: none"> - To formally request or demand something. She <i>CLAIMED</i> the discount that we offered online. We have received too many <i>CLAIMS</i> in the last few weeks. 	to claim	claim
<ul style="list-style-type: none"> - To negotiate the terms and conditions or price of something. He <i>BARGAINED</i> for a discount for quantity. Last weekend I found a few nice <i>BARGAINS</i> at the flea market. 	to bargain	bargain

DRILL 3.02: Complete the sentence with the best option. (Say the sentences out loud)

- | | |
|--|--------------------------|
| 1. The company doesn't allow _____ more than one month after the purchase. | 1. returns - devolutions |
| 2. She _____ a discount for the delay in delivery. | 2. claimed |
| 3. He filed his _____ with customer services. | 3. claim |
| 4. He has _____ for a big discount based on quantity. | 4. bargained |
| 6. I bought a fur coat at a 50% discount. It was an amazing _____. | 6. bargain |
| 8. If you would like to _____ the product you must bring the invoice. | 8. return |

DRILL 3.03: Ask the questions and respond. (Say the sentences out loud)

- | | |
|--|---|
| 1. Ask me if he has bargained for a great deal. | 1. Has he bargained for a great deal? |
| 2. Respond to your question with YES. | 2. Yes, he has bargained for a great deal. |
| 3. Ask me if she has returned the faulty computer. | 3. Has she returned the faulty computer? |
| 4. Respond to your question with NO. | 4. No, she hasn't returned the faulty computer. |
| 5. Ask me if he has claimed a discount. | 5. Has he claimed a discount? |
| 6. Respond to your question with YES. | 6. Yes, he has claimed a discount. |
| 7. Ask me if they accept product returns. | 7. Do they accept product returns? |
| 8. Respond to your question with YES. | 8. Yes, they accept product returns. |
| 9. Ask me if my house was a bargain. | 9. Was your house a bargain? |
| 10. Respond to your question with YES. | 10. Yes, my house was a bargain. |
| 11. Ask me if I have received many claims this year. | 11. Have you received many claims this year? |
| 12. Respond to your question with NO. | 12. No, I haven't received many claims this year. |

DRILL 3.04: Write some sentences using these VERBS and NOUNS. (Say the sentences out loud)

- _____
- _____

3. _____
4. _____
5. _____

4. LISTENING EXERCISE

Go to the following link and listen to the video.

<https://www.youtube.com/watch?v=iyI0I-s7JTU>

DRILL 4.01: After watching the video, fill the gaps with the missing words.

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. I don't want to _____
About the things we've gone through 2. Though it's _____ me
Now it's history. 3. I've _____ all my cards
And that's what you've done too 4. _____ more to say
No more ace to play 5. The _____ takes it all
The loser standing small 6. Beside the _____
That's her destiny 7. I was in your _____
Thinking I belonged there 8. I figured it made _____
Building me a fence 9. Building me a _____
Thinking I'd be strong there 10. But I was a _____
Playing by the rules 11. The _____ may throw a dice
Their minds as cold as ice 12. And someone way _____ here
Loses someone dear 13. The winner _____ it all
The loser has to fall 14. It's simple and it's _____
Why should I complain 15. But tell me does she _____
Like I used to kiss you? | <ol style="list-style-type: none"> 1. talk 2. hurting 3. played 4. nothing 5. winner 6. victory 7. arms 8. sense 9. home 10. fool 11. gods 12. down 13. takes 14. plain 15. kiss |
|--|---|

5. PHRASAL VERBS

- To persuade someone to agree with you or to be friendly with you.

- You need to W____ O____ people who are not interested in your product.

- She W____ me O____ with her great sense of humour

to win over

- To strike, damage or injure someone or something.

He B____ the burglar U____ when he caught him stealing his car.

to beat up

- To blame or criticize yourself or someone else It wasn't your fault that you got fired, don't B_____ yourself U_____.

to beat up

PREVIOUS SESSIONS:	W23-2020	to make up - to make up for
	W24-2020	to weed out

DRILL 5.01: Fill in the blanks using the phrasal verbs above.

- | | |
|---|-------------------|
| 1. It took me a long time to _____ my boss. He didn't trust me. | 1. win over |
| 2. They _____ being late by bringing gifts. | 2. made up for |
| 3. The new CEO has _____ unproductive workers. | 3. weeded out |
| 4. I didn't agree but you have _____ me _____. | 4. won me over |
| 5. They _____ their enemies in the football field. | 5. beat up |
| 6. I will _____ the time I was on medical leave by staying later. | 6. make up |
| 7. I can't stop _____ myself _____ for failing the exam. | 7. beat myself up |

DRILL 5.02: Ask the questions and respond. (Say the sentences out loud.)

- | | |
|---|---|
| 1. Ask me if he won his students over immediately. | 1. Did he win his students over immediately? |
| 2. Respond to your question with NO. | 2. No, he didn't win his students over immediately. |
| 3. Ask me if she made up the time over the week. | 3. Did she make up the time over the week? |
| 4. Respond to your question with YES. | 4. Yes, she made up the time over the week. |
| 5. Ask me if she wins everyone over with her charm. | 5. Does she win everyone over with her charm? |
| 6. Respond to your question with YES. | 6. Yes, she wins everyone over with her charm. |
| 7. Ask me if we have weeded out the old data. | 7. Have you weeded out the old data? |
| 8. Respond to your question with NO. | 8. No, we haven't weeded out the old data. |
| 9. Ask me if they beat up the burglars. | 9. Did they beat up the burglars? |
| 10. Respond to your question with NO. | 10. No, they didn't beat up the burglars. |
| 11. Ask me if we made up for missing the ceremony. | 11. Did you make up for missing the ceremony? |
| 12. Respond to your question with YES. | 12. Yes, we made up for missing the ceremony. |

6. COMMON EXPRESSIONS

- Whatever happens there will be an unhappy and unsuccessful result. If we cancel or go ahead with the conference we lose money, it's a N___ W___ S_____.
 - To speak vaguely so as to avoid talking directly about an unpleasant or sensitive topic. To avoid answering a question by wasting time. Stop B___ about the B_____ and get to the point of the presentation.
- no-win situation**
- to beat about the bush** (Also to beat around the bush)

PREVIOUS SESSIONS:	W23-2020	smart casual - wolf in sheep's clothing
	W24-2020	value for money - to not give a shit - rookie

DRILL 6.01: Fill the gap with the best expression. This exercise includes expressions from the last two lessons.

- | | |
|---|-------------------------|
| 1. Unfortunately, we are in a _____ situation. Any choice is bad. | 1. no-win situation |
| 2. She can not be trusted. She is a _____. | 2. wolf in sheep's skin |

- | | |
|--|--------------------------------------|
| 3. This car seems to be good _____. It's cheap because it's in mint condition. | 3. value for money |
| 4. You don't need to dress formally for work. We have a _____ dress code. | 4. smart casual |
| 5. We have a new _____ in the team. I will have to train him. | 5. rookie |
| 6. His attitude is unbearable. He simply _____ about anyone. | 6. doesn't give a shit - damn - hoot |

DRILL 6.02: Ask the questions and respond. (Say the sentences out loud.)

- | | |
|--|--|
| 1. Ask me if her friend is a wolf in sheep's clothes. | 1. Is her friend a wolf in sheep's clothes? |
| 2. Respond to your question with NO. | 2. No, her friend isn't a wolf in sheep's clothes. |
| 3. Ask me if the rookies in the team are performing. | 3. Are the rookies in the team performing? |
| 4. Respond to your question with YES. | 4. Yes, the rookies in the team are performing. |
| 5. Ask me if my company allows us to dress smart casual. | 5. Does your company allow you to dress smart casual? |
| 6. Respond to your question with YES. | 6. Yes, my company allows us to dress smart casual. |
| 7. Ask me if he doesn't give a shit about what other people think. | 7. Doesn't he give a shit about what other people think? Or Does he not give a shit... |
| 8. Respond to your question with NO. | 8. No, he doesn't give a shit about what other people think. |

DRILL 6.03: Write some sentences using these EXPRESSIONS. (Say the sentences out loud)

1. _____
2. _____
3. _____

7. MICRO MBA

SALES QUESTIONS:		
QUESTIONS	INTRODUCTION	Building rapport <i>I see you're in Oslo. What's it like.....?</i> <i>I saw on LinkedIn that you.....?</i>
	PROBLEM	Their needs and wants <i>Tell me about your team and the challenges they are facing.</i> <i>What do you want to achieve at this seminar?</i>
ANSWERS	SOLUTION	Our features and benefits <i>Describe your offer and its benefits adapting the content to fit the specific needs you have identified.</i>
	CONCLUSION	Call to action <i>Draw a follow up plan to progress in the sale.</i>

DRILL 7.01: Create a list of questions to help you sell your product or service to Marina who lives in Ibiza and works for a medium size tourism company. She is the head of HR and is looking for a solution that you might be able to help with. You can find a partner to role play.

INTRODUCTION: _____

PROBLEM: _____

DRILL 7.02: Now that you have the background information, sell your product and create a call to action.

INTRODUCTION: _____

PROBLEM: _____

8. PRONUNCIATION

"SCH"			
LATIN - GREEK		GERMAN	
/sk/		/sh/	
schedule	/skediul/	schmooze	/shmuz/
scheme	/skim/	schnauzer	/shnauzer/
schizophrenic	/skizofrenic/	schubert	/shubert/
school	/skul/		

DRILL 8.01: To practice your pronunciation you have two options:

- You can find a partner to practice together.
- You can use the voice memo app on your phone to record yourself. Listen to the recording and repeat this until you are happy with your pronunciation.

1. She has just sent us the schedule for the conference.
2. My favorite dog breed is Schnauzer.
3. He has been diagnosed with schizofrenia.
4. He likes to schmooze his way at the office.
5. The scheme is very simple to implement.
6. I love to listen to Schubert's music to relax after work.

9. READING EXERCISE

Now please go to chapter 11 of The Adventures of Ana Badiola.

Read the text carefully and make sure you understand everything.
Take note of all the vocabulary, phrasal verbs, expressions etc. in context.
Make sure you can answer the ten comprehension questions.