Business Communication

Discussing Marketplace Trends

Dialogue Builders

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Appendices

Start-up Success   Student A

Objective: Discuss key factors that make start-ups successful.

Instructions:

1. Read the dialogue with your partner.
2. Choose the best reply from the list.
3. Take turns asking and answering questions.

Dialogue

Student A: Let’s talk about what makes a startup successful. Why is it important to have a good team?

Student B: *Well, working with people who have the right skills is essential because talented and passionate people can help the business grow.* And what do you think about having a strong brand recognition?

Student A: That’s true. ____[1]. Speaking of trust, how do you think managing finances can affect a startup?

Student B: *Controlling expenses is crucial. If a startup spends too much money, it may run out of funds.* Speaking of funds, how important do you think seeking venture capital is for startups?

Student A: ____[2]. What about innovation? Why is it important?

Student B: *Well, it goes without saying that innovative products can help a startup stand out from competitors.* With strong competition, how can a business gain customers?

Student A: ____[3]. On the topic of growth, why does scalability matter?

Student B: *Establishing infrastructure to grow the business is important because it allows a business to expand without problems.* How do you think market conditions impact a startup?

Student A: ____[4]. What about having a clear business plan? How crucial is that?

Student B: *A clear roadmap for the business shows the team direction and helps attract investors.*

Student A: Yes, I agree.

Student A Factors

- **a.** Acquiring investment from venture capitalists can provide the necessary funds to grow and develop the business.
- **b.** Building relationships with customers, such as through social media, is key to gaining loyal clientele who support your business.
- **c.** Economic conditions can greatly affect how well a startup does. Research and understanding the market helps make better decisions.
- **d.** Being well-known in the market helps attract customers and build trust.

Start-up Success Student B

Objective: Discuss key factors that make start-ups successful.

Instructions:

1. Read the dialogue with your partner.
2. Choose the best reply from the list.
3. Take turns asking and answering questions.

Dialogue

Student A: Let's talk about what makes a startup successful. Why is it important to have a good team?

Student B: ____[1]. And what do you think about having a strong brand recognition?

Student A: That's true. *Being well-known in the market helps attract customers and build trust.* Speaking of trust, how do you think managing finances can affect a startup?

Student B: ____[2]. Speaking of funds, how important do you think seeking venture capital is for startups?

Student A: *Acquiring investment from venture capitalists can provide the necessary funds to grow and develop the business.* What about innovation? Why is it important?

Student B: ____[3]. With strong competition, how can a business gain customers?

Student A: *Building relationships with customers, such as through social media, is key to gaining loyal clientele who support your business.* On the topic of growth, why does scalability matter?

Student B: ____[4]. How do you think market conditions impact a startup?

Student A: *Economic conditions can greatly affect how well a startup does. Research and understanding the market helps make better decisions.* What about having a clear business plan? How crucial is that?

Student B: ____[5].

Student A: Yes, I agree.

Student B Factors

- **a.** Establishing infrastructure to grow the business is important because it allows a business to expand without problems.
- **b.** Well, working with people who have the right skills is essential because talented and passionate people can help the business grow.
- **c.** A clear roadmap for the business shows the team direction and helps attract investors.
- **d.** Controlling expenses is crucial. If a startup spends too much money, it may run out of funds.
- **e.** Well, it goes without saying that innovative products can help a startup stand out from competitors.