

PERSUADING AND ENCOURAGING

B2-C1 | Functional language for influencing decisions tactfully

1 Useful phrase patterns

Use these phrases to make a suggestion persuasive without sounding forceful.

Have you considered ...?

Have you considered trying a smaller pilot first?

It may be worth ...

It may be worth reviewing the evidence.

One advantage would be ...

One advantage would be greater flexibility.

You might find that ...

You might find that the change saves time.

It would be a shame to ...

It would be a shame to miss this opportunity.

I would encourage you to ...

I would encourage you to speak to the client.

There is a strong case for ...

There is a strong case for testing the idea.

The potential benefits seem worth ...

The potential benefits seem worth exploring.

2 Respond to the situations

Write one tactful phrase to persuade or encourage someone in each situation.

1. Your team wants to introduce a new service everywhere at once. You think they should test it in one area first.

2. A colleague is unsure whether to apply for a training course that could help their career.

3. A manager wants to cancel a customer survey to save time, but you think customer feedback is important.

4. Your friend has received a job offer but is worried about moving to a new city.

5. A group does not want to consider a more flexible working arrangement.

6. A client is reluctant to meet because they think an email will be enough, but the issue is complicated.

7. Your team is avoiding a difficult conversation with a supplier, although the problem needs attention.

8. A colleague is considering leaving a useful professional network because they are too busy.

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B2-C1 | Suggested answers

3 Possible answers

These are examples only. Other accurate and suitable responses are also correct.

Encourage students to choose a phrase that suits the relationship and situation.

1. Have you considered trying a smaller pilot first? It would reduce the risk.

2. I would encourage you to apply. The course could be valuable for your career.

3. It may be worth keeping the survey because customer feedback could improve the service.

4. You might find that the move brings useful opportunities as well as challenges.

5. There is a strong case for flexible working because it may improve retention.

6. I would encourage you to meet. A conversation may resolve the issue more quickly.

7. It would be a shame to let the problem continue. We should speak to the supplier.

8. The potential benefits of the network seem worth exploring before you leave it.
