

## Day 36

### ☉ Vocab Review

**Answer Key:** 1. inventory 2. commerce 3. differ 4. durable 5. replacing

### ☉ WORDS IN CONTEXT

**Answer Key:**

#### ● Reducing Employee Turnover

By increasing employees' job satisfaction, small business owners can reduce employee turnover. They have a chance to (treat) their employees as members of a (tightly knit) team, with top-level managers (interacting) with and encouraging (front-line) employees on a daily basis. Benefits and other (incentives) can help to keep employees, but smaller businesses can (struggle) against larger (corporate) businesses in this area.

The key to increasing employee (retention) rates for small businesses is to focus on the (intangible) aspects of employee satisfaction, such as personal respect, trust, and opportunities for career development.

#### ● Increasing Inventory Turnover

What do you need to increase inventory turnover rates? The answer is marketing and (adapting) your products or services to meet customers' (preferences) can increase demand for your products through (word-of-mouth) advertising.

Another key to increase inventory turnover is sales promotions. Through sales promotions you can create demand for products (in the pipeline) by offering (irresistible) price discounts for single or (bulk) purchases.

### ☉ Match each definition (A – O) with today's vocabulary word (1 – 15)

**Answer Key:**

A-14; B-11; C-7; D-15; E-13; F-10; G-12; H-9; I-8; J-4; K-3; L-2; M-5; N-6; O-1

### ☉ Part 5 exercise

**Answer Key:** 1-n D; 2-n B; 3-past participle C

### ☉ Gap-filling Exercise

**Answer Key:** 1. in the pipeline 2. word of mouth 3. interact 4. adapt 5. irresistible 6. intangible