

## 1.1 &gt; Vocabulary

**1 Work in pairs. Fill in the correct form of *problem* or *solution*.**

- 1 Our team is working hard to tackle the \_\_\_\_\_ we are having with the software.
- 2 The R&D group is used to coming up with innovative \_\_\_\_\_ and insights which no one else in the industry seems to think of.
- 3 Being a cutting-edge company, customers expect us to provide them with a high-tech \_\_\_\_\_ to any difficulty they encounter.
- 4 The board is discussing the best way of addressing the \_\_\_\_\_ we had with our last product roll-out.
- 5 Our client was especially pleased with the well-thought-out \_\_\_\_\_ to the issue they have been having.
- 6 It seems to me to be quite an unorthodox \_\_\_\_\_ but as long as we have no difficulties with our legal department, we can try it out.
- 7 Their approach to the \_\_\_\_\_ is different from ours, but it seems to be quite successful.
- 8 If we don't overcome these \_\_\_\_\_, we may find that we cannot continue in business much longer.
- 9 Our customers have come to rely on us to find digital \_\_\_\_\_ for their process management.
- 10 Several clients complained that we had offered them an out-of-date \_\_\_\_\_ and needed to come back to them with something new.

**2 Match the statements (1-10) to the sentences (a-j).**

**a** It is necessary to talk about what happened with the product launch and the subsequent promotion. We need to make sure that something like this does not happen again.

**b** I am a bit surprised at the ideas they come up with, but as long as they make their customers happy, then I guess it works.

**c** 'We are trusted in our field as the people who can help other companies run more efficiently.

**d** We would like to thank our team for the way they consistently get round any issues we have with our products. We are now far ahead of our competition.

**e** I will be discussing the matter with our corporate lawyer and if he gives the go-ahead, then it's no problem.

**f** I keep getting calls from clients about the difficulties they are having installing our products on their computers. We need to come up with a way to fix this.

**g** The board is meeting to discuss the situation we are in as the outlook at the moment is quite worrying.

**h** For some reason our customer support tried to help a group of clients with information that was current a few years ago. They were not happy.

**i** One of our customers called to say they felt we really put time into the way we went about dealing with the difficulties they were having with our product.

**j** Our reputation means that we need to ensure that whatever we offer our clients is state of the art.

**3 Work in pairs. One of you takes statements 1-5, the other statements 6-10. Think of a specific example that could explain the situation. Share your ideas with your partner. Then form new pairs and work with someone who had the same sentences that you did. Compare your ideas and decide which ones are most probable.**