

# Answers

I did a presentation to the board yesterday in order to outline how we could improve our sales figures through a new sales strategy, which my colleagues and I have been drawing up over the last few months. Sales have been decreasing recently, so in the presentation I really wanted to **get to the heart of** the matter concerning why this is the case, and how our strategy can improve it. I thought that I delivered a very convincing presentation with well-designed slides, and I spoke very fluently throughout due to the fact that I had learnt it **by heart**.

I thought that the board members would be excited by our ideas. However, the response was not as positive as I expected. The reaction wasn't necessarily negative, but it was quite **halfhearted**, with little enthusiasm. They said that they needed to discuss our strategy further, so I can **take heart from** the fact that they didn't dismiss the idea completely. I will be extremely disappointed if they don't give our proposed strategy the green light, because I really **had my heart set on** it.

