Transcripción completa Pista 7 (Capítulo 22)

Examiner: Now, I'd like you to talk about something together for about two minutes.

I'd like you to imagine a bookshop that wants to attract more customers. Here are some ideas and a question for you to discuss. First you have some time to look at the task.

15" PAUSE

Now, talk to each other about why these ideas would attract more customers to the bookshop.

Alex: Okay, shall I start or would you like to go first?

Emma: Yes, you go first, please.

Alex: Okay. I'll start with the first one. Erm… I think that providing coffee, cake and sofas would be a good way of attracting clients to a bookshop. It's a very popular idea among bookshops nowadays, so it must be effective, don't you think?

Emma: Yes, definitely. I associate reading with a pleasant atmosphere, and a good sofa would call my attention. How about the second idea?

Alex: Errm, in my opinion…

Emma: I think… Ooops, sorry to interrupt you. Go ahead.

Alex: That's okay. Well, it's a great idea if they can get in touch with a popular author. But if the authors are not really famous, I don't know if they would attract more clients.

Emma: I agree with you. However, I think that this other idea would be really effective: holding storytelling lessons for children. Parents are always looking for activities to do with their children, and kids love stories. I'm sure this would make people go to the shop.

Alex: Yes, I think you're right. They'd have to do it in the afternoons or the weekends, though, when the children are not at school. Erm… How about setting up a website? Do you think that would be effective?

Emma: Hmmm… I'm not sure about that one. I mean, every business needs to have a website nowadays but… erm… Would your website make more clients actually go to your bookshop? It's not clear. You know what I mean?

Alex: Yes, I see your point but I have to disagree with you. Erm… You see, the point here is that they want to attract more clients, no matter if they are online clients or offline clients. In my opinion, having a website would definitely attract online clients.

Emma: Yes, but in that case they would have to set up an online shop, don't you think?

Alex: Hmmm, maybe you're right. The website wouldn't be enough. They'd need to set up an online shop to attract clients on the internet.

Emma: That's right. What do you think about this last one? Running a writing club?

Alex:	Erm… I don't know. I don't have a strong opinion about that one. How about you?
Emma:	Erm… No, me neither. I see the connection between the reading and writing concepts but … You'd think that writers are fond of books, so they are probably potential clients already.
Examiner:	Thank you. Now you have about a minute to decide which idea would be best for the bookshop.
Alex:	Okay, what's your opinion? Which idea is best?
Emma:	Erm… I'd go for the coffee and sofas concept or for the storytelling idea.
Alex:	Yes, it's clear that those are effective ones but I'd add the website idea as well. But the question is which of them would be the best idea? What do you reckon?
Emma:	It's hard to say. Well, actually, I don't agree much with the website idea, sorry.
Alex:	Okay. Let's pick one of the other ones, then.
Emma:	All right. I think both are brilliant ideas but we should pick the one that would attract more new clients.
Alex:	In that case, I think the best one would be providing coffee, cake and sofas. Some people might go into the shop just because they serve coffee and they might end up buying a book.
Emma:	Good point, yes. Let's go for that one, then.