

# Lesson 124

## Take a hint

### Was/were supposed to; was/were going to

*I was going to tell you.* – Zamierzałem/Miałem ci powiedzieć.

*They weren't going to accept the deal.* – Nie zamierzali zaakceptować umowy.

*You were supposed to give me some discount.* – Miałeś mi dać rabat.

*She was supposed to respond to my email.* – Miała odpowiedzieć na mój email.

*They weren't supposed to do that.* – Oni mieli tego nie robić.

<b>embarrassing</b>	<b>aware</b>	<b>advertisement/advert</b>	<b>slightly</b>	<b>bill</b>
kompromitujący	świadomy	reklama	niewiele	banknot
<b>find out</b> – dowiedzieć się				

Listen to two people who found themselves in an embarrassing situation.

24.01► **Andy:** I went to the jewelry store the other day. I was going to buy a necklace for my girlfriend. It was supposed to be a Valentine's Day gift. The necklace wasn't cheap, but it was on special offer: there was a 20% discount on it. My girlfriend told me about the offer herself. She had seen the advertisement on the web. She said she really liked the necklace and, with the Valentine's Day coming, she definitely hoped I would take the hint. Anyway, when I was paying for the necklace, my credit card was rejected. Slightly surprised, I gave the clerk another card, but the other one was rejected, too. I wasn't aware of the fact that both of my cards were maxed out. Feeling embarrassed, I tried to pay cash, but it turned out I didn't have enough money in my wallet—just two twenty-dollar bills, that was all. The whole thing was embarrassing even though the clerk, a middle-aged lady, had been very polite to me. I had told her that the necklace was supposed to be a gift and then we had a nice conversation about men buying Valentine Day gifts for their women. However, things weren't so pleasant at the end. I left the store with my face red and my head down. Of course I apologized and told the clerk I would come back the following day, but from the look on her face I could tell she felt disappointed.

### Correct the information.

The necklace was supposed to be a birthday gift.

There was a 10% discount on it.

Andy found out about the offer from an advertisement.

While Andy was paying for the necklace, one of his credit cards was rejected.

Andy was aware that his credit cards were maxed out.

Andy had a 100-dollar bill in his wallet.

The clerk turned out to be rude and said unpleasant things about Valentine's Day.

**can afford**  
stać na

**promotion**  
promocja

**learn**  
dowiedzieć się

**complaint**  
reklamacja

**withdraw**  
wycofać

24.02 ► **Clara:** I'm working for an online perfume store. We had a special offer on CK One this week. Unfortunately, it turned out the marketing department put the wrong perfume on promotion by mistake. It was supposed to be CK Be, not CK One. When the boss learned about it, she told us to withdraw the advert and tell customers that it was a mistake. She added that the price was too low and we couldn't afford a promotion like that. So, we did withdraw it, but the promotion was there half a day, and since it was Christmas season, lots of people had already seen it, and some ordered the perfume. Most of the customers even got as far as to make the payment. Sadly, I was the one who had to deal with the complaints. You can imagine how embarrassing it was to tell all those people that there had been a mistake and we would return their money. I could tell some of them were really annoyed. I tried to apologize and explain, but it didn't always work. It was a bad decision to withdraw the promotion once it got started. I was going to tell that to the boss, but then I changed my mind. She never listens to me anyway, so why bother. Besides, in the end, she was probably aware that she had made a mistake.

What was wrong with the promotion? What decision did the boss make? What did Clara have to deal with?

Why wasn't it pleasant to deal with those complaints?

What was Clara going to tell the boss?

Why didn't she do it in the end?

Talk about things you was going to do in the past week but you didn't; use: I wanted to/I was going to/I was planning to...

**attract**  
przyciągać

**advertising campaign**  
kampania reklamowa

**profit**  
zysk

**come up with**  
wymyśleć

**thrifty**  
oszczędny

**dismiss** – zwalniać

**appeal to** – apelować do, przypodobać się

**Helen (a board member at a company which manufactures car accessories):** The company has had a bad year. The sales have been low and the profits practically non-existent. The sales need to pick up, or the whole company will be in danger. It's almost impossible to find new customers these days, and the old customers have become thrifty. Even discounted prices don't work anymore. As the board, my colleagues and I feel responsible. We have to find ways to attract new customers. We are thinking of a new advertising campaign. The campaign has to show people that our products are worth buying because they're useful and stylish. We are planning to appeal to younger generations as well as middle-aged women. Something needs to be done about the current situation. It's mainly the recession that is making things difficult, but not only that, the market is changing. We have to respond to the changes and be more innovative. Another thing: the

costs of running the company are high. We have to cut them down somehow. We are not planning to dismiss our workers yet, but we might have to consider it. The competition is strong, and they are offering low prices.

What problems does the company have? What are they planning to do?

What is the purpose of the advertising campaign?

What happened to the old customers?

Is the board planning to dismiss workers?

What is the main reason for the problems?

What did Helen say about the competition?

Would you like to work in advertising?

Do you think it's difficult to come up with advertising slogans?

**Discuss the following questions:**

What can a company do when the sales are low?

What should a company do when the sales are high but the profits are low?

<b>delivery</b>	<b>deliver</b>	<b>parcel</b>	<b>warehouse</b>	<b>place an order</b>	<b>weight</b>
dostawa	dowozić	paczka	magazyn	złożyć zamówienie	waga
<b>confirmation</b> – potwierdzenie			<b>in case</b> – w przypadku		

**Furniture Store Delivery** When you place an order online, we'll prepare the items for you and deliver them directly to your home or office. We offer two methods of delivery, based on the weight and size of your order.

**Small Item Delivery – Delivered by Parcel** Delivery pricing starts at \$10. Once your order is picked up and leaves our warehouse, you will receive a tracking number via email. Delivery prices are based on the distance, weight, and size of your parcel.

**Large Item Delivery – Delivered by Truck** Delivery pricing starts at \$99. Purchase everything that you want – we charge the same price no matter what the weight and size of your order are. We will drop your order in the room of your choice at no extra cost! Delivery rates vary based on the delivery zip code. Once your order is placed, you'll receive an email confirmation about your order along the way. We are not able to deliver truck orders outside of the continental United States.

When placing an order online, the delivery method will be displayed in the shopping cart. To see delivery prices, please use the link below.

**Correct the information.**

When you place an order, we deliver it to the store near you.  
Small items are delivered by truck and large items are delivered by parcel.

The delivery price is based on the number of items you order.  
We will deliver the items to the place of your choice if you pay extra.  
In case of delivery by truck, the rates depend on the warehouse location.

Have you ever ordered furniture from an online store? What was it?  
Which do you prefer: shopping in a traditional store or buying furniture online?

## 24.03 ► CONVERSATION

**road is torn up** – droga jest rozkopana    **drop off** – podrzucić  
**drainage** – kanalizacja    **suit** – odpowiadać

courier: Hello. This is Blue Freight. Is this Ruth Wilson?  
Ruth: Speaking.  
courier: I'm calling about the delivery. I have a package to be delivered to you.  
Ruth: Good. I've been looking forward to it.  
courier: Ok. I'd like to set up a time for delivery.  
Ruth: You can drop it off anytime you want. I'm going to be home all day.  
courier: Great. I should be there around 5:30. Does that time suit you, ma'am?  
Ruth: It does. As I said, any time is fine with me.  
courier: All right. I'll see you at 5:30 then.  
Ruth: Wait a second. From which direction will you be coming? The street where I live is torn up.  
courier: Excuse me? I didn't hear you. Your street has been what?  
Ruth: It's closed on one end. They tore up the road here to do some drainage work. You can't enter it from Washington Avenue. The only way to get here is from the north.

## SPEAKING

Talk about a **TV commercial** or online video commercial you have seen. Think about one you remember well. Answer the following questions: what product or service was advertised? What exactly did you hear and see?

Do you remember any advertising slogans? What did they advertise? Here are some famous ones. Discuss their meaning and purpose.

McDonalds – I'm Lovin' It  
KFC – Finger Lickin' Good  
Kit Kat – Have a Break, Have a Kit Kat  
Skittles – Taste the Rainbow  
Red Bull – It Gives You Wiiiings!  
Carlsberg – Probably the Best Beer in the World  
Tesco – Every Little Helps  
Maybelline – Maybe She's Born With It, Maybe It's Maybelline  
L'Oreal – Because You're Worth It

Nike – Just Do It  
Energizer – It Keeps Going, and Going, and Going...  
MasterCard – There are some things money can't buy. For everything else, there's MasterCard.  
Panasonic – Ideas for Life  
Apple – Think Different  
BMW – Designed for Driving Pleasure  
M&M – Melts in Your Mouth, Not in Your Hands