



NEW BUSINESS ENGLISH 5

Lesson 17

Incentives and Motivations



LEARNING GOALS

- ◆ Introducing Some Incentive Policies
- ◆ Responding to Incentive Policies



What would you say?

Scenario: Imagine your company has implemented a new incentive scheme. How would you react?



I am pleased to announce that we have come up with a new incentive scheme.

Situational Dialogue

- ▶ Kenzo and Selena express their opinions on the new incentive policy.




Jasmine Scott

Kenzo Hara



Selena Leroy





I am pleased to announce that we have
come up with a new incentive scheme.
The more projects you close with a client
individually, the higher commissions you get.
Further details will be properly
laid out via email.





I'm so thrilled with the new scheme.
I believe it will be practical to
evaluate performances.

I beg to differ. As far as I know, those
who have more closed deals in the past will
likely have more potential clients in the
future. It seems unfair, don't you think?





Look at it objectively, the new
incentive scheme is not too bad.



Key Vocabulary

Learn the new words and answer the questions.



incentive scheme

(n.) an arrangement under which a company makes extra payments to reward employees

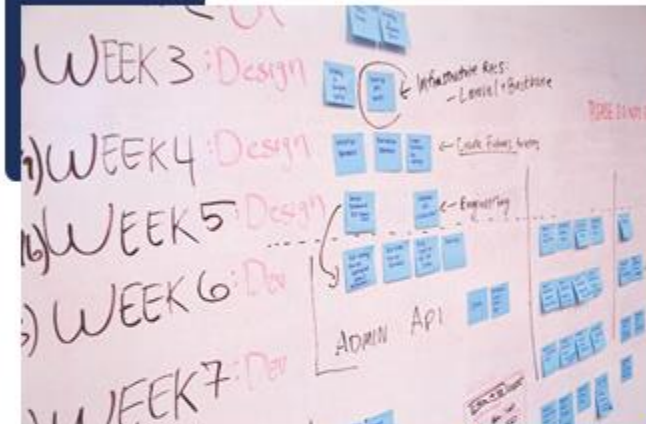
e.g. The new **incentive scheme** is approved by the management.



commission

(n.) a payment to someone who sells products which is directly related to the amount they sell

e.g. His monthly salary is based on **commission**.



lay out

(ph.v.) to explain something clearly, usually in writing

e.g. The plan was properly **laid out** on the agenda.

Dialogue Review

Have a role play and answer the questions.



Kenzo and Selena express their opinions on the new incentive policy.

Jasmine: I am pleased to announce that we have come up with a new **incentive scheme**. The more projects you close with a client individually, the higher **commissions** you get. Further details will be properly **laid out** via email.
(Jasmine exits the meeting room.)

Kenzo: I'm so thrilled with the new scheme.
I believe it will be practical to evaluate performances.

Selena: I beg to differ. As far as I know, those who have more closed deals in the past will likely have more potential clients in the future. It seems unfair, don't you think?

Kenzo: Look at it objectively, the new incentive scheme is not too bad.



Kenzo and Selena express their opinions on the new incentive policy.



1. Introducing Some Incentive Policies

Jasmine: I am pleased to announce that we have come up with a new incentive scheme. The more projects you close with a client individually, the higher commissions you get. Further details will be properly laid out via email.

(Jasmine exits the meeting room.)



2. Responding to Incentive Policies

Kenzo: I'm so thrilled with the new scheme.

I believe it will be practical to evaluate performances.

Selena: I beg to differ. As far as I know, those who have more closed deals in the past will likely have more potential clients in the future. It seems unfair, don't you think?

Kenzo: Look at it objectively, the new incentive scheme is not too bad.

Learning Goals

Learn the key expressions and sentence structures.

∴ Introducing Some Incentive Policies

- I am pleased to announce that we have come up with a new incentive scheme.
- The more (noun) you (verb), + (incentive) the more (incentive) you get.
- If you + (condition), you will + (incentive).

Example sentences:

- The more projects you close with a client individually, the higher commissions you get.
- If you close a deal in a week, you will be given 10% of the sale.



How would you describe your company's incentive scheme?

Learning Goals

Learn the key expressions and sentence structures.

∴ Responding to Incentive Policies

1. Positive Reaction

- I'm so thrilled with + **(noun)**.
- I believe it will be + **(positive adjective)**.
- It's like music to my ears.

Example sentences:

- I'm so thrilled with the new scheme.
- I believe it will be practical to evaluate performances.

2. Negative Reaction

- It seems + **(negative adjective)**.
- Neither of those options looks good to me.
- I beg to differ.

Example sentences:

- It seems unfair, don't you think?



What expressions do you use to show positive/negative reaction to something?

Semi-open Dialogue

Have a role play.

Scenario: Imagine your management has changed your incentive plan after many years of following the old incentive scheme. Respond to the change and state your opinion about it.



∴ You can refer to the following key expressions:

- I'm so thrilled with + (noun).
- I believe it will be + (positive adjective).
- It seems + (negative adjective).
- Neither of those options looks good to me.

Learn the three types of motivation.

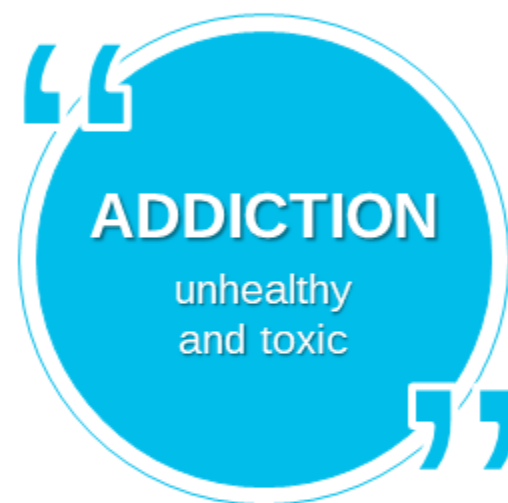
∴ 3 Types of Motivation



For example: money, praise, awards, recognition, benefits.



For example: joy, relief, achievement, and reassurance.



For example: shame, guilt, withdrawal, and anxiety.



Which type of motivation works efficiently for you?

Overview

Keywords and expressions:

incentive scheme/ commission/ lay out

I am pleased to announce that we have come up with a new incentive scheme.

The more (noun) you (verb), + (incentive) the more (incentive) you get.
If you + (condition), you will + (incentive).

I'm so thrilled with + (noun).

I believe it will be + (positive adjective).

It seems + (negative adjective).

Neither of those options looks good to me.

