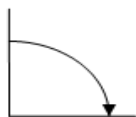


## Describing commercial trends



Decline, Fall,  
Decrease



Increase, Rise  
Improve



Fluctuate, Vary



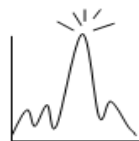
Rocket, Jump, Soar,  
Surge



Level off,  
Stabilize, Stagnate



Recover, Pick  
up



Peak, Reach a  
high (opposite  
is reach a low)



Plummet, Drop,  
Slump

### Some useful expressions

- ✓ **Start:** Please find an update on/overview of progress.
- ✓ **Start:** Please find a summary of my/our performance against our targets, objectives, KPIs in preparation for our meeting on...
- ✓ **Start:** Please find a review of the last month, quarter, 12 months etc.
- ✓ **Main:** I would like to highlight/to focus on/to draw attention to .....
- ✓ **Main:** Overall, on average, the overall trend is, the underlying trend is...
- ✓ **Main:** I believe the reason for this, I would suggest this is caused by, this can be explained by..
- ✓ **Main:** We have successfully achieved/delivered against/met our targets.
- ✓ **Main:** We had a number of issues that prevented us achieving.....
- ✓ **Main:** It has been a successful, positive, productive, challenging, demanding, month/quarter year etc.

### Your grammar for reporting on your progress

**Golden rule:** The present perfect is a great to use in reporting on progress because it highlights you are open to the feedback on your manager. I have finished the report, what do you think? Is better than I finished the project yesterday.

✓ **Past simple** – trends/changes in the past.

**Example:** Profits soared last month.

✓ **Present perfect** – trends/changes that started in the past and continue to now. **Example:** Profits have declined since January 2017/over the **\*last 2 months**.

✓ **Present perfect continuous** – trends/changes that started in the past and continue to now. To give emphasis that this trend is dynamic and set to continue.

**Example:** Profits have been rising since January 2017.

✓ **Present continuous** – trends/changes that are happening right now. **Example:** Profits are recovering right now.

✓ **Going to** – evidence based prediction about future performance.

**Example:** Based on our analysis profits are going to stabilise in Q2 2017.

✓ **Will** – instincts informing a prediction about future performance.

**Example:** I have a feeling profits will rocket in 2017.