

## Scenario

Your company, Kanagawa Kiki, specialises in manufacturing ballast and oil filters for the shipping industry and specialised filters for the food and pharmaceutical industries. Recently, sales have been declining, and the management team has arranged a meeting to discuss potential reasons and brainstorm solutions.

**Duration:** 15 minutes

**Participants:** Chairperson, Sales Manager, Sales Representative

## Role Cards

### 1. Chairperson (Kazu)

**Your Role:**

You are responsible for running the meeting. Your goal is to ensure all participants contribute, keep the discussion on track, and summarise key action points.

**Possible Reasons for Sales Decline:**

- Increased competition in the shipping industry offering cheaper filters.
- Customer complaints about delays in delivery.
- Problems with quality and reliability.
- Limited marketing efforts in the food and pharmaceutical sectors.

**Possible Solutions:**

- Explore new markets or industries.
- Improve quality through training and increased quality control.
- Improve the supply chain to reduce delivery times.
- Enhance marketing efforts, including online campaigns and trade shows.

**Instructions:**

1. Start by outlining the purpose of the meeting.
2. Ask each participant for their input on potential reasons for the decline.
3. Facilitate a discussion on proposed solutions, ensuring everyone contributes.
4. Conclude with a summary of agreed action points.

### 2. Sales Manager (Taka)

**Your Role:**

You oversee the sales team and have noticed trends in sales data. Your goal is to share insights and propose actionable ideas to increase sales.

**Possible Reasons for Sales Decline:**

- Shipping companies have reduced budgets and are opting for lower-cost suppliers.
- The sales team has been understaffed, leading to fewer client visits.
- Lack of innovation in the product line compared to competitors.

**Possible Solutions:**

- Develop a new line of eco-friendly filters to attract environmentally conscious customers.
- Hire additional sales representatives to improve client engagement.
- Provide training for the sales team to improve pitching skills.
- Bundle products with additional services, such as maintenance or extended warranties.

**Instructions:**

- Present sales data trends and your analysis of the situation.
- Actively propose solutions and justify them with examples or data.
- Engage in the discussion, addressing points raised by others.

### **3. Sales Representative (Toru)**

**Your Role:**

You are on the front lines dealing with customers. Your goal is to share feedback you've received and suggest practical solutions to boost sales.

**Possible Reasons for Sales Decline:**

- Customers perceive the filters as outdated and less efficient.
- The pricing strategy is not competitive enough for smaller businesses.
- Limited advertising has created low brand visibility.

**Possible Solutions:**

- Work with customers to understand their specific needs and create custom solutions.
- Offer competitive pricing tiers for smaller companies.
- Increase social media and online advertising presence to reach new clients.
- Partner with industry influencers or participate in conferences to boost visibility.

**Instructions:**

- Share feedback from customers and provide specific examples.
- Suggest practical, customer-oriented solutions.
- Actively engage in the discussion and respond to ideas from the chairperson and sales manager.

# Meeting Agenda

## 1. Welcome and Purpose

- Chairperson opens the meeting, explains the agenda, and sets goals.

## 2. Identify Reasons for Sales Decline

- Chairperson invites participants to share their perspectives.
- Discuss and clarify the reasons shared.

## 3. Brainstorm Solutions

- Chairperson facilitates brainstorming of ideas to increase sales.
- Encourage debate and discussion to refine solutions.

## 4. Action Points and Conclusion

- Chairperson summarises the discussion and outlines next steps.

### Preparation Tips for Participants:

- Think of examples or data to support your points.
- Be ready to engage in a polite and constructive discussion.
- Use business English phrases to
  - Ask for and give opinions
  - Agree and disagree
  - Ask for clarification