

商务英语听说系列教材

Listening to Business English

初级商务英语听说

(教师用书)

(第三版)

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对外经济贸易大学出版社

中国·北京

图书在版编目 (CIP) 数据

中国版本图书馆 CIP 数据核字 (2019) 第 号

© 2019 年 对外经济贸易大学出版社出版发行

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初级商务英语听说 (教师用书) (第三版)

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责任编辑:

对外经济贸易大学出版社
北京市朝阳区惠新东街 10 号 邮政编码: 100029
邮购电话: 010-64492338 发行部电话: 010-64492342
网址: <http://www.uibep.com> E-mail: uibep@126.com

印装 新华书店经销
成品尺寸: 185mm×230mm 印张 千字
2019 年 月北京第 3 版 2019 年 月第 1 次印刷

ISBN 978-7-5663- -
印数: 0 001-0 000 册 定价: 00.00 元

第三版前言

《初级商务英语听说》这一教材自 2008 年正式出版以来，受到了广大读者与师生的欢迎和认可。经过再版，本教材仍然供不应求。为了更好地满足高校外经贸类专业学生和广大英语爱好者的需要，现对《初级商务英语听说》一书进行第三次修订。

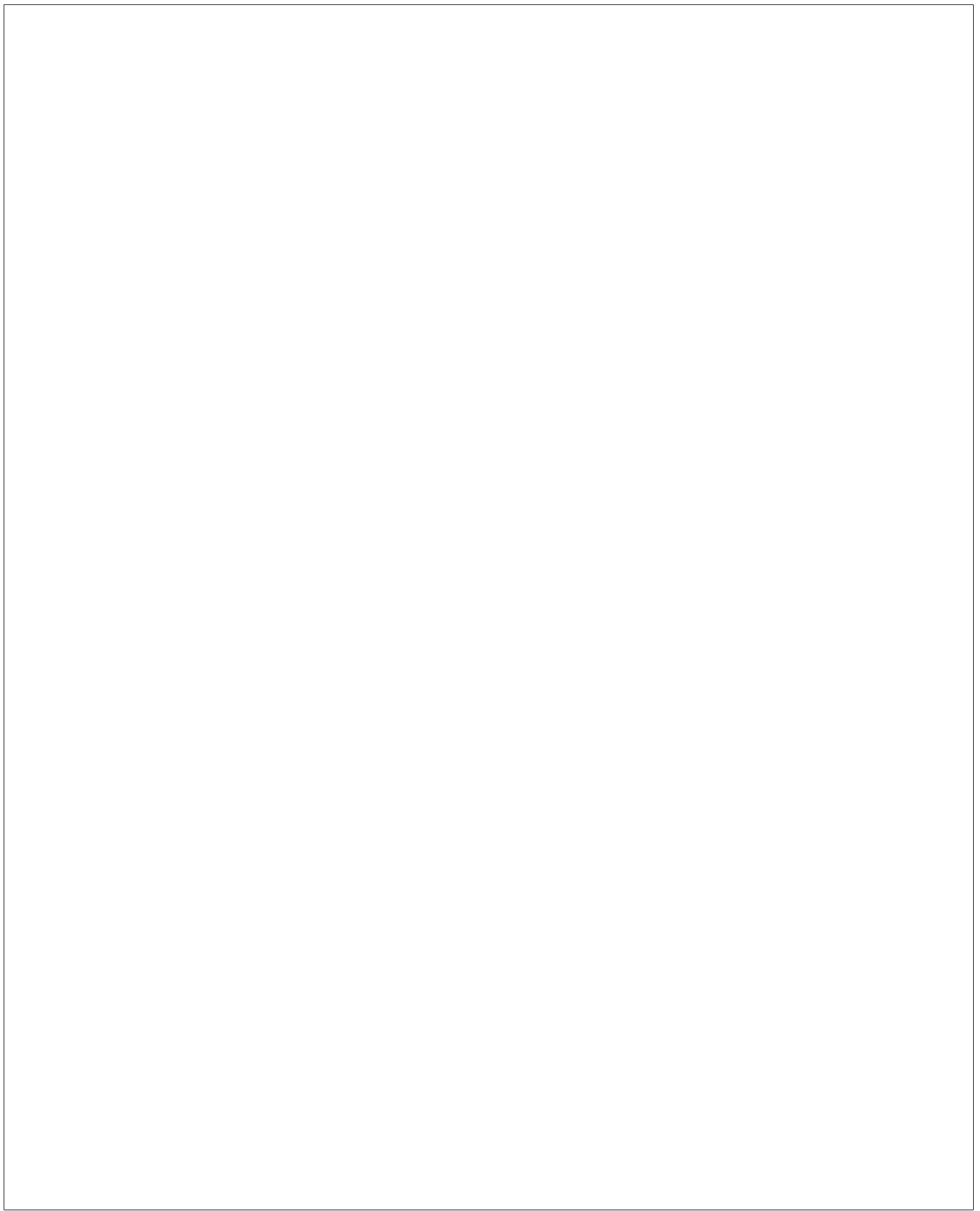
新版教材依然以真实性为原则，很多材料来自国外财经报刊和外企的真实语言交流素材，内容涉及真实的公司业务和人物，及其在工作场景下的真实交流，有较强的实用性和专业性。学习者在提高听说技能的同时也大量涉猎国际商务知识，为学习者在未来工作的真实情景中用英语与外国人进行交流做好准备。新版教材将原教材进行更新，删减或改编了原教材某些略为过时的内容，增加了最新的素材并对原材料进行新的视听活动的设计，以保证本书内容的时效性。

新版教材的内容更加丰富、充实，信息量明显增大，注重提高学生的听说综合能力及语言和应用能力，使教师教学和学生自学都有了更大的发挥空间。

本教材第三次修订工作的分工为：主编何芳和吴立高负责整体设计规划、审稿及全书质量把关；副主编刘凤、邓静和何芸负责学生用书及教师用书所有内容的审校及修订；刘凤编写第 1 至 4 单元的学生用书及教师用书，邓静编写第 5 至 8 单元的学生用书及教师用书，何芸编写第 9 至 12 单元的学生用书及教师用书，监艳红编写第 13 单元的学生用书及教师用书，吕丹丹编写第 14 单元的学生用书及教师用书，韩靖编写第 15 单元的学生用书及教师用书，曾范敬和李井岗编写第 16 单元的学生用书及教师用书。

由于编者水平有限，《初级商务英语听说》的第三次修订尚存不尽如人意之处，恳请读者不吝指正。

主编
2019 年春



前 言

《商务英语听说》共分初、中、高三级，每级一册，每册十六单元。教材选材涉及到商务领域的常见话题，包括商务接待、面试、产品介绍、商务谈判、广告、国际贸易等各个方面，为学习者提供了大量真实、生动的英语素材，使学习者在提高英语听说技能的同时也涉猎国际商务知识。

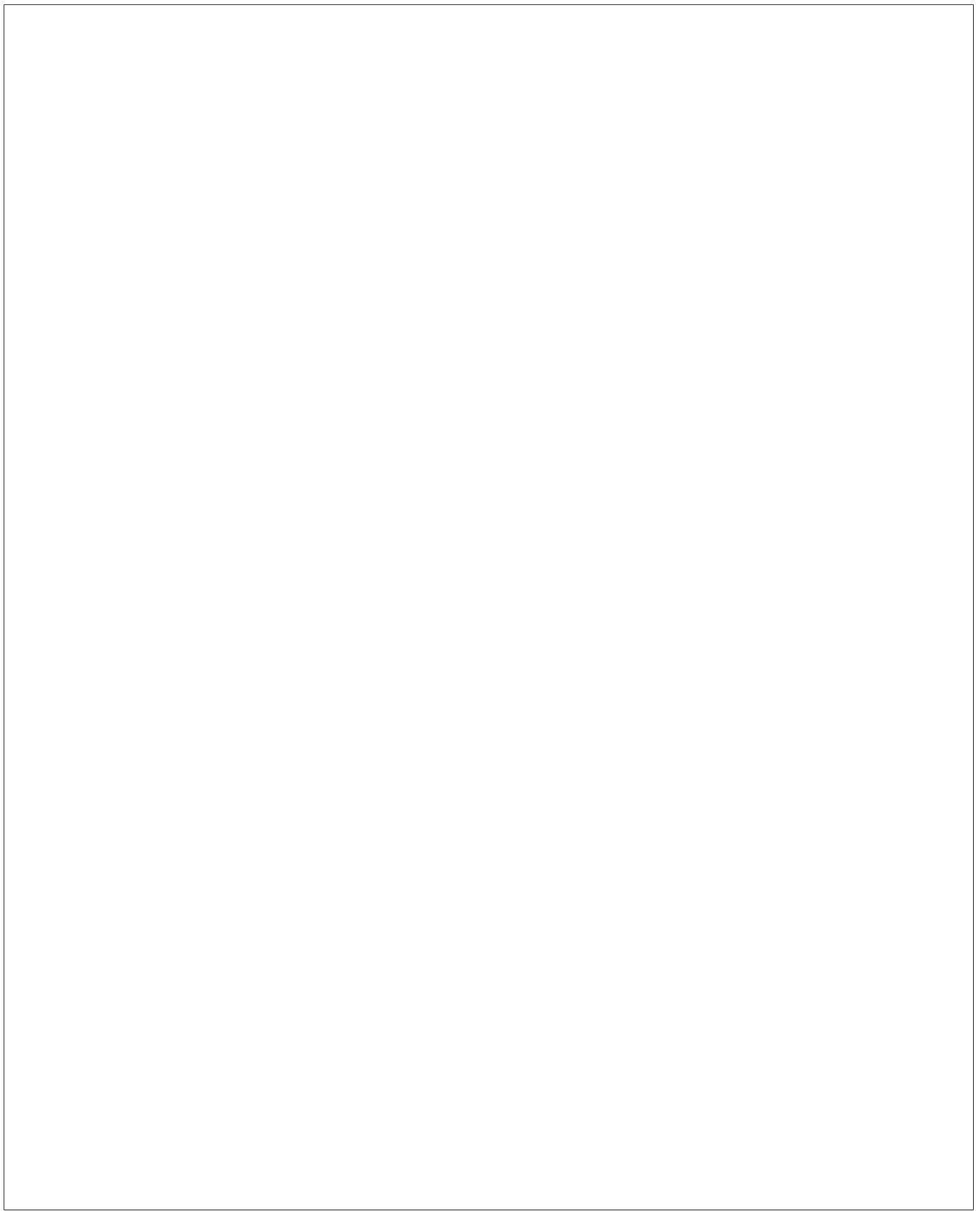
本套教材的编写以真实性为原则，很多材料来自国外财经报刊和外企的真实语言交流素材，内容涉及真实的公司业务和人物，及其在工作场景下的真实交流，有较强的实用性和专业性。该教材语言地道，听、说训练交替进行，使得两项互相促进，共同长进。本教材的另一大特点就是语言技能的训练与商务知识有机结合。交际任务以真实的商务交际情景为参照，鼓励学习者在完成交际任务的过程中运用所学语言知识，提高交际能力，熟悉商务知识。而且任务设计尽可能与学习者的经历直接或间接相关，通过商务场景对话、角色扮演等丰富多样的活动让学习者参与其中，增强了学习的意义。

本套教材可作为大学英语专业及英语相关专业的学生学习商务英语的材料，也可作为其他专业对商务英语有兴趣的学生选修课使用教材。初级适合大学一年级学生或有一定基础的学习者使用，中级适合大学二年级或有中等基础的学习者使用，高级可供大学三、四年级或有较高英语水平的学习者使用。建议两到三课时学习一个单元。

这套教材也为社会上广大的商务英语爱好者提供学习材料，对提高学习者的听、说能力将有帮助；对于从事商务工作和即将从事商务工作的人，本教材有助于他们提高英语交际能力，并提供实用性的商务知识。

主编

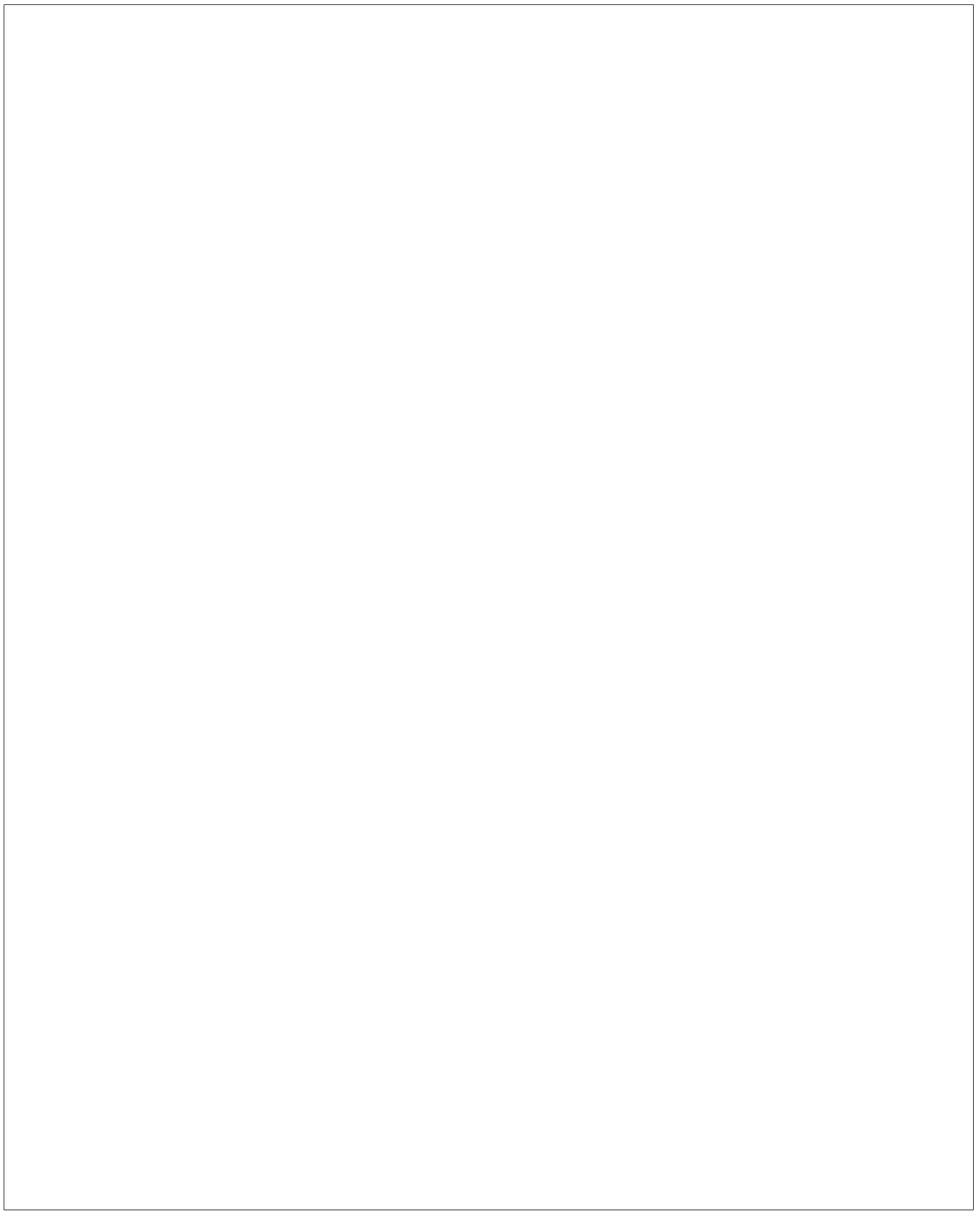
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Unit 1

Meeting People

Aims


In this unit we will talk about

- greeting people;
- introducing oneself;
- introducing others; and
- finding topics for small talks.

1 Starting-up

2 Greeting

2.1 Formal and informal greetings

A  Listen to the following conversations and decide which are formal and which are informal by putting a tick (✓) in the correct box.

Script and Answers

- 1) —Good morning. Mr. James. How are you today?
—Very well, thank you. Mr. Smith. How about you?
—Just fine. Thank you.
- 2) —Hey, Jane. How's it going?

—Not bad. Thanks.

3) —Alright, Alice, What's up?

—**Can't complain.** Bill.

4) —Hello, Mr. Hamilton. It's lovely to see you again.

—Hello, Ms. Wilson. Nice to see you too. It's been a long time, hasn't it? **How are things with you?**


—I'm OK. Thanks.

5) —Excuse me. **Are you** Mr. Black **from** Britain?

—Yes, I am. It's lovely to see you.

—Nice to see you, too.

B  Listen to the conversations again and fill in the blanks.

C  **Pair work.** Read the following situations and decide whether you should use formal greetings or informal ones by putting a tick (✓) in the correct box. Make dialogues according to the given situations with your partner in proper ways. You may use the following language focus for your reference.

Answers


A

1) Formal 2) Informal 3) Informal 4) Formal 5) Formal

C

1) Formal 2) Informal 3) Formal 4) Informal 5) Formal

2.2 Questions and replies during greetings

A  You are going to hear six questions. However, the questions are not in the same order with the replies on the right. Please match them by writing down the numbers of the questions in the proper places.

Script and Answers

- 1) Did you have a good trip?
- 2) Can I help you?
- 3) Are you Mr. Smith from IBM?
- 4) Would you like something to drink?
- 5) How long are you planning to stay here in this city?
- 6) Have you been here before?

B  Listen to the six questions again and write down each of them.

Answers

A

- | | |
|--------------------|---|
| — <u> 5 </u> | —I'll probably be staying till the end of this month. |
| — <u> 4 </u> | —Black coffee, please. |
| — <u> 6 </u> | —No, this is my first visit. |
| — <u> 2 </u> | —Yes, please. I'm to meet Mr. Lee, the Sales Manager. |
| — <u> 1 </u> | —Yes, thanks. I had a very good trip. |
| — <u> 3 </u> | —That's right. Nice to meet you. |

3 Introducing People**3.1 Introducing oneself**

A  Listen to the self-introduction of Connie during an interview and fill in the blanks.

Script and answers

Hello. My name is Connie Wilson. I was at California University for four years and graduated in 2018. I studied marketing. I got my first job upon my graduation. It was with a multinational company. They have a training program for people just graduated from university and it lasts 12 months. During that period, I could work in different departments, such as Personnel, Marketing and After-Sales. I even went to visit customers with the sales representatives. I enjoyed it very much and I learned a lot.



B **Pair work.** The following are two business cards. Choose one of them and play his or her role. Introduce yourself to others. Give as many details as you can. In addition to the information on the card, you may invent more information as you wish.

3.2 Introducing others



A **Listen to three introductions about three famous persons, guess and write down their names.**

Script

- 1) Let me introduce the first gentleman. He's an American businessman, the previous chairman of Microsoft. He was born in Seattle in 1955. He's the world's second richest man in 2018 according to *Forbes* with a net worth of about \$90 billion. Do you know who he is?
- 2) I'd like you to know something about this CEO. He was born in New Mexico in 1964 and focused on e-commerce industry. He's the richest man in the world with a net worth of around \$150 billion in 2018. Guess who he is.
- 3) I'd like to say something about this American businessman involved in investment. He was born in Omaha in 1930. According to *Forbes*, he is the third richest man in 2018 with a net worth of around \$84 billion. His nickname is "God of Stock". He is regarded as one of the world's greatest stock market investors. Now guess who he is.



B **Listen to the introductions again and fill in their personal information card as follows.**

Answers


A

- 1) Bill Gates 2) Jeff Bezos 3) Warren Buffett

B

Name	Place of Birth	Year of Birth	Business Field	Net Worth
Bill Gates	Seattle	1955	software	\$90 billion
Jeff Bezos	Mew Mexico	1964	e-commerce	\$150 billion
Warren Buffet	Omaha	1930	stock market investment	\$84 billion

3.3 Meeting a client at the airport

A  Listen to the conversation and fill in the missing information in the following sentences.

Script

Tom: Excuse me. Are you Mr. Nelson from Western Electronics?

Bob: Yes, I am. And are you Mr. Hamilton from Apple Trading?

Tom: No, I'm not. I'm Tom Clinton, the marketing manager. This is Anna Anderson. She is Mr. Hamilton's assistant.

Anna: Hello, Mr. Nelson. Mr. Hamilton is supposed to be here but he had something urgent to deal with this morning, so he asked me and Tom to meet you. Hope you don't mind.

Bob: Not at all. Nice to meet you two. And please feel free to call me Bob.

Tom: It would be my great pleasure. How was your flight, Bob?

Bob: Not too bad.

Anna: How long do you intend to stay?

Bob: Uh...About one week. We'll have enough time to talk about our business.

Tom: That would be great.

Anna: Shall we have a cup of coffee now?

Bob: Good idea.

B  Listen to the conversation again and answer the following questions.

Answers

A

1) **Excuse me.** Are you Mr. Nelson from Western Electronics?

2) Please **feel free** to call me Bob.

3) It would be my **great pleasure.**

4) We'll have enough time to **talk about our business.**

B

1) Tom is the marketing manager and Anna is Mr. Hamilton's assistant in Apple Trading.

2) Because he had something urgent to deal with that morning.

3) He felt not too bad.

4) They were going to have a cup of coffee somewhere.



C **Group work. Play roles of the three and practice the dialogue. You may use the answers in Exercise A and B for your reference.**

3.4 Introducing a senior executive in the office



A **Listen to the conversation and decide whether the following statements are true or false by putting a tick (✓) in the correct box.**

Script

Peter: Good afternoon, Sarah. It's great to see you again. How was your trip?

Sarah: Pretty good. I felt a little tired yesterday, you know, the time difference. But I'm OK now.

Peter: Great. If you are ready, I'd like to introduce you to meet Clair, our chief accountant. Clair, I'd like you to meet Ms. Sarah Salice.

Sarah: Pleased to meet you, Clair. I know you are doing a great job.

Clair: Thank you, Ms. Salice. I'm so glad to see you, too.

Sarah: Just call me Sarah.

Peter: Sarah, may I introduce John to you? He is our marketing manager. John, this is Ms. Sarah Salice.

John: Hello, Ms. Salice. How are you?

Sarah: I'm fine. Thank you. I know that since you take charge of the marketing, there have been great positive changes. I think we can talk more about it later.

John: OK, I'm willing to talk to you.

Peter: I think you will find all of our staff is top-notch.

Sarah: I'm already convinced from the reports I've seen.



B **Listen to the conversation again and complete the following sentences.**

Answers


A

1) False 2) False 3) False 4) True

B

- 1) Sarah felt a little tired because of the time difference.
- 2) Peter introduces Clair and John to Sarah.
- 3) According to Sarah, since John took charge of the marketing, there have been great positive changes.

3.5 Attending an international conference

A  Listen to the conversation and fill in the missing information in the table.

Script

William: Hello, my name is William Morris from Canada.

Susan: Oh, hello. I'm Susan Lee from Germany. And this is John Miles with Apple Trading Company. We've just known each other here.

John: Nice to meet you, Mr. Morris.

William: Nice to meet you, too. Are you also from Germany?

John: No. I'm an American. But I work in Paris, the division office for my company. I'm the marketing manager.

William: Oh, that's nice. Paris is a beautiful city. I'm the chief accountant for Coca Cola. My division office is in New York. How about you, Susan?

Susan: My division office is far from here. I work in Shanghai. Have you ever heard about the city?

William: Sure. That's a large city in China. Which company are you with?

Susan: Siemens. And I'm the personnel manager there.

John: Are you used to the food in Shanghai?

Susan: Actually, I like the food there very much. It's really to my taste.

William: I hope I could have a trip in China.

John: Me, too. Maybe we can go there on a holiday together and Susan could be our guide.

William: That's a great idea.



B Pair work. Play roles of the three and practice the dialogue. You may use the table in Exercise A for your reference.

Answers

A

Name	Nationality	Company	Division Office	Position
John Miles	American	Apple Trading	Paris	Marketing Manager
Susan Lee	German	Simens	Shanghai	Personnel Manager
William Morris	Canadian	Coca Cola	New York	Chief Accountant

4 Small Talks



A Listen to the following conversation between an American client Mr. Harry Smith and a Chinese manager Wang Lin. Write down the questions in the proper places.

Script

Harry: Hello, I'm Harry Smith.

Wang: Hello, I'm Wang Lin. I'm here to pick you up.

Harry: Thank you. That's so kind of you.

Wang: Had a good trip?

Harry: A very good trip. Thanks.

Wang: You look great. How old are you?

Harry: Uh....Well, I'm 37.

Wang: Are you married?

Harry: Yes.

Wang: Is this your first trip in Dalian?

Harry: Actually no. I came here one year ago on a holiday with my wife.

Wang: Do you have children?

Harry: Well, no. We don't have any children yet.

Wang: Do you like Dalian?

Harry: Yes, very much.

Wang: Why do you like it?

Harry: The people here are very warm and nice and I love the weather here.

Wang: I see. What are your hobbies?

Harry: Oh, I like swimming and playing golf.



B Pair work. Find some topics you can talk about during small talks when you meet people in business. Make dialogues according to each topic.

Answers

A

Proper questions:	Improper questions:
1) Have a good trip?	1) How old are you?
2) Is this your first trip in Dalian?	2) Are you married?
3) Do you like Dalian?	3) Do you have any children?
4) Why do you like it?	
5) What are your hobbies?	

B

1. weather
2. surroundings
3. interests and hobbies
4. travel and transport
5. entertainment (favorite food / song / movie / star)

5 Role Play



Make a group of three and role play the three famous people mentioned in 3.2 in this unit. Read all of their personal information cards carefully. Suppose three of you meet at an international business conference. Please greet each other, introduce yourselves and then have a small talk. After the first round, exchange roles. The following language focus may be helpful.

6 Leisure Time: A Song

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Greet people		
Introduce yourself		
Introduce other people		
Find topics for small talks		

Unit 2

Interviews

Aims


In this unit we will talk about

- interview preparation;
- interview process;
- interview technique; and
- interview practice.

1 Starting-up

2 Interview Preparation

2.1 Interviewer's questions and interviewee's questions


A  Listen to the following 10 questions and try to find out which ones are the interviewers' questions and which ones are the interviewees' questions. Please write down the number of each question in the proper place. Each question will be read only once.

Script and Answers

- 1) Why do you like to work with us?
- 2) May I ask when I will know if I have the job?
- 3) Would there be any opportunity to work abroad in the future?

- 4) What sort of experience have you got?
- 5) What qualities do you feel a successful manager should have?
- 6) May I ask what the normal working hours are?
- 7) What are your weak points?
- 8) Are there any training programs for new employees?
- 9) Could you tell me a little about the employee benefits?
- 10) Do you have any plans for further education?

B  Listen to these questions for the second time. And write down each question.

C  Pair work. Discuss with each other on more questions asked by interviewers and interviewees during an interview.

Answers

A

Interviewers' questions: 1 4 5 7 10

Interviewees' questions: 2 3 6 8 9

2.2 Useful Tips

A  Listen to the recording and fill in the missing words in each statement.

Script and Answers

1. Successful interviewing begins with preparation. The most important aspect of successful interviewing is not your experience, your degree or your resume. That's what got you the interview.
2. It is helpful to consider the interview a performance or a game whose goal is to sell the interviewer the idea that you are the best person for the job.
3. Give the interviewer every reason to believe that you can handle the job for which you are being considered.
4. The main reason most candidates do not get the job is that they don't inspire confidence.
5. Interviewing is a skill that is learned with practice just like any sport or performance.
6. Plan to be at the interview five minutes early; dressed in appropriate business clothes.

7. Make sure the conversation goes two ways during an interview. Do ask questions to **involve** the interviewer.
8. You don't need snap (v. 突然说出) answers to every question. **Pause** and **collect** your thoughts before answering. It indicates you think before you speak.



B Read the eight sentences again and discuss in small groups on other important factors necessary for a successful interview.

2.3 Trick Questions

“What is your biggest weakness?” This question is so typical in interviews, you must be well-prepared before that. Now, are you ready for these interview trick questions? Here are some tips to answer them.



A Listen to the recording and write down four trick questions.

Script

The first trick question in an interview is “If you were an animal, which one would you be, and why?”

The key is to focus not on the object but on the reason. Think of the personality trait you would most like to express and keep that trait in mind throughout the interview. It is much easier to answer such kind of questions when you already know you wish to be seen as dependable, friendly, or strong.

Next, “What did you dislike most about your last job?”


No matter what your personal feelings are, keep your attitude positive. Mention that you felt you weren't challenged enough, or that the opportunities for development were too limited.


The third one, “Why did you leave your last job?”

Answering this question is a bit trickier if you were fired. In this case, you can say that your relationship with the company was no longer a good fit and that you are excited about this new opportunity. Above all, do not lie. Potential employers will check references, including your former companies. If they catch you lying about the reason you left the past job, you can be sure a job offer will not come your way.

Finally, “Who is your role model?”

It may be difficult to think on the spot of an impressive answer. In this case, honesty is the best policy. Taking time before the interview will help you stay on your toes when questions like this appear.

B  Listen again and then choose the right answers.

C  Pair work. Play roles of an interviewer and an interviewee. Ask each other these four questions and get your own answers.

Answers

A


- 1) If you were an animal, which one would you be, and why?
- 2) What did you dislike most about your last job?
- 3) Why did you leave your last job?
- 4) Who is your role model?

B

- 1) c
- 2) b
- 3) c
- 4) a

3 Interview Process

3.1 A secretary vacancy

A  A brief resume with missing information for each candidate has been given as follows. Listen to the two dialogues and fill in the missing information in the following resumes. Each dialogue will be read twice.

Scripts

1

Lily: Hi, I'm Lily Zhang. I've come for an interview.

Richard: Nice to meet you, Miss Zhang. I'm Richard Lee, the HR manager (人力资源部经理). Please take a seat.

Lily: Thank you. Mr. Lee. Nice to meet you, too. It's a great pleasure for me to have this

opportunity for the interview.

Richard: OK. Actually, I'm impressed (有印象的) with your resume. You are applying for secretary, right?

Lily: Quite right, Mr. Lee. I'm interested in this position.

Richard: First of all, would you please say something about your educational background?

Lily: I'm an undergraduate at Guangdong University of Foreign Studies as an English major and will graduate in July this year. I'm specializing (在……有专门研究) in English Secretarial Studies.

Richard: What courses have you taken in English Secretarial Studies?

Lily: I've taken such courses as secretarial principles, office administration, business English, public relations, psychology, computer programming, typing, filing and so on.

Richard: Well, do you have any practical experience as a secretary?

Lily: Yes. I worked as a part-time secretary in a small company for two months during summer vacation.

Richard: What did you do there?

Lily: I performed general office work and assisted (帮助) the manager in handling all paper work.

Richard: OK, Miss Zhang. Thanks for coming today. I'll contact you soon.

Lily: Thank you so much for your time.

2

Betty: Good afternoon, sir. I'm Betty Wang. I'm supposed to have an interview with Mr. Lee.

Richard: I'm Richard Lee. You're right on time. Miss Wang, take a seat, please.

Betty: Thank you. Mr. Lee. I'm applying for secretary here in this company.

Richard: OK. Which university did you graduate from?

Betty: Shanghai Polytechnics. I graduated two years ago.

Richard: What was your major there?

Betty: My major subject was Economics and my minor subject was English. I have taken courses like business management, marketing, sales strategies (策略), spoken English, English correspondence writing (信件书写), office typing, etc.

Richard: Well, tell me something about your previous job.

Betty: I've been the manager assistant in a joint venture for two years after my graduation from the college.

Richard: What made you decide to change your job?

Betty: Well, I'd like to practise English in my job. As my present employer deals with Chinese domestic (国内的) trade only, there isn't much chance to speak English.

Richard: OK, I see. Thank you, Miss Wang. I'll call you by this Friday.

Betty: All right. Thanks for your consideration.



B Suppose you are the manager of the HR Department, Richard Lee. According to the information of these two candidates, which one do you think is more suitable for the position of a secretary? Discuss in small groups.

Answers

A

Resume

Name: Lily Zhang

Sex: Female

Age: 23

Educational Background:

University: Guangdong University of Foreign Studies

Major: English specialized in English Secretarial Studies

Courses: secretarial principles, office administration, business English, public relations, psychology, computer programming, typing, filing and so on

Working Experience: Full time Part time

Company: a small company

Position: secretary

Resume

Name: Betty Wang

Sex: Female

Age: 25

Educational Background:

University: Shanghai Polytechnics

Major: major subject: Economics; minor subject: English

Courses: business management, marketing, sales strategies, spoken English, English correspondence writing, office typing, etc.

Working Experience: Full time Part time

Company: a joint venture company

Position: manager assistant

3.2 Interviewee's benefits



Edward Smith, the HR department manager in IBM, is meeting a candidate, Joe, in his office. The dialogue you are going to hear is the last part of the interview. Listen to the dialogue twice and fill in the missing information.

Script

Edward: Before we finish, I have just one or two more questions.

Joe: Certainly.

Edward: May I ask: why do you want to leave your present job?

Joe: The truth is that I'd like to work in a larger company that offers more opportunities for growth.

Edward: I understand. And when would you be available?

Joe: I could be available in four weeks' time. I'd need to give my present employer sufficient notice.

Edward: I can understand that. Well, tell me, do you have any questions for me?

Joe: Yes, one or two. Could you tell me about the work hour?

Edward: The work day is from nine to five, with an one-hour lunch break at noon.

Joe: And may I ask about the salary?

Edward: Oh, I didn't mention the salary?

Joe: No, I don't believe so.

Edward: The salary is 65 000 dollars.

Joe: And may I ask about vacations and sick leave?

Edward: Yes. Of course. Employees receive ten days off per year for the first two years, and fifteen days off per year after that. Also, employees get one day of sick leave per month.

Joe: And finally, can you tell me about the company benefits?

Edward: Yes. We have an excellent benefits plan that includes health insurance and a retirement program.

Joe: That sounds very complete.

Edward: We try to take good care of our employees. Any other questions?

Joe: No. I don't think so. I really appreciate the time you've taken to talk with me.

Edward: My pleasure. You'll be hearing from us shortly.

Joe: Thank you very much.

Answer

Hours of work	<u>From 9 a.m. to 5 p.m.</u> with a one hour lunch break at noon.
Salary	<u>\$65 000</u> a year
Vacation	<u>Ten days off</u> per year for the first two years; <u>fifteen days off</u> per year after that
Sick leave	<u>One day</u> of sick leave <u>per month</u>
Company benefits	Excellent benefits, including <u>health</u> insurance and a <u>retirement</u> program

4 Interview Technique



A successful interview is not only a process of language communication but also a nonverbal one. What you say during an interview is just as important as how you say it. The following passage is about “eye contact”, which is one of the most important techniques to help you during an interview. Listen to the following passage twice and decide whether the following statements are true or false by putting a tick (✓) in the correct box.


Script

Many interviews fail because of lack of proper communication, but communication is more than just what you say. It is the nonverbal communication that we are least aware of. When it comes to interviewing, eye contact is the top one in order of importance. If you look away while listening, it can indicate a lack of interest and a short attention span. If you fail to maintain eye contact while speaking, it may indicate a lack of confidence in what you are saying. If you have difficulty maintaining eye contact due to discomfort at looking someone directly in the eyes, simply stare at him or her directly in the nose. Then you will not have the discomfort of direct eye contact, yet the person you are speaking with will perceive that you are making eye contact. Do not just assume you have good eye contact. Sit down with a friend and practice until you are comfortable with keeping sincere, continuous eye contact throughout the interview.

Answers

- 1) True 2) True 3) False 4) False 5) True

5 Interview Practice

A  Read the following questions carefully and try to give answers to them according to your own expectations.

B  Listen to the dialogue twice. Write down the answer to each question.

Script and answers

Interviewer: Come in, please.

Interviewee: Is this the General Manager's office?

Interviewer: Yes, it is. Be seated, please.

Interviewee: **Thanks.**

Interviewer: May I have your name?

Interviewee: **Linda Zhang. I was asked to have an interview this afternoon.**

Interviewer: Which position are you applying for?

Interviewee: **Manager assistant in the business department.**

Interviewer: Which university did you graduate from?

Interviewee: **I graduated from Peking University.**

Interviewer: What's your major in the university?

Interviewee: **My major is commerce.**

Interviewer: Do you speak any foreign languages? You know, some staff members in this company are Americans.

Interviewee: **Oh, to a certain extent, yes. I know fairly well English, and a little French. I think I can manage English conversations with American staff members. At the university, I often practiced oral English with my classmates or friends.**

Interviewer: Sounds great. Can you tell me something about your previous jobs?

Interviewee: **Yes. I began to work in a developing company for two years after graduation. Then I came here in this city, and worked in a small department store for one year. Now I'm a secretary to general manager of a big department store.**

Interviewer: Why are you leaving your present job?

Interviewee: **I'm leaving my present employment so that I can improve my position and have more responsibilities.**

Interviewer: Do you have any questions about the job?

Interviewee: Yes, please tell me something about the **salary and employee benefits.**

Interviewer: **Salary is based on experience as well as time spent with our company. It can be negotiated once we officially offer you the job. Moreover, our employees receive fifteen days of paid vacation every year. If you don't use the full fifteen days, they carry over to the following year.**

Interviewee: **Great. Thanks so much for your time.**

Interviewer: My pleasure. Thank you again for your coming. We'll inform you of the result in a couple of days.

Interviewee: **OK. See you.**



C Pair work. Play roles of an interviewer and an interviewee according to your own experience. You may use the dialogue above for your reference.

6 Speaking Task: Role Play



The following advertisements are from Nestle and DHL. Work in groups of three and play the roles of two interviewers and one interviewee. During the interview, use the following interview evaluation form to record the interviewee's performance. One of the interviewers is responsible for asking questions, the other one for completing the evaluation form. Each group may choose one ad for reference. After the first round, exchange the roles.

7 Leisure Time: A Joke

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the

checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Prepare for an interview		
Make sure what an interview process is		
Practice an interview		

Unit 3


Day-to-Day Work


Aims

In this unit we will talk about

- a secretary's work;
- a manager's work; and
- staff's work.

1 Starting-up

A  This new work-hour policy has aroused an instant worldwide argument the moment it's carried out. If you are involved, which would you prefer, 10 hours everyday for 4 days a week or 8 hours everyday for 5 days a week? Exchange your ideas with your partner.

B  Listen to five persons' opinions on this policy. Tick (✓) the opinions which are for it.

Scripts

Opinion 1: A 4-day work week would allow me more leisure time and more time with my family. These are both essential to a balanced society.

Opinion 2: We are too obsessed with work, which should not be the main priority.

Opinion 3: It would be in the way for companies to invest here. It is not a good idea.

Opinion 4: Cutting down our working time by 20% would mean we are no longer able to

compete with other countries. The result is we have to be more dependent on foreign goods.

Opinion 5: Our economy may also benefit from a more content workforce willing to work harder.

Answers


B

Opinion 1√..... Opinion 2√..... Opinion 3

Opinion 4 Opinion 5√.....

2 A Secretary's Work

2.1

A  Susan has just taken up a job as a secretary in Sheraton Hotel. Listen to the dialogue between Bob and her and then pick out the expressions you hear in the dialogue from the box .

Script

Bob: Hi, Susan. Nice to see you again. How do you like your new job?

Susan: Hi, Bob. It's interesting. And I've learnt a lot during the first week.

Bob: That's great. It seems to me that secretaries usually get a lot of work.

Susan: That's true. I'll have to prepare letters and present documents and newspaper articles.

Bob: Do you have to deal with the phones?

Susan: Yes, that's my job. When my boss doesn't want any interruptions, I'll hold her telephone calls. And I'll take the message, so she can call back later.

Bob: Well, sometimes that's not an easy job.

Susan: Yes, you're right. You do need patience to explain. Besides, I will also arrange conferences and do preparation work for them. I have to make sure there are enough chairs, memo pads and pencils.


Bob: Oh, yes. Do you have to work overtime?

Susan: Not really. But twice a week, I will have my lunch break later. When the other employees take their lunch break, I'll have to stay there and receive calls until 12:30, when Ms. Gates returns. Then I can go to lunch.

Bob: That's understandable. I bet you have done very well there.

Susan: I hope so. But there's still a lot to learn.

Bob: Don't worry. I'm sure you will do fine.

B  Listen to the dialogue again and answer the questions.

Answers

A

to take the message, to receive calls, understandable, twice a week, to take lunch break

B

1) She thinks the job is interesting and she has learnt a lot in the first week.

2) Patience is concerned in the dialogue.

3) Twice a week, Susan has to have lunch break later than usual. She has to stay and receive calls until Ms. Gates returns.

2.2 It's nine o'clock in the morning. Susan and Manager Mr. Chen are talking about today's work.

 Listen to the dialogue and choose the right answers.

Script

Mr. Chen: Come in.

Susan: Morning, Mr. Chen.

Mr. Chen: Morning, Susan. Are there any important appointments today?

Susan: Well, there's a meeting with Mr. Brown from DTT Company at 2:00 this afternoon. You will see him about the contract.

Mr. Chen: Ah, could we put off the meeting till 2:30? I'm expecting a phone call from New York at 2:00. It's important.

Susan: OK, Mr. Chen.

Mr. Chen: Could you print this draft contract, please? We'll need it for the meeting.

Susan: OK, sir. Anything else?

Mr. Chen: Oh, yes, and that letter to Mr. Turner. It must go today.

Susan: I see.

Mr. Chen: That's good. Thank you. Then would you bring me the files of DTT Company?

There is some information I need to check.

Susan: OK, I'll fetch it for you straight away.

(Susan is about to leave.)

Mr. Chen: Wait a minute. Would you please bring me a cup of coffee when you come back?

Susan: No problem.

Mr. Chen: Thanks a lot. Susan.

Susan: You are welcome.

Answers

1) b 2) a 3) c

2.3 Susan is busy dealing with phone calls the whole morning.



Listen to two calls and note down the messages.

Scripts

(The telephone rings.)

Susan: Good morning. Sheraton Hotel.

Mr. Zhou: May I speak to Mr. Zhang, please?

Susan: I'm sorry, but he is out on business today.

Mr. Zhou: Well, I'd like to make an appointment with Mr. Zhang sometime next week then. I'm Zhou Wei from Tsingtao Brewery Co., Ltd.

Susan: Let me check his schedule. Just a second... Yes, would 2:20 Wednesday afternoon be convenient?

Mr. Zhou: Yes, that'll be fine. Thank you very much. Good bye.

Susan: Good bye.

(The telephone rings again.)

Susan: Good morning. Sheraton Hotel.

Mr. Neil: Could I speak to Mr. Chen, please?

Susan: I'm sorry. Mr. Chen is in a meeting. Shall I ask him to call you back when he is available?

Mr. Neil: Yes. It's Bill Neil and the number is 86445711.

Susan: Could you spell your name?

Mr. Neil: Ah, Bill Neil. B-I-L-L N-E-I-L.

Susan: Okay, I've got that.

Mr. Neil: Thank you for your help. Goodbye.

Susan: You're welcome. Goodbye.

Answers

Dialogue 1

<i>Message Pad</i>
For <u>Mr. Zhang</u>
Name of caller
<u>Zhou Wei</u>
Message
<u>An appointment with Mr. Zhang</u>
<u>at 2:20 p.m. next Wednesday</u>

Dialogue 2

<i>Message Pad</i>
For <u>Mr. Chen</u>
Name of caller
<u>Bill Neil</u>
Message
<u>Remind Mr. Chen to call back</u>
<u>86445711</u>

2.4 It's 2:20 in the afternoon. Mr. Brown arrives at the office. Susan receives him.



Listen to the dialogue and fill in the blanks with the missing information.

Script and answers

Mr. Brown: Good afternoon.

Susan: Good afternoon.

Mr. Brown: My name is John Brown. I have an appointment with Mr. Chen. At 2:30.

Susan: Yes, Mr. Brown. 1) **Mr. Chen is expecting you.** He'll be with you in a few minutes.

Mr. Brown: Fine.

Susan: 2) **Would you like to take a seat?**

Mr. Brown: Thanks.

Susan: Can I get you something to drink, coffee, tea or a cold drink?

Mr. Brown: Yes, could I have a cup of coffee, please? That would be very nice.

Susan: Yes, certainly. 3) **How do you take it?**

Mr. Brown: White with one sugar.

Susan: Here's your coffee, Mr. Brown.

Mr. Brown: Thank you. While I'm waiting, perhaps we could 4) **sort a couple of things out.**

Susan: 5) **I'm all ears.**

Mr. Brown: This morning before I left the office I tried to make a reservation at this hotel. But I couldn't 6) **get through.**

Susan: Would you like me to call them for you?

Mr. Brown: Yes, that's very kind of you.

(The phone rings, and Susan answers it.)

Susan: Yes, Mr. Brown is here to see you. (to Mr. Brown) OK, Mr. Brown, Mr. Chen is ready now. Please come this way.

Mr. Brown: Right, thank you.

2.5 Susan isn't feeling well today. She has taken a sick leave. And she is calling a colleague in the office to help her out with the following work.



Work in pairs and make a dialogue on the phone between them.

3 A Manager's Work

3.1



A Tick(✓) the things you think a manager usually does.

B Mr. Chen is a sales manager in Sheraton Hotel.



Listen to Mr. Chen's talk about his work. Tick(✓) the things he does in work.

Script

Mr. Chen: I'm a sales manager. My name is Chen Xiaonan. I work for Lancome Cosmetics. For me, Mondays in the sales office are always the same. I leave home at seven because I start work early, usually at eight. We always have a sales meeting on Monday morning. For the rest of the morning I call my clients to make appointments. I always take a break at around eleven and usually have coffee. My boss and I take a late lunch and make plans for the week. In the afternoon I go out and start making sales calls. I usually don't get back to the office until after six, so I often don't get home until after seven. Mondays are long days.

I go to an Italian course on Mondays after work. The other evenings I meet friends. We go to the cinema, or to a bar or restaurant.

I don't have time to exercise after work, but I cycle or play tennis on most weekends.

Well, this job is tiring, but I'm quite content with it.

The only point I want to complain is that I have to spend much time filing, faxing and opening emails although there are secretaries. I think paperwork should be cut down. It's a waste of time and energy.

C  Listen again. Then choose the right answers.

Answers


B

does the filing [✓] interviews new employees [] holds meetings [✓]
makes appointments [✓] receives clients [] opens mails [✓]

C

1) c 2) c 3) b 4) b

3.2 Mr. Chen is talking with a clerk.

 Listen to the dialogue and then choose the right answers.

Script

Mo Li: You want me, Mr. Chen?

Mr. Chen: Yes, I did. Sit down. How long have you been here, Mo Li?

Mo Li: How long? Ern, three months. I came on the 1st of June.

Mr. Chen: And I've watched your work very carefully since that day. Do you think you deserve a raise in salary?

Mo Li: No. I'm afraid it's not the time yet.

Mr. Chen: Well, I do. I think you have worked very hard since you came.

Mo Li: Oh, thank you.

Mr. Chen: You'll get some more money at the end of the week. Now, why not go home and tell your wife about it? I don't want you here for the rest of today.

Mo Li: Yes, I will. Mr. Chen, thank you.

Answers

1) b 2) a 3) c 4) c

3.3 Mr. Chen is going to have a meeting.



Listen to the dialogue and fill in the blanks with the missing information.

Script and answers

Mr. Chen: Stone, is everything ready for the 1) **presentation**?

Stone: Yes, I think so.

Mr. Chen: Good, we are going to talk about it first at the meeting. Where is Marco?

Stone: He is coming. He just finished a talk with a 2) **client**.

Mr. Chen: Where are the reports?

Stone: Here you are.

Marco: I'm sorry, I'm 3) **delayed**.

Mr. Chen: OK. Now we got everybody, let's get started. There will be no cell phones for this meeting, so please turn off your phones now. Second, let's go through the 4) **agenda**—we have 3 topics today: 1. Stone will make a presentation to us; 2. We will discuss the presentation; 3. We will discuss the report from Account Department. I hope everyone will 5) **brainstorm**. And Susan, please write the minute and distribute it to all the attendees.

Susan: OK.

4 Staff's Work

4.1



Listen to two dialogues. Note down what the people in each dialogue are talking about and mark the expressions above that you hear the speakers using in each dialogue.

Scripts

1

Sean: As you know, the floor plan of our office has been up by the main exit for a week now. I just wanted to see what kind of feedback you've got.

Tim: Yeah, Sean, **I'm sorry, but I really strongly disagree with** the new floor plan. I think it's divisive to separate the secretaries and the assistants out from the editors and managers. I'd be much happier if we could be located in teams.

Carrie: Actually, **I think Sean is right.** I've been chatting to some of the secretaries and they're quite keen to all be sitting in the same area, and, speaking as an editor, I think I'd like to be with other editors so that we can bounce ideas off each other. So I think Sean's floor plan is right.

2

Denise: We are going to discuss the report of the building first.

Tan: Well, **I'm not convinced that** the work is as urgent as this report suggests, so perhaps we should...

Lin: Oh come on, Tan. The building is practically falling down!

Denise: Sorry Lin—I don't think Tan had finished. We'll get to you in a minute.

Lin: Sorry. Denise.

Tan: As I was saying, perhaps we should get a second opinion before we spend any money.

Denise: Thank you Tan. What's your opinion, Walter?

Walter: Well, as far as I'm concerned, it's a question of safety. So I think we should go ahead.

Tan: Are you suggesting that someone could get hurt?

Walter: In my opinion, yes. If you ask me, there is a serious risk of an accident. It's a real concern.

Tan: **In that case, I agree.** We should do something now.

Lin: **I think so too.**

Answers

Dialogue	Main Idea	Expressions Used
1	<u>discussing the new floor plan</u>	<u>a), d)</u>
2	<u>discussing the report of the building</u>	<u>c), f), g)</u>

4.2



A **Work in pairs. You make requests and your partner responds to you. Try to be polite and indirect when making requests.**



B **Listen to four model dialogues about the requests in A. Compare them with your work.**

Scripts

1

A: Christina, could you give me a hand?

B: Sure. What's wrong, Mark?

A: Well, I think I've got the copier running. I pressed the button but nothing came out.

B: Let me have a look. Oh, the machine is running out of paper.

2

A: Would you mind sending these e-mails please?

B: I'm sorry. I'm not very good at computers. I'll call a technician for you.

A: Thank you.

3

A: Lisa, I need to attend a funeral next Monday.

B: Can you arrange everything on your hands?

A: Yes.


B: Fill an absence form, and I will sign it.

4

A: Would you mind staying late to finish the report?

B: I'm sorry, but I have plans tonight. I'll come in early tomorrow to finish it.

A: That's fine.

C  Listen again. Mark “Yes” or “No” to each response the colleague makes to the request by putting a tick (✓) in the corresponding box.

Answers

C

Dialogues \ Responses	Yes	No	Reason
1	✓	
2		✓	being not good at computers
3	✓	
4		✓	having plans tonight

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
describing work routines		
expressing agreeing or disagreeing		
making requests		

Unit 4

Working Environment

Aims

In this unit we will talk about

- giving directions in an office building;
- departments;
- work conditions; and
- work stress.

1 Starting-up

A  **Hot Desk is something new in work places. Listen to a short dialogue about it and answer the two questions.**

Script

Helen: Do you have your own desk?

Zoe: Yes, but I wouldn't mind hot-desking.

Helen: I wouldn't like hot-desking. I like to have my things around me, and I don't like other people moving them!

Zoe: I know what you mean. I like having my personal space as well.

Helen: Still I guess hot-desking is a good idea in some offices.

Zoe: Why?

Helen: Maybe some people are not in the office every day, so it would be better to have hot-desking rather than waste money and space on individual desks.

Zoe: So it could save costs for companies. Yes, you can work at any desk you need. It is more efficient.

Helen: Yes. Anyway, hot desk means to share desks.



B Work in pairs. Exchange your idea about hot-desking with your partner.

Answers

A

- 1) It means the desk shared by all persons in the office, in Chinese “公用办公桌”.
- 2) Yes. It can save stationery costs and make people work more efficiently.

2 Giving Directions in an Office Building



2.1 Make sentences with the expressions in the box. Then check your results with your partner.

Answers

- 1) canteen
- 2) lift
- 3) division
- 4) reception
- 5) Ground floor
- 6) director
- 7) COO
- 8) MD



2.2 Rose is a receptionist at BAE SYSTEMS. Now Listen to her three talks to visitors and fill in the missing information in the directory.

Scripts

1

Woman: Excuse me, can you tell me how to get to Mr. Alastair Imrie's office?

Receptionist: Well, do you mean the Human Resources Director—Mr. Alastair Imrie?

Woman: Yes, that's right.

Receptionist: Well, Mr. Alastair Imrie's office is on the first floor. But I think Mr. Alastair Imrie is on holiday this week. Would you like to speak to his secretary and leave a message?

Woman: OK, thank you.

2

Woman: Oh, good morning. I've got an appointment with Mr. Nigel Bradley in Office of the COO.

Receptionist: Ah, good morning. You must be Mrs. Peters.

Woman: Yes, that's right.

Receptionist: Mr. Nigel Bradley asked me to send you up when you arrive. Office of the COO is on the third floor.

Woman: The third floor.

Receptionist: Yes, that's right.

Woman: Thank you.

3

Man: Good afternoon. I've got a delivery for the Technical Services.

Receptionist: Oh, that looks heavy. Technical Services is on the fourth floor. You can take the lift, if you like.


Man: Thank you.

Receptionist: You are welcome.

Answers

DIRECTORY

Canteen	7th Floor
Lan King's Office	6th Floor
Legal Counsel	5th Floor
Technical Services	4th Floor
Office of the COO	3rd Floor
Finance Director Office	2nd Floor
Human Resources Department	1st Floor
Reception	Ground Floor

2.3  Here comes a visitor who is asking for directions. Listen carefully and fill in the blanks with the information you hear.

Script

Rose: Good morning. Can I help you?
Mr. Hussein: Good morning. Is this BAE SYSTEMS?
Rose: Yes it is.
Mr. Hussein: I have an appointment with the Finance Director Mr. Peter Earl at 11:30.
Rose: May I have your name, please?
Mr. Hussein: Hussein. H-U-S-S-E-I-N. I'm from the Gulf Trading Company.
Rose: Let me see... Ah yes, Mr. Hussein. Please take a seat, Mr. Hussein. I'll tell Mr. Earl's secretary you are here.


(Dials)

Maria: Mr. Earl's Office.
Rose: Hello Maria, this is Reception. Mr. Omar Hussein is here. He has an appointment with Mr. Earl at 11:30.
Maria: Mr. Omar Hussein?
Rose: Yes, he's from the Gulf Trading Company.
Maria: Oh, yes, that's right. I'll come and fetch him now.
Rose: Thanks.


(Replaced the phone)

Rose: Mr. Earl's secretary is coming down now. Please wait a minute.
Mr. Hussein: Thank you. Is there a toilet on this floor?
Rose: Yes. You can go straight. It's at the end of the corridor.
Mr. Hussein: Thank you.

Answers

- 1) The visitor is Mr. **Hussein** from Gulf Trading Company.
- 2) He comes to BAE SYSTEMS to meet the **Finance Director**—Mr. Earl at **11:30** o'clock.
- 3) From Rose, he knows that  is on the **ground floor**. It's at the **end** of the corridor.

2.4 Building plan

A  Listen to the dialogues and mark out the right locations of the offices in the plan.

Scripts

1

A: Excuse me, I'm looking for the Advertising Department.

B: It's on the 3rd floor. When you come out of the lift, turn left. It's the first office on your left.

2

A: Excuse me, do you know where the conference room is?

B: I'm afraid it's not on this floor. Take the lift to the fifth floor. When you come out of the lift, turn right and turn left at the corner, go straight then you will see it. It's next to Sales.

3


A: Excuse me, do you know where the copy room is?

B: Well, it's the room opposite the southeast stairs.

4

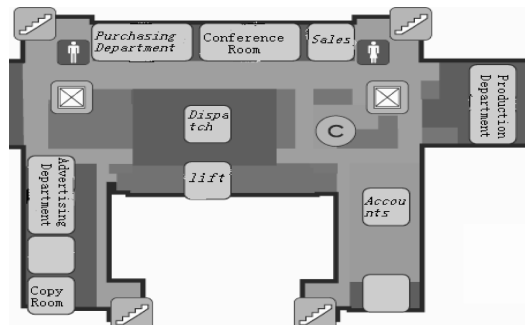
A: Excuse me, could you tell me where the Production Department is?

B: Yes, of course. Turn right when you come out of the lift. Go straight to the end of the corridor. Then turn left, the second room on your right is the Production Department.

B  Work in pairs. Make dialogues with your partner about asking and giving directions according to the building plan in A.

Answers

A



3 Talking about Departments

3.1 Match departments with their corresponding duties.

Answers

- a) [4]
- b) [7]
- c) [1]
- d) [6]
- e) [8]
- f) [3]
- g) [2]
- h) [5]

3.2 Listen to four short conversations among employees working in BAE SYSTEMS. Make judgment which department they work in.

Scripts

1

- Maggie: Hello, is that Jason?
Jason: Yes. It's me.
Maggie: Hey, this is Maggie. Jason, could you let me have any staff overtime details last week? We are calculating the salaries.
Jason: Ok, no problem. How about the day after tomorrow?
Maggie: The sooner the better.
Jason: Ok, I will call you as soon as possible.

2

- Douglas: Howard, I called you in because I'm informed that recently many customers complained about the products they brought, even some of our most loyal customers. Do you know about this?
Howard: Yes. In fact, there are some problems with certain items from a new manufacturer.
Douglas: So, what did we do for this?
Howard: We've contacted the manufacturer. And we are dealing with him right now.

Douglas: All right. But that's not enough. We should stop purchasing items from him now until he cleaned up his act.

Howard: I'll get on it right away.

Douglas: OK. Thanks, Howard.

3

Lisa: I need to attend a funeral this Friday. I need to take time off, Mr. Lee.

Mr. Lee: Can you arrange everything on your hands?

Lisa: Yes.

Mr. Lee: Fill an absence form and send it to me. I will sign it. But next time you should attend our regular communication meeting.

Lisa: What's covered in the meeting?

Mr. Lee: Usually we will discuss advertising designs and plans about products.

4

Mr. White: Miss Small, you have done an excellent job this year and we are pleased with the results.

Miss Small: I am glad that you have been happy with my performance, Mr. White.

Mr. White: As a result of your performance, we're happy to offer you the position of manager.

Miss Small: Does this title come with an increase in salary?

Mr. White: Yes, it does. Your monthly gross salary will increase by \$500.

Miss Small: That sounds fair.

Answers


a) [1]

b) [3]

c) [4]

d) []

e) [2]

3.3  **Miss Morrison is a new comer to Business Department. Mr. Griffiths, MD of Business introduces the department to her. Listen to the dialogue and fill in the blanks with the missing words.**

Script and answers

Guy Griffiths: Good morning, Miss Morrison. I'm Guy Griffiths, Managing 1) **Director** of

Business Department. Welcome to join us.

Miss Morrison: Good morning, Mr. Griffiths. I'm delighted to work here.

Guy Griffiths: I hope you didn't have too much trouble with 2) **rush hour** traffic. Why don't I show you around first?

Miss Morrison: All right.

Guy Griffiths: Here's your desk. My office is behind you and 3) **to** the left. Your computer terminal is 4) **linked** to the department's mainframe. By 5) **typing** in the password "0716", you can have access to any file you'd like to see or compile. If you aren't aware, we 6) **offer** a one-day new employee workshop. My associate, Michelle Lo, is in 7) **charge** of in-service training, so she'll be explaining employee 8) **benefits** and the day-to-day operations of this department. See?

Miss Morrison: OK, I see.

Guy Griffiths: I hope all of this isn't too 9) **overwhelming**. We're a friendly bunch around here, so don't 10) **hesitate** to ask questions.

3.4 Organization chart is a chart showing the lines of responsibility between departments of a large organization. So looking at an organization chart will be a good way of knowing the structure of the company. Mrs. Hona Davies is the Chief of Staff in BAE SYSTEMS. Here she is explaining the organization chart of the Group to a new member, Mr. Kevin Taylor.

A  **Listen to the dialogue and fill in A to D four boxes with the missing information.**

Script

H: OK, Kevin, first of all, on behalf of the BAE SYSTEMS, I'd like to welcome you to join us.

K: Thank you very much.

H: My name is Hona Davies, you can call me Hona.

K: Hello, Hona.

H: OK, I'm going to explain the structure of the Group to you, if you have any questions, please feel free to ask anytime.

K: Right. Fine.

H: OK, let's get started. Well, as you can see from this organization chart, our Group is made up of three divisions. They are all headed by our Chief Operating Officer or called COO.

Let's see the division nearest the COO. That's Office of the COO. I work there, serving as the Chief of Staff. In another word, I take care of the personnel. I have three other colleagues in Office of the COO. They are Senior Military Advisor, Business Improvement Director and Commercial Director. We all are accountable to COO.


Now move on to the division at the right bottom of the chart. It contains six directors. They each takes care of a department. Let's take them individually. First, there is our HR Director. He's responsible for personnel, training and management development. Next is our Strategic Development Director. He handles the company's plans and development strategies. Then this is the Business Development Director, who's in charge of business development activities and focuses on customers. Next one is our Finance Director. Besides we have Legal Counsel to ensure the normal operations of the Group. And the final one is our Communications Director. That post is currently vacant but we hope to find someone pretty soon. Is that clear so far?


K: Yes, that's all very clear. Oh, just one question I wanted to ask: do we have any candidate for the position of Communications Director? I think I may be helpful in recommendation.

H: Oh, I am not sure about this. Mrs. Lambkin is responsible for it. I think you can connect her for details. OK?

K: All right.

H: So, let's move on to the third division—Technical Services. Technical Services is a major part since we are on defense and aerospace systems. There are five managers and each takes care of a department...

B  Listen to the dialogue again and tick (✓) the organization terms you hear in the dialogue.

C  Mrs. Hona hasn't finished her introduction yet. Suppose you are Mrs. Hona. Now work with your partner to finish it according to the organization chart in A and remember to use the terms listed in B.

Answers


A

A Chief of Staff

- B Commercial Director
 C Communications Director
 D Technical Services
 B

structure	hierarchy	responsibilities/ functions
<input type="checkbox"/> comprise	<input checked="" type="checkbox"/> be headed by	<input checked="" type="checkbox"/> be responsible for
<input checked="" type="checkbox"/> be made up of	<input checked="" type="checkbox"/> report to	<input checked="" type="checkbox"/> take care of
	<input checked="" type="checkbox"/> be accountable to	<input type="checkbox"/> be in charge of
	<input type="checkbox"/> be supported by	

4 Talking about Work Conditions

- 4.1  There is always a comment-box in a company. Listen to the five comments from below and answer the questions respectively.

Scripts

1

I usually answer the phone when it rings in our department but the calls are rarely for me. It's really annoying.

2

We got our bonus annually. But I'd prefer it monthly.

3

We meet weekly to discuss sales performance. That is too much.

4

We often run out of stationery in our office. There doesn't seem to be a sensible system for ordering supplies.


5

The equipment breaks down sometimes when I'm giving a presentation. It's always so embarrassing.

Answers

- 1) The calls are rarely for him.
 2) It's paid annually. The employee has to wait for a long time.

- 3) The suggestion is to hold fewer meetings.
- 4) The office often runs out of stationery.
- 5) The equipment sometimes breaks down when the employee works.


4.2  **Listen to the person's talk and tick (✓) out what his job is.**

Script

I'm out on the road most of the time, so I don't use my desk in the office very much. In fact, I don't really need one at all. But it's nice to have a base I can come back to in the office. There's never anything on my desk as I have everything I need on my laptop computer. I share my desk with a colleague but he's never there either. It has some sort of grey plastic covering, I think. So we just have one of those basic office desks you see in office furniture catalogues, and a basic black plastic-covered chair, but people are always "borrowing" the chair. The other salespeople have the same thing. There's a sales meeting every Monday morning, but otherwise we're never here.

Answer

_____ head of a large company	_____ office manager
_____ self-employed person	_____ secretary
_____ advertising executive	_____ ✓ salesperson

4.3  **Steve is talking with Ms. Wilson in Personnel Department about the work conditions of his job. Listen to the dialogue and choose the right answers.**

Script

Ms. Wilson: Well, Steve, you're hired. Congratulations.

Steve: That's wonderful. Thank you.

Ms. Wilson: You can sign your contract now. But before that I want to explain some details to you.

Steve: That's fine.

Ms. Wilson: Your starting salary is \$14 000. This is reviewed annually.

Steve: That's all right.

Ms. Wilson: The normal hours of work are eight hours a day, Monday through Friday. A shift system is in operation. The shift is 10:00 p.m. to 6:00 a.m. If you work on public days, you will be paid at current overtime rates.

Steve: That sounds fair.

Ms. Wilson: During your first year, you are allowed twenty days' leave. This should be arranged with your line manager.

Steve: Do I have insurance?


Ms. Wilson: Yes, you have health and safety insurance. If you have any questions, contact Health and Safety Officer. If you can't work because of illness, please call the factory before your shift is due to start.

And I'd like to mention that our Supplies Department provides overalls. Inform Supplies Department of your size two days before you need them. You can also order any special clothing you need for your job.

Steve: All right.

Answers

- 1) c)
- 2) b)
- 3) a)
- 4) c)


4.4  **There is a list of work conditions. First complete the list with what you think should be work conditions. And then discuss which work conditions are important for:**


(someone who wants to make a fortune.
someone with a family.
you.)

Suggested answers

a terrific boss
the perfect hours
great salary
interesting work
friendly colleagues
30 days holiday per year
not a long way to get to work

5 Talking about Work Stress

5.1  **Make sentences according to your judgment on these three professions. Then compare them with your partner's.**

5.2  **Listen to three people talking about their jobs. Cross (×) the things they don't like and tick (✓) the things they like in their jobs.**

Scripts

1

Interviewer: What do you do, Ross?

Ross: I'm a lawyer.

Interviewer: Do you like your job?

Ross: Yes, I do. The work is interesting. And the salary's great.

Interviewer: Are there any bad things?

Ross: Well, I work very long hours...ten hours a day is quite normal. And if something important comes up I'm often in the office until eight or nine in the evening. Or I take work home. The other bad thing is that I don't have much holiday—only 20 days a year. Actually I prefer less money and more holidays.

2

Interviewer: Tell me something about your job, Jan.

Jan: Well, I am a shift supervisor.

Interviewer: So you work shifts?

Jan: That's right.

Interviewer: That must be terrible!

Jan: Actually I like it. I get a lot of holidays. And I get a lot of time off between shifts.

Interviewer: That sounds wonderful. But is there anything you don't like about your job?

Jan: Well, the pay is not too good. Sometimes I have to set plans on spending money.

3

Interviewer: Ute, what do you do?

- Ute: I'm a secretary. I work in the Research & Development Department.
- Interviewer: And do you like your job?
- Ute: Yes, I do. You see, I don't just sit at my desk and write reports. I have a lot of contact with our clients, and I have a terrific boss.
- Interviewer: Is there anything you don't like about your job?
- Ute: Well, the journey is terrible. It takes me an hour to get to work. And I have to stay in the office even if there's no work. I'd prefer to work when there's something to do and go home when there isn't.

Answers

	Ross	Jan	Ute
boss			√
work hours	×		×
holidays	×	√	
salary	√	×	
commuting			×

5.3 How to refuse to do unpaid overtime



Listen to the passage about overtime among British employees. Fill in the blanks with the missing information.

Script and answers

The TUC (Trades Union Congress) in Britain released a report today revealing that single women in their 30s do more unpaid overtime than anyone else.

Single women in every 1) **age group** are more likely to do unpaid overtime than single men in the same age group, but 2) **39%** of single women in their 30s do unpaid overtime, compared with 3) **26%** of men in their 30s.

The TUC recommends that today employees should take a proper 4) **lunch break** and leave work on time. They also recommend Britain's employers to say thank you for all the 5) **extra work** by taking their employees to lunch!

However, if you need to let your boss know that you can't (or won't) work overtime, try these

phrases:


6) **I can't work late tonight.**

I'm afraid I have other commitments this evening.

7) **I have family commitments this weekend.**

8) **I need to leave work on time today.**


5.4 Ways to cope with work stress

A  **Listen to a passage about how to manage stress and choose the right answers.**

Script

Listen carefully! Here are the ways to cope with your job stress! First, let your feelings out. Talk, laugh, cry, and express anger when you need to. Talking with friends and family about your feelings is a healthy way to relieve stress.

Then, pet your dog. Your pet not only gives you unconditional love, but he's also good for your health. When you pet your dog even for just a few minutes, your body relaxes. That can mean lower blood pressure and less anxiety. The third way is to do something you enjoy. This can be: a hobby, such as singing a song and gardening. Or you can do some volunteer work to get satisfaction from helping others. You may feel that you're too busy to do these things. But making time to do something you enjoy can help you relax. It might also help you get more done in other areas of your life. Number four, take a walk. Exercise is a great way to ease stress. It helps your body feel good. It also forces you to focus, helping you forget what's making you anxious. Exercising in warm, sunny weather can improve your mood. Finally, you can chew some gum. Chewing gum can do more than freshen your breath. According to research, chewing a stick of gum also seems to reduce stress and anxiety, as well as improve performance during tasks.

B  **Pair work. Talk with your partner about the two most effective ways to handle stress and state your reasons.**

Answers

A

1)c 2) a 3) b 4) a 5) a

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick(✓) in the correct box.

	Yes I can do this	No I need more practice
giving directions in an office building		
introducing departments and their duties		
describing work conditions		
commenting on your job		

Unit 5

Agenda and Arrangements

Aims

In this unit we will learn to

- make plans and schedule for trips;
- set meeting agenda; and
- arrange factory visits.

1 Starting-up



If you have the chance to visit a tourist city on business, what will you do during your stay? Discuss in pairs and decide which of the following you'd like to do and put a tick (✓) on those you will most probably do. You may add more things if you want.

2 Make Plans for Trips

2.1 Wade, marketing manager of a company, is making plans for his business trip with Hannah, his secretary.



Listen to the dialogue and fill each gap with one word in the summary.

Script

Wade: Hannah, I'm planning a trip to Guangzhou, China. I'd like you to make the necessary

arrangements for me.

Hannah: Certainly, sir. How would you like to go?

Wade: I'd like to go by air from here to Guangzhou. Then I'd like to get back by ship.

Hannah: I'll get in touch with the airline and shipping company immediately. Will you fly first class as usual, sir?

Wade: Yes, first class. And I prefer the Boeing 747.

Hannah: When do you plan to leave?

Wade: I expect to depart on Monday, June 6th. And spend two days there. Please book a return ship ticket.


Hannah: First class also?

Wade: Sure!

Answers

Wade expects to depart for Guangzhou on **Monday**, June 6th. and stay there for **two** days. He would like to go there by **air/plane** and back by **ship**.

2.2 Ruth, Wade's colleague, is talking with him about his visit to Guangzhou.

A  Listen to the conversation and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Ruth: When do you plan to go to the fair in China?

Wade: I will leave for the Canton Fair next week.

Ruth: Have you told our colleague in our office in Guangzhou about your arrival date?

Wade: Definitely. I still do remember telling them my arrival time.

Ruth: Who will come to meet you in the airport?

Wade: Ms. Guo, one of our colleagues. And she will take care of my hotel reservations and transportation too.

Ruth: Ms. Guo Yue?

Wade: That's right. You know her?

Ruth: Yeah! She is a warm-hearted person. I remember very well how she made my visit to Guangzhou last year so fruitful.

Wade: Great! I do hope my visit will be fruitful too.

Ruth: Is Ms. Guo going to accompany you on your visit to Guangzhou?

Wade: I think so. And she's going to participate in all my business meetings in Guangzhou. You know, she speaks fluent English and Chinese. Her help is necessary.

Ruth: Yeah! With her at your side, you won't have to worry about a thing.

B  Listen to the conversation again and answer the following questions.

Answers

A


1) False 2) False 3) True 4) True 5) False 6) True

B

- 1) Go to attend the Guangzhou Export Commodities Fair.
- 2) His arrival time.
- 3) Ms. Guo accompanied her visit to Guangzhou last year.
- 4) A warm-hearted person.

3 Schedule and Agenda

3.1 Busy schedule

A  Ms. Guo is talking with Wade about his busy schedule. Listen to the dialogue and fill in the blanks.

Script

Guo: Nice to meet you again, Wade! How about the flight?

Wade: Fine, thanks. Nice to meet you too, Guo. You must have arranged my schedule for this visit, right?

Guo: Sure. I've already set it for you.

Wade: Thanks a lot. Let me see, please.

Guo: How do you like your schedule?

Wade: My schedule is really tight, isn't it?

Guo: Yeah! You know you just stay here for two days.

Wade: It's OK. I have one business meeting scheduled tomorrow morning.

Guo: That's right. And a visit to a textile factory tomorrow afternoon.


Wade: Then there will be an informal gathering at that night from 8 o'clock to 9 o'clock.

Guo: I do hope it can refresh you for the busy work the day after tomorrow.

Wade: How considerate you are! Since two important business negotiations are scheduled the day after tomorrow, I just need to have a little rest.

Guo: Good night.

Wade: Good night.

B  **Chen, an old friend of Wade, is talking with Wade by phone. Listen to the two conversations and answer the following questions.**

Scripts

1

Wade: Wade speaking. Who's that?

Chen: This is Chen, Wade.

Wade: Oh. How nice it is to hear from you again. Are you still in Guangzhou?

Chen: Yeah! I heard from your Chinese colleague that you are here. So I make the call. Since we graduated from college in 1999, we never have the chance to meet again.

Wade: That's true. I really want to meet you. But you know my schedule is really tight.

Chen: I understand. It's your business trip.

Wade: Yeah! Everything must be going according to schedule. But let's check it. Oh, I still have some free time tonight.

Chen: Fantastic! Let's draw up our own schedule for tonight.

Wade: Great!

2

Chen: This is Chen speaking. Who's that?

Wade: Wade speaking.

Chen: Wade, I'm just going to depart for your hotel.

Wade: Chen, I'm really sorry. I'm afraid there's been a change in tonight's program. Something urgent has come up.

Chen: Oh! What a regret! But it's OK.

Wade: I do want to see you and have a chat. Maybe we can meet each other sometime later this night.

Chen: No problem. I'll be available all night.

Wade: Great. I'll try my best to pick you up around 10 o'clock.

Chen: OK. I'll wait for you.

 **C Work in pairs and role-play the following dialogue.**

Answers

A

- 1) Guo set a busy or tight schedule for Wade.
- 2) As scheduled, tomorrow afternoon Wade will go to visit a textile factory.
- 3) As scheduled, tomorrow night Wade will go to attend an informal gathering, which will last one hour(s).
- 4) As scheduled, Wade has two important business negotiations the day after tomorrow.

B

- 1) He got it from his Chinese colleague.
- 2) In 1999.
- 3) Tonight.
- 4) He's just going to depart for Wade's hotel.
- 5) There's some change in the plan.
- 6) Around 10 o'clock.

3.2 Meeting agenda

 **Listen to the two conversations and answer the following questions.**

Scripts

1

Guo: Wade, it's the agenda for the meeting at 8 o'clock tomorrow morning.

Wade: Let's have a look. First, check on Project S.

Guo: That's it. This project will be the most promising one this year. There will be a thorough discussion about it.

Wade: All right. Then we are going to cover item B on our agenda.

Guo: Yeah! It'll cost about 40 minutes.

Wade: Ok! I will collect the necessary information.

Guo: Then there will be a break for coffee.

Wade: Nice. How about the last item on our agenda?

Guo: That goes to the discussion about how to promote a new product.

Wade: Fine.

2

Wade: You all have received a copy of the agenda. Right? Let's start with the discussion about Project S. Pete, would you like to kick off?

Pete: Sure! Based on the recent market survey, Project S will gain a net profit of about RMB500 000. I believe it's a feasible project. And all directors have reached an agreement on this.

Wade: Great! I hold the same opinion. Project S will be the key project in the next six months. If nobody has anything else to add, let's move on to item B. Susan, as the manager of the personnel department, I'd like to know your idea about it.

Susan: Ok! This item is about the appointment of a new manager of R&D. We've already interviewed several candidates, but it's a regret we haven't found a suitable person for this position.

Wade: Then just continue. The last item on today's agenda is about the promotion of a new product. Ms. Yao, you are the manager of the marketing department. Do you have any idea?


Yao: Yes. We have prepared advertising and publicity in 5 languages so as to promote our product throughout the whole world.

Wade: Great! If there are no other comments, I'd like to wrap this meeting up.

Answers

- 1) Check on Project S.
- 2) About 40 minutes.
- 3) Discussion about how to promote a new product.
- 4) Project S will gain a net profit of about RMB500 000. He believes it's a feasible project.
- 5) She has already interviewed several candidates applying for the manager of R&D, but still cannot find a suitable person.
- 6) She has prepared advertising and publicity in 5 languages so as to promote the new product throughout the whole world.

3.3 Factory visit

A  Listen to some sentences twice and write them down.

Script and Answers

- 1) Next Tuesday would be best for me, if that's possible.
- 2) I'll give you a call this afternoon to set the time.
- 3) Please let us know when you will be free so that we can arrange the tour for you.
- 4) I'll take you around the factory.
- 5) Thanks a lot. If I could stay here for a few days, I'd be delighted to see you at your factory.
- 6) It covers an area of 30 000 square meters.

B  Complete the conversations and practice them with your partners.

C  Listen to the two conversations and fill in the blanks.

Scripts

1

Factory owner: Did Ms. Guo call us about the suitable time for Mr. Wade's visit to our factory?

Secretary: Yes. She called yesterday. And Mr. Wade will be available from 3 o'clock p.m. to 5 o'clock p.m. the day after tomorrow.

Factory owner: Fine. I would like to make an arrangement for this visit. Please take notes so as to make the departments concerned get ready for it.

Secretary: Yes, sir.

Factory owner: I'll show him the Design Department and the machines in operation at the very beginning.

Secretary: Sure, sir. I'll inform the personnel concerned after a while.

Factory owner: Then around 4 o'clock I plan to make Mr. Wade have a look at the warehouse and office building.

Secretary: Got it, sir.

Factory owner: Please make sure everything will be ready.

Secretary: Yes, sir. You can count on me.

2

Factory owner: Welcome to our factory.

Wade: I've been looking forward to visiting your factory.

Factory owner: Actually, you'll know our products better after the visit.

Wade: That'll be most helpful.

Factory owner: Let's start with the Design Department. And then we could have a look at the assembly line.

Wade: Fine. How much do you spend on design development every year?

Factory owner: About 3%~4% of the gross sales.

Wade: Could I have a look over the production line?

Factory owner: Of course. This way, please.

Wade: How do you control the quality of the products?

Factory owner: We have five checks. All products have to go through five checks in the whole process.

Wade: Yes, quality is even more important than quantity.

Factory owner: That's right. Shall we rest a while and have a cup of tea before going around?

Wade: That's fine.



D Role-play

Suppose you are Mr. Wade's colleague, please talk with him about his visit to Guangzhou.

Answers

B

1) best / fine / perfect / suitable

2) set / determine

3) free / available

4) take / show...around

5) delighted/ pleased

6) covers

C

1) Mr. Wade will spend about two hours to visit the factory.

2) Mr. Wade will be shown the machines in operation.

- 3) Then around 4 o'clock Mr. Wade will have a look at the warehouse and office building.
- 4) The factory visit starts with the Design Department, and then it goes to the assembly / production line.
- 5) Every year, about 3%~4% of the gross sales is spent on design development.
- 6) Five checks are used to control the quality of the products.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Make plans and schedule for trips		
Set meeting agenda		
Arrange factory visits		

Unit 6

Companies



In this unit we will talk about

- locations and nationalities;
- industries;
- products and services; and
- presenting your company and products to others.

1 Starting-up

1.1 Company logos

Look at these company logos. Work individually first, then discuss with your partner and try to write down their English and Chinese names in the provided blanks.

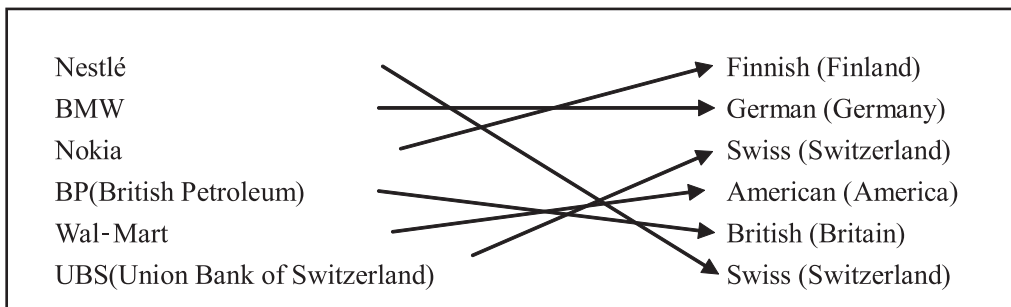
Answers

- | | | |
|--------------|-------------|---------------------|
| 1) Nestlé 雀巢 | 2) BMW 宝马 | 3) Nokia 诺基亚 |
| 4) BP 英国石油公司 | 5) UBS 瑞银集团 | 6) Wal-Mart 美国沃尔玛公司 |

1.2 Nationality Matching

Match the names of the following companies with their nationalities.

Answers



2 Locations and Nationalities

2.1 BP



Listen to the following conversation. Complete the fact file of the company where

Lucy works.

Script

Brad: Who do you work for?

Lucy: BP.

Brad: That's a British company, isn't it?

Lucy: Yes, that's right. The headquarters are in London, but I don't work there. I work in China. We have branches worldwide.

Answers

Company Name: <u>BP</u>
Nationality: <u>British</u>
Head office: <u>London</u>
Branches: <u>Worldwide</u>

2.2 UBS



Look at the profile of UBS, then work with a partner and make a dialogue by

following the conversation above.

Answers

A: Who do you work for?


B: UBS.

A: That's a Swiss firm, isn't it?

B: Yes, that's right. The headquarters is in Zurich, but I don't work there. I work in France. We have 50 branches worldwide.


3 Industries

3.1 Business types

 **A** You are to hear four statements. Listen and complete the following sentences with the proper company names. After that have a further look at the underlined part of each sentence and do the matching exercises in part B.

Script and Answers

- 1) (Nokia) is a company in telecommunication.
- 2) The founder of (Wal-Mart) Sam Walton began his career in retailing.
- 3) (Nestlé) is today the world's biggest food and beverage company.
- 4) In Switzerland, (UBS) is the market leader in retail and commercial banking.

 **B** Work with a partner and practice the conversation by following the sample below.

Answers

B

1)

A: I think BP could be in the electronics business.

B: I don't agree. I think it's in the oil business.

C: Yes, you are right. We are in the oil business.

2)

A: I think State Grid could be in the travel and tourism business.

B: I don't agree. I think it's in the power business.

C: Yes, you are right. We are in the power business.

3)

A: I think Nokia could be in the engineering business.

B: I don't agree. I think it's in telecommunication business.

C: Yes, you are right. We are in the telecommunication business.

4)

A: I think BMW could be in the hotel business.

B: I don't agree. I think it's in the vehicle manufacturing business.

C: Yes, you are right. We are in the vehicle manufacturing business.

5)

A: I think Nestlé could be in the advertising business.

B: I don't agree. I think it's in the food and beverage business.

C: Yes, you are right. We are in the food and beverage business.


6)

A: I think Wal-Mart could be in the insurance business.

B: I don't agree. I think it's in the retailing business.

C: Yes, you are right. We are in the retailing business.

3.2 Products and Services

A  **Do the company quiz. Work with your partner and discuss your answers.**

Answers


1. b) 2. b) 3. a) 4. a) 5. a) 6. b)

B  **Listen and fill in the blanks.**

Script and Answers

UBS

UBS is the leading global wealth manager, a top-tier (顶级的) investment (投资), banking and securities (证券) firm, and one of the largest global asset (资产) managers. In Switzerland, UBS is the market leader in retail and commercial banking. With headquarters in Zurich (苏黎世) and Basel (巴塞尔), Switzerland, UBS operates (运营) in over 50 countries and from all major international centers. UBS employs (雇佣) more than 80 000 people.

C  Listen to two recordings about different companies. Fill in the profiles and do the compound dictation.

1)

Script & Answers

Nestlé

Nestlé developed the first milk food for infants in 1867, and saved the life of a neighbor's child. With headquarters in Vevey (沃韦), Switzerland Nestlé was founded in 1866 by Henri Nestlé and is today the world's biggest food and beverage company. We employ around 276 050 people and have factories or operations in almost every country in the world.

Name: **Nestlé**
 Founding time: 1866
 Business type: food and beverage
 Key person: Henri Nestlé
 Employees: 276 050

2)

Script & Answers


Wal-Mart Discount Stores

Sam Walton opened his first Wal-Mart discount store in 1962. Today, there are 941 stores offering a pleasant and convenient shopping experience across the United States. The size of an average store is 107 000 square feet. Each store employs about 225 associates. Our stores feature wide, clean, brightly-lit aisles and shelves stocked with a variety of quality, value-priced general merchandise.

Name: **Wal-Mart**
 Founding time: 1962
 No. of stores in U.S.: 941
 Size of an average store: 107 000 square feet
 Services: To sell quality, value-priced general merchandise
 Employees: 225 × 941

4 Presenting Your Companies and Products to Others

4.1 Nestlé

A  Listen to the following conversation between Amy and Ben and then use their language in the following role play.

Script

Amy: Why don't I give you some background on my company?


Ben: Okay.

Amy: As you know from the literature I sent, Nestlé does business in almost every country in the world.

Ben: Uh huh.

Amy: We make baby food, dairy products, breakfast cereals, bottled water and more...

Ben: All right. But I'm in telecommunication business. So, how will that help me?

B  Role-Play. Work with a partner. Practice the conversation above by using the information of Wal-Mart we focused on.

C Study the following sentences carefully. Give either informal or formal counterparts or expressions taken from the conversation above.

4.2 BMW

Brad is Corporate Communications Manager for the Mini range of cars at BMW. He is introducing his company and its products in the following interview.

A Tick the words you think you will hear in the interview.

B  Listen to the interview. Then answer these questions.

Script

Interviewer: What do you make here?

- Brad: We **make** the Mini range of cars here in Oxford. There are **three different models**—the Mini One, the Mini Cooper and the Mini Cooper S. The Mini Brand is part of the BMW group of companies.
- Interviewer: **Is business good?**
- Brad: It's very good. The new Mini **was launched** in 2001 and was immediately successful. Last year we sold 144 000 cars around the world—more than we expected to sell, in fact.
- Interviewer: How many cars do you make each year?
- Brad: Last year we planned to make 100 000 cars, but **we increased our production to** 160 000 in order to **meet demand**. Now the factory is working 7 days a week.
- Interviewer: Where do you sell the cars?
- Brad: We're selling in 72 different countries. **The biggest market** is the UK, then the US. Other main markets are in Europe and Japan, and we're just starting to sell in China now.
- Interviewer: And you make all the Minis here?
- Brad: Yes, all of them. We have 4 500 people working here, and the factory is open 51 weeks a year. The original Minis were made here in the 1960s, so there's a long tradition of making great cars in Oxford.
- Interviewer: And what's next for the Mini?
- Brad: Well, **we're developing new models like** the Mini Diesel. We'd like to see Minis in use in every country in the world!

C Please note all the numbers and dates you hear.

Answers

B

- 1) Oxford 2) Very good 3) Seven 4) the UK
5) China 6) Oxford 7) Yes

C

- 1) 3 2) 2001 3) 144 000 4) 100 000 5) 160 000
6) 7 7) 72 8) 4 500 9) 51 10) 1960s

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Describe a company's name, nationality, head office, No. of stores...		
Describe the industry a company is in		
List the product or service a company can provide		
Present your company and its products to others		

Unit 7

Presenting Products



In this unit we will talk about

- product features and benefits; and
- a successful product presentation.

1 Product Features and Benefits

1.1 Starting-up



Look at the following pictures of four digital products. Then make a discussion with your partner about which product you would like to own and why.

1.2 Huawei mobile phone



A Listen to the dialogue between a salesman and a customer. Fill in the blanks with the missing information.

Script and answers

Customer: Is it a new addition to Huawei products?

Salesperson: Yes, we are proud to present Huawei Mate X to you. It's **newly launched**—with a new look, a bigger screen. It has **more** of what you're looking for.

Customer: Can you tell me the **details** of it?

Salesperson: Sure. Huawei Mate X has a **foldable** screen and it is incredibly thin when closed. As Huawei's first **5G-enabled** smartphone, it has an advantage over other companies launching 5G devices because it provides the **full-range** of equipment needed to get wireless networks up and running. What's more, the chipset will allow users to **download** a 1-G movie in just 3 seconds.

Customer: Excellent!

Salesperson: Yes, You can turn this product into a **personalized**, versatile computing experience.

B. Answer the following questions according to your completed dialogue.

Answers

- 1) It is newly launched—a new look, a bigger screen. It has a foldable screen and it is incredibly thin when closed. It is Huawei's first 5G-enabled smartphone. It provides the full-range of equipment needed to get wireless networks up and running.
- 2) It can download videos with ease. The chipset will allow users to download a 1-G movie in just 3 seconds.
- 3) People who are in business and need surfing Internet at any moment, people who love movies, and people who would like to be with personalized services will probably buy.

1.3 Description words




A. Work in pairs. Among the words in the box describing products, find appropriate ones to fill in the blanks.

Answers

A

1. words relating to appearance fantastic, sleek, amazing, eye-catching
2. words meaning that something does not break down easily durable, reliable, high quality, superior
3. words meaning that something is easy to carry portable, folded
4. words meaning that a product does something without wasting time or money efficient, economical, practical
5. words meaning that something is new and unlike existing products innovative, stylish

stylish	durable	sleek	reliable	efficient
portable	fantastic	superior	economical	innovative
amazing	practical	eye-catching	folded	high quality

B  Listen to a salesman describing a product to some buyers and tick(✓)the words mentioned in it.

Script

This is our new product—a digital MP5 player. As you can see, it’s attractive and stylish. It comes in three colors: black, red and blue. And its selling price is just under \$75. It has several special features which should appeal to our customers. Firstly it has a soft-touch screen. This means you can use your fingers to fulfill all the tasks. Another advantage is that it carries a voice-recorder. Another very useful feature is that it’s simple to use. The player is well-designed. It’s robust, elegant and user-friendly. And one more thing, you can save \$15 if you buy two instead of one.

I think the MP5 player will be one of our best-selling products. It really does meet the needs of music and movie lovers. It’s such a practical, high-quality product, and great value for money. Are there any questions you’d like to ask?

C  Listen again and write down the missing words and phrases.

D Work in pairs. Show your partner something you own, such as your cell phone. Make a description of it.

Answers

B

stylish	✓	robust	✓	
elegant	✓	attractive	✓	user-friendly ✓
high-quality	✓	well-designed	✓	

C

1. selling price	2. special features	3. voice-recorder
4. best-selling	5. meet the needs	

2 A Successful Product Review

2.1 Starting-up

Pair work. Have you ever read books on your personal computer or mobile phone? Do you prefer paper books or e-books? Discuss in pairs and decide which of the following are the advantages of reading e-books by putting a tick (✓) in the corresponding box. You may add more things if you want.

2.2 Kindle Paperwhite



Here we mainly focus on a review of Lance Ulanoff, who is a 25-year industry veteran and award-winning journalist.

Lance Ulanoff has covered technology since PCs were the size of suitcases, “on line” meant “waiting” and CPU speeds were measured in single-digit megahertz. He’s traveled the globe to report on a vast array of consumer and business technology.



Lance Ulanoff



A Listen to the passage and fill in the blanks with the missing words you’ve heard.

Script and answers

Amazon’s new Kindle Paperwhite is the now best e-reader on the market, a feat it accomplished with essentially just two updates: a new high-resolution screen and a new font.

The 7.2 ounce, 9.1 mm thick device has a 6-inch touch screen, built-in screen lighting, a single button for power/sleep and a Micro USB port for charging and side-loading content.

More significantly, the new Paperwhite’s screen is now the same high-contrast, 300 pixels per inch (PPI) marvel you’ll find on the much more expensive Kindle Voyage. The imagery is sharper and perhaps a bit more paper-like, and it’s much more responsive than last year’s Paperwhite.

For example, when I use Amazon’s Paper Flip, which you access by touching the top of the screen and then selecting an area at the bottom to drag a slider and skim quickly through pages, the animation on screen is much, much smoother. On the old Paperwhite, the action was

jerky and kind of useless for navigating lengthy tomes.

I have to admit, I was somewhat skeptical when Amazon said the other big change coming to the Paperwhite (and soon all other Kindles) was a new font called Bookerly.


I know that fonts matter. They impact readability, emotions, your job prospects, and even your grades, but how much of a difference could a custom font make on an e-ink-based digital e-reader, even one with a 300 PPI screen?

As it turns out, the answer is a lot.

I've spent the last two weeks reading books and magazines on the new Kindle Paperwhite and, to be honest, I'm in love with this font.


Amazon told *Mashable* that it spent two years working with a team of typography experts designing the serif Bookerly. It's the first custom font designed for the digital reader and replaces Caecilia as the default Kindle font. Users can switch back if they don't like Bookerly, but I can't see why anyone would want to.

- 1) Amazon's new Kindle Paperwhite is the now best **e-reader** on the market.
- 2) The imagery is sharper and perhaps a bit more paper-like, and it's much more **responsive** than last year's Paperwhite.
- 3) When I use Amazon's Paper Flip, which you **access** by touching the top of the screen and then selecting an area at the bottom to drag a slider and skim quickly through pages, the **animation** on screen is much, much smoother.
- 4) I was somewhat **skeptical** when Amazon said the other big change coming to the Paperwhite (and soon all other Kindles) was a new font called Bookerly.
- 5) Users can **switch back** if they don't like Bookerly, but I can't see why anyone would want to.

B  Listen to the passage for the second time and choose the best answers.


Answers

- 1) b 2) d 3) c 4) d 5) a

C  If you are a customer, after hearing the introduction of Lance Ulanoff, will you be convinced to buy this kindle product?

3 Practice Work

3.1 The better salesman

A  Listen to Laura and Sam talking to two customers about a product. Listen and note down which features and benefits of the Kitchen Master they've mentioned.

Script and answers

1

Laura: Good morning, microwave ovens sales and information. My name is Laura. Have you seen this product before?

Customer: No, I haven't.

Laura: Well, this is our pride and joy—the Kitchen Master. It's a prime example of our future line of smart products. We are all very excited about this oven. In trial runs, this product has performed very well.

Customer: Is that so? What is special about it?

Laura: Its main design feature, and key selling point, is the "Correct Cook" option, which uses a sensor to see if the dish has been properly cooked through and through. You won't find this feature in any other microwaves.

Customer: Hm... Sounds great and more intelligent.

Laura: You must admit this type of feature will appeal to the many microwave users in the West. We are convinced that smart products like the Kitchen Master are the wave of the future.

Customer: That's really impressive. It must cost a lot more, too.

Laura: Well, it's true that it's a little more expensive, but it's worth it in the long run. Because it takes no time to learn how to use and it is reliable and has fashionable appearance. So far nobody has sent one back to us with any fault.


Customer: Oh, good.

Laura: We're running a very big advertising campaign next month in all the major business magazines. So people are going to be looking for the product in the shops.

Customer: All right, I see.

Laura: Would you like to make a trial order?
 Customer: Er... just one more question first...
 2
 Sam: Good morning, microwave ovens sales and information. My name is Sam. How may I help you?
 Customer: Hello, Sam. Um... could you tell me something about this microwave oven, please?
 Sam: Certainly, how much have you known about it?
 Customer: Well, I've seen your ad. in TV program.
 Sam: OK, and...er... do you have any questions about the information in the advertisement?
 Customer: Yes. It's mentioned as a smart product. What does it mean?
 Sam: Oh. Smart...you know, it means...Er... the product is with some new technology...
 Customer: Um, I wonder why it can be called smart. What's unique about it?
 Sam: Yeah, about this part, please read our brochure...Look, it says this microwave oven uses a sensor to see if the dish has been properly cooked through and through...
 Customer: I see, and...and it is a little expensive.
 Sam: Well, yes, it's a little more expensive, would you like to place an order?
 Customer: Er... I'm impressed. When I want to place an order, I will connect you.

	Laura	Sam
USPs and features	this microwave oven uses a sensor to see if the dish has been properly cooked through and through; fashionable appearance	this microwave oven uses a sensor to see if the dish has been properly cooked through and through
benefits	easy to use and reliable	_____

B  **Figure out who is better in presenting and give your reason.**

Answers

B

Laura is better in presenting. Compared to Sam, she has given a clear and complete presenting. Besides, she knows well about the product, which is also important in arousing the customers'

interest in the product.

3.2 Role-play



Look at the specification of a SONY Voice Recorder. You and your partner take turns to play the roles of supplier and customer. The supplier should try to convince the customer to buy the product. And the customer should be showing interest in it.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick(✓) in the correct box.

	Yes I can do this	No I need more practice
Description of a product's features and benefits		
A successful product presentation		

Unit 8

Ordering Goods

Aims

In this unit we will talk about

- placing an order;
- discussing changes; and
- confirming an order.

1 Starting-up



Pair work. Have you ever ordered any goods before? What would you like to do before placing an order? Discuss in pairs and decide which of the following you'd like to do by putting a tick (✓) in the corresponding box. You may add more things if you want.

2 Placing an Order



2.1 Listen to the conversation about ordering. Fill in the blanks with the missing information.

Script

Jeff: Good morning, Jacqueline. Nice talking to you again. How's the weather in New York?

Jacqueline: Couldn't be better, Jeff. Sunny, cool, light breeze.

Jeff: You are so lucky. The weather is hot here in Shanghai. Jacqueline, we've sold out the motorboats.

Jacqueline: Your business is so good. So you want more?

Jeff: We want to order ten Model Bs. Will you give us a 10% discount?

Jacqueline: We'll give you 5% discount for the amount you buy, but we will give you another 5% early settlement discount if you pay us in ten days.

Jeff: Do you have ten Model Bs in stock? If you deliver them to Shanghai in twenty days, we will surely pay in ten days.

Jacqueline: That's good. I'll check with the transport and then I'll let you know later today.

Jeff: That's great.

Jacqueline: By the way, do you still want us to give you the CIF price?

Jeff: Yes. The unit price will be £ 1 230 as usual.

Jacqueline: No change.

Jeff: Great. I'll talk to you later.

Jacqueline: Bye for now.

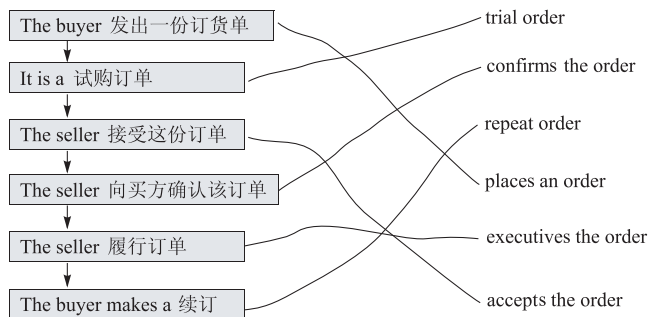
Answers

- 1) Jeff's company has sold out motorboats. They want to order ten Model Bs.
- 2) Jeff hopes that Jacqueline can give him 10% discount.
- 3) Jacqueline agrees to give 5% discount for the amount Jeff buys and 5% discount for early settlement.
- 4) The unit price will be £ 1 230.

2.2 Steps of ordering goods

Please match the Chinese terms with the English terms.

Answers



2.3 Ordering computer speakers



Leslie and Paul are talking about the details of an order of computer speakers. Fill in the information according to their conversation. Then check your order with your partner's.

Script

Leslie: How are you this afternoon?

Paul: Just fine. I looked over the catalog you gave me this morning, and I'd like to discuss prices on your computer speakers.

Leslie: Very good. Here is our price list.

Paul: Let me see. I see that your listed price for the K-2-1 model is \$10. Do you offer quantity discounts?

Leslie: We sure do. We give a 5% discount for orders of 100 or more.

Paul: What kind of discount could you give me if I were to place an order for 600 units?

Leslie: For an order of 600, we can give you a discount of 10%.

Paul: What about lead time?

Leslie: We could ship your order within 10 days of receiving your payment.

Paul: So, you require payment in advance of shipment?

Leslie: Yes. You could wire transfer the payment into our bank account or open a letter of credit in our favor.

Paul: I'd like to go ahead and place an order for 600 units.

Leslie: Great! I'll just fill out the purchase order and have you sign it.

Answers

Product name: computer speaker Product type: K-2-1

Quantity: 600 units Discount: 10%

Payment: wire transfer Lead time: 10 days



2.4 A new way of purchasing goods from IKEA is to order commodities on the Internet. Now work in pairs to order some commodities from IKEA website by filling out the following order form. And then talk about what you have ordered.

Suggested sample answers

IKEA® Home Shopping www.IKEA.com.au

order form page 1

browse the catalogue or website fill in this form fax or post to us

special instructions

Delivery

title first name last name contact no.

I have read and agreed to the Terms & Conditions as described on page 2.

my order

product name	description/size	colour/finish	qty	unit price	sub-total
Table	width: 120cm/depth: 70cm/ height: 125cm	white	1	995RMB	995RMB
Bookshelf	width:93cm/depth: 32cm/ height: 198cm	brown	1	995RMB	995RMB
				total*	1990RMB

*Please note the final amount of your order will be higher than your shown sub-total as there will be additional charges for wrapping & packing plus shipping costs. (These will be advised by our staff when they call to confirm your order.)

3 Discussing Changes

3.1 Listen to the conversation about changes of order over the phone. Choose the best answers according to the talk.

Script

Zhao Yang: Hello, Mr. Browning. I'm asking on behalf of my company whether you

have received our order sheet.

David Browning: Ms. Zhao, I was about to inform you about this. We have mailed you our quotation for leather shoes and handbags. We have marked those items which we can supply from stock; all remaining items can be shipped within 50 days of receipt of your order. And I'm very sorry to tell you that Article No.317 and No. 894 you ordered are now out of stock.

Zhao Yang: Oh, really? We bought a large quantity from you last year and we were satisfied with them.

David Browning: Yes. They are no longer available for supply.

Zhao Yang: Oh? Is there some trouble?


David Browning: No. They have been replaced by the new and much more attractive designs. So we just mailed you our latest catalogue for your consideration. As we have been out of contact for nearly ten months, you may also find in the catalogue some other items suitable for your market. If you do find the above two new designs or any other articles of interest, fax us. We hope an early order from you.

Zhao Yang: OK. We'll discuss it and call you again.

David Browning: We do the best we can.

Answers

1. a) 2. a) 3. c) 4. b) 5. d)

3.2  Listen to five salesmen talking about changes of order over the phone. Find out the reason for each change.

Scripts

1) Man: ...I have spoken to our production manager, and she has done the costing. I am sorry to tell you that even if we did the job for you at cost, it would come out well above the price you are willing to pay. But, I am checking with other manufacturers in the area who are working with the materials you want. They may be able to give you help. I will get back to you in a few days. The next time you have a special need, please ask again. We will try our best to do the job for you.

2) Woman: ...As you perhaps know, demand for the black silk has been heavy since last year. Now we are consequently fully unable to make you the offer as requested. We

assure you, however, that we shall contact you as soon as fresh supplies become available. Should you require other silks, please let us know.

- 3) Man: ...Thank you for your order sheets, which we received today. We regret that, because of a shortage of stock, we are unable to fill your order. Moreover, our manufacturers cannot undertake to entertain your order for future delivery owing to the uncertain availability of raw materials. But once our supply improves, we will contact you by telex. In the meantime, please feel free to send us your specific enquiries. You can be assured of our best attention at all times.
- 4) Man: ...We are pleased to know that you are satisfied with our ladies tights (女装紧身衣) shipped to you. But we regret that we cannot at present entertain any new orders owing to heavy orders. We are keeping your order. As soon as we can accept new orders, we will contact you by telex. We are enclosing a list of our stock for your information. Should you be interested in any of these, please let us know your requirements.
- 5) Woman: ... I've checked with the Warehouse Manager. It seems there was a mix-up with the transport documents. Your order was somehow sent to Gatwick instead of Heathrow. By the time the driver got back to Heathrow, he'd missed the next flight out. And then there was an announcement cancelling the last flight due to technical problems.

Answers


- 1) The man explains if they did the job at cost, **it would be above the price the buyer would like to pay**, but he will still offer help and **get back to touch the customer** in a few days.
- 2) The reason for calling is the demand of black silk **has been heavy** since last year and the woman's company is unable to **make the offer as requested**.
- 3) Owing to **a shortage of stock** and uncertain availability of raw materials, the man's company has to refuse the order. But once supply improves, the company will **contact the customer by telex**.
- 4) The woman contacts the customer about the changes of the new order and encloses **a list of stock** for the customer's information.
- 5) It seems there was a mix-up with **the transport documents**, so the order was sent to a wrong place. By the time the driver missed **the next flight out**, then there was a cancelling of the last flight **due to technical problems**.

4 Confirming an Order

- 4.1  Work in pairs. Read this mail and list the matters that Mr. Smith tempts to confirm in it.

Answers

- 1) to enquire whether Wang Ming's company can guarantee immediate shipment
- 2) to enquire whether Wang Ming's company accepts a discount of 2%
- 3) to ask for sample for sale
- 4) to consult the shipment

- 4.2  Now listen to the reply from Wang Ming over the phone. Compare it with the List in 4.1, and check if all the matters mentioned in the mail have been confirmed by putting a tick(✓) in the correct box.

Script

Wang Ming: Hello, Mr. Smith. I have consulted my boss about this. We have adequate stock of the new electric items, so, it would be no problem to offer you immediate shipment. As to the discount, we think it is reasonable.

Smith: Oh, very good. What's the earliest shipping date you can manage?

Wang Ming: We could ship your order within late July. We would like to confirm that payment is to be made by irrevocable letter of credit as usual.

Smith: OK, I think we have a deal.

Wang Ming: Great! Nice doing business with you again.

Smith: Me too. Bye, Wang Ming.

Answers

- 1) 2) 3) 4)

5 Role Play



These two role-plays are about ordering office equipment from IKEA. Work in pairs. One takes Speaker A Card, the other takes Speaker B Card and make dialogues according to the following instructions.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Inquiring and placing an order on a product		
Discussing changes of an order		
Confirming the details of an order		

Unit 9

Telephoning



In this unit, we'll talk about

- making and answering a call appropriately;
- taking correct notes and leaving messages; and
- handling different kinds of calls.

1 Making and Answering a Call Appropriately

1.1 Starting-up



Telephoning is a very direct form of communication. Telephone manner is vital in business as it is often the first impression of your business a potential client will receive. Then, how to make a good impression on the phone? Work in pairs and try to list the DOS and DON'TS on the phone as many as possible.

Answers for references

DOS

Do speak clearly.

Do use your normal voice.

Do remove gum, pencils, cigarettes or anything else from your mouth while talking on the phone.

Do address the caller by the proper title, Mr., Ms., Mrs. or Dr. as indicated.

Do avoid poor language habits and using filler words such as “you know”, “you guys”, “ummm”.

Do identify yourself not only when speaking directly with a person, but also when leaving messages with others or on answering machines.

Do ask if you can put a person on hold and then wait for them to reply.

Do listen to the caller.

DON'TS

Don't speak too fast.

Don't speak too softly or breathily.

Don't say “uh-huh” and “unh-unh”.


Don't express a false familiarity and address a new caller by his or her first name.

Don't leave long garbled, wandering messages that no one can understand or that take six replays to get the information.

Don't keep someone on hold more than a few seconds.

Don't engage in side conversations while trying to talk to someone on the phone.

1.2

 **A Listen to the passage concerning the tips to make the first call. After listening, decide whether the following statements are true or false by putting a tick (✓) in the correct box.**

Script

Today we will go over some simple rules one must employ when conducting a conversation with somebody one has not conversed with before. Remember that you may be the first and only contact a person may have with your company, and first impressions always last. Here are a few initial tips to help you on a first call.

First, always remember to try and answer the phone promptly, before the third ring if possible: this will give the impression to the callers that their phone call is important.

Second, state your name and your position in the company immediately when you place or answer a call. Say right away what you're calling about, so the other person shouldn't have to guess or work it out.

Third, keep the tone of the conversation light and speak clearly.

Fourth, do not put someone on hold for more than a minute or so. If for some important reason you feel you must take another call or do some other work, offer to call the listener back later rather than keep him or her on hold.

Fifth, if possible, don't phone during the other person's lunch hour or just before he's about to stop work for the day. You'd better find out what time it is in the other country before you call.

Finally, show respect for your listener's time. Control the overall length of a call, and limit the non-business part of the call to a minimum. Always remember that the other person may have other things to do than to talk to you on the phone.



B Now listen to the passage again and fill in the blanks with the missing words you've heard.

Answers

A

- 1) True 2) False 3) True 4) False 5) False

B

- 1) Remember that you may be the first and only **contact** a person may have with your company, and first impressions always **last**.
- 2) Always remember to try and answer the phone promptly, before the **third** ring if possible; this will give the impression to the callers that their phone call is **important**.
- 3) Keep the tone of the conversation **light** and speak **clearly**.
- 4) If for some important reason you feel you must take another call or do some other work, **offer** to call the listener back later rather than keep him or her **on hold**.
- 5) Control the overall **length** of a call, and limit the non-business part of the call to a **minimum**.

1.3



A Justin Thomas is with Trivesco, a major shipyard, or maker of ships. He is calling Sylvie Peterson at Daneline, a shipping company. Sylvie is a sales and purchase

(S&P) broker. Amy, the receptionist, answers the phone. Listen to the call between Amy and Justin Thomas. Discuss why it's a bad example of telephoning.

Script

W: (after 6 or 7 rings, hurriedly and loudly) Hello.

M: Hi, who is this?

W: Amy.

M: Is this Daneline?

W: Yes. What can I do for you?

M: Hi, yes. Just a second, then...Oh, there it is. May I speak to Sylvie Peterson?

W: Sylvie! Sorry, she's not here.

M: Can I leave a message?

W: Sure, go ahead.

M: (Speak quickly) Let me see....my name is Justin Thomas. I'm with Trivesco. It's about the construction schedule for 2018. OK. And my number is.... Wait a second, then. 390-2910.

W: Sorry, could you say it again? I'm looking for a pen.

M: Which part?

W: All of it. OK, what's your name?

Answers

- 1) No, she just says "hello". She doesn't say her name or her company's name, nor does she ask how she can help. And her voice was too aggressive and piercing.
- 2) No. He doesn't seem to remember who he is calling, nor does he have his telephone number handy.



B **Pair work: Suppose one is Amy and the other is Justin. Try to make an appropriate telephone conversation. Sit back to back and use only your voices to communicate—not gestures or eye contact.**



C **Now listen to a better call between Amy and Justin's replacement Mark, answer the following questions. And then compare it with your own dialogues.**

Script

W: Hello, Daneline. This is Amy. May I help you?

M: Hi, Amy. My name is Mark Rand. I'm calling for Sylvie Peterson.

W: Just a moment, please.

M: Alright.

W: Thanks for holding. Sorry, Sylvie is not in at the moment. Would you like to leave a message?

M: Yes, please tell her that Mark Rand from Trivesco called. I'd like to talk to her for the construction schedule for 2018.

W: Construction schedule for 2018? Of course, Mr. Rand. Where could she reach you?

M: I'm not at office at the moment. So please have her call me at my cell phone 390-929-1914.

W: So that's 390-929-1941. Is that right?

M: No. Sorry, instead of 1941, it should be 1914, one, four.

W: 1914, one four...Got that. Can I do anything else, Mr. Rand?

M: No, thank you.

W: You're welcome.

M: Bye now.

W: Bye.

Answers

- 1) She answers the phone in a very polite way. She speaks out the Company's name at the beginning and is quite ready to help the caller.
- 2) Mark is calling to discuss the construction schedule for 2018.
- 3) She checks back and confirms: "So that's... Is that right?"

1.4 Although every telephone call is different, you can use the simple structure and the specific phrases below to help to prepare for a call. Then what is the correct structure of making a call? Put these items in right orders.

Answers

- 1) c 2) d 3) a 4) b 5) e

2 Taking Notes & Leaving Messages

2.1 Listen to one telephone conversation and fill in the gaps or tick the right choices you've heard.

Script

Foster: Hello, Mr. Li. This is Foster Speaking.

Li: Good morning, Mr. Foster. I have a few questions to ask you about the papers you sent us yesterday.

Foster: Of course, go ahead.

Li: First I want to make sure whether the items we ordered could be delivered by the end of September?

Foster: Yes, certainly. They will be sent to your company before September 25.

Li: You will pay the costs, such as the insurance and packing charges?

Foster: Yes, that's right.

Li: Now I want to check the bank details. The account number is 21340866. Is that right?

Foster: Yes. That's right.

Li: At Citibank of New York on 45th Street?

Foster: Yes, definitely right.

Li: OK, no more questions. Thank you.

Answers

1) Mr. Li is calling because he wants to ask some questions about papers Mr.Foster sent to him.

November 28

2) The items Mr. Li ordered will be delivered before

September 25

3) Mr. Foster

will pay the insurance and packing charges.

Li


23146866

4) What is the account number?

21340866

31240688

5) The bank is Citibank of New York on 45th street.

2.2  Listen to another conversation and complete the information sheet.

Script

W: Good afternoon. Singapore Airlines. May I help you?

M: Hello, miss. I wonder if I could cancel my October 4 Flight and leave the date open.

W: What's the reason?

M: I haven't finished my business in China.

W: I think we could help you. Would you tell me your name and flight number, please?

M: My name is David Cooper, and the flight number is Singapore Flight 212 from Hong Kong to London.

W: What's your ticket category?

M: Economy.

W: I've got it. David Cooper, Flight 212. Could you think of a date when you are leaving Hong Kong?

M: I'm not certain yet. Could I leave it open?

W: Yes, of course. Yours is a three-month term ticket. You can choose any date up to a week before it expires.

M: Thank you. By the way, is there any penalty for the change?

W: Yes. You'll have to pay \$40 for the change.

M: I see. Thank you.

Answers

<i>Name of the person making the phone call</i>	David Cooper
<i>No. of flight from Hong Kong to London</i>	212
<i>Ticket category</i>	Economy
<i>Reason of canceling the flight</i>	He hasn't finished his business in China.
<i>Expected date to leave Hong Kong</i>	uncertain
<i>Penalty for the change</i>	\$40

2.3

A Listen to the phone call and choose the right answers.

Script

Receptionist: Good morning, Rainbow Auto Parts, may I direct your call?

Stan: Good morning. I hope you can help me. I'm not sure who I should talk to.

Receptionist: I'll try. What is it you're looking for?

Stan: A new drive shaft for a 2018 Honda Civic.

Receptionist: Alright. I'll put through to Mike Owens, our parts department manager. He should be able to help you.

Stan: Thank you.

Mike: Hi, this is Mike Owens, I'm either on the phone, or away from my desk right now. Please leave a message at the sound of the beep, and I'll get back to you as soon as I can. If this is an emergency, you can call my assistant Laura at 617.

Stan: (after the beep) My name is Stan Tang, I need a new drive shaft for a 2018 Honda Civic. I'm in a rush so I'll call your assistant right now. Check with her before you return my call. My cell phone number is 900-015-3702, and you can also call my office number 714-555-200 at work time.

Laura: Good morning. Rainbow Auto Parts. This is Laura.

Stan: Hello, Laura. My name is Stan Tang. I really need to talk to your boss Mike as soon as possible.

Laura: He's at a meeting right now. Would you like to leave a message in his voice-mail?

Stan: I already did that. I called you to make sure he gets the message as soon as possible. It's very important I speak to him, so I'm leaving a written message with you.

Laura: No problem. What's your name?


Stan: Stan. S-T-A-N.

Laura: Stan, OK. Mr. Stan, can I take your number please?

Stan: Yes, er... my cell phone number is 900-015-3702, and my office number is 714-555-200.

Laura: So, that's 900-015-3702 for cell phone, and 714-555-200 for office.

- Stan: Yes. And I'm calling to ask if you have a drive shaft for a 2018 Honda Civic. He can reach my office number before 5 p.m. or anytime today on my mobile.
- Laura: Mr. Stan, I'll get Mr. Owens to call you as soon as he is available.
- Stan: Thank you very much. Goodbye.
- Laura: Goodbye.

B  Listen to the phone call again and complete the message.

Answers

A

1) c 2) d 3) a

B

Message for: _____	Mike Owens
From: _____	Stan
Mobile Phone number: _____	900-015-3702
Office Number: _____	714-555-200
Message: _____	Call Mr.Stan at office number before 5 p.m. or anytime today on his cellphone.

2.4 Role-play

The class is divided into two groups: secretaries and clients. Clients are given a client activity sheet and a client role card. Clients call the “Stellar Corporation” to talk to Mary Jenkins, a manager there. The clients have some important information to relay as well as some details to discuss. Unfortunately, Mary is out of the office. So the secretaries, who are given a secretary activity sheet and a secretary role card, have to inform the clients of that fact and the time/date of Mary's expected return. The secretaries have to take a message as well. The secretaries line up facing the wall. The clients line up behind the secretaries and tap them on the shoulder when they want to make a call. Clients should practice this conversation with as many secretaries as they can.


3 Handling Different Kinds of Calls

3.1 Starting-up

Telephoning is a very direct form of communication. In business, people may want to make a phone call for many reasons. Tick all the possible ones in the following listed:

Answers

- To give or get information, especially in a hurry or in an emergency
- To keep in contact with someone
- To meet a person you long for much
- To make an appointment or to make arrangements
- To confirm details of something, such as an order
- To clarify a misunderstanding
- To go for a business trip
- To make a complaint or explain a problem
- To follow up a meeting
- To thank someone

3.2  **Kevin, a sales representative for Eureka Corp, met a woman at a business luncheon named Dana Okri who was heading a new start up. Kevin told her briefly about the products of their company over the lunch. After that, Kevin decided to follow up a call. Now listen to the phone conversation twice and finish the following exercises.**

Script

Dana: Hello, Dana Okri.

Kevin: Hello, Dana, this is Kevin Abranhams from Eureka Corp. I don't know if you'll remember me, but we met last week at the Chamber of Commerce luncheon.

Dana: Oh, yes. Hi, how are you?

Kevin: Great. Do you have a few minutes right now for me to tell you a little bit more about the data management tools our company offers? It won't take long.

Dana: Actually, I'm really swamped right now and I'll be going into a meeting in a few

minutes. Is there any literature you can send me?

Kevin: Oh, sure, I understand. I would be happy to send you a promotional packet about the programs that I think might best suit a company of your size. Would it be okay if I called again to see if you have any questions?

Dana: Let's do this. Since I'm not sure when I'll get a chance to read the material. Why don't I give you a call if I have any questions? Now, I'm really sorry, but I have to get going to the meeting.

Kevin: No problem at all. I won't keep you any longer. I'll put a package to you in the mail and we'll go from there.

Dana: Sounds good.


Kevin: Thanks for your time.

Dana: No problem. Bye, bye.

Answers

- 1) To tell her about the data management tools his company offers.
- 2) She is too busy to talk with him in detail. So she asked for some literature.
- 3) She would call Mr. Kevin.
- 4) 1 c 2 a 3 b

3.3

A  **Listen to the first part of the recording. Answer the questions about it.**

Script

Williams: Hello, may I speak to Mr. Zhang, please?

Zhang: Speaking.

Williams: Mr. Zhang, this is Williams of Boston Trading Company. I'm calling to make a complaint about the goods received yesterday.

Zhang: What's the problem?

Williams: It's about the quality and the damage of the porcelains delivered on January 12. When the goods arrived in Boston, we checked and found nearly one third of the goods were damaged. In addition, some of the goods failed to comply with the original sample.

Answers

- 1) He was calling to complain about the goods received.

- 2) Nearly one third of the goods were damaged. In addition, some of the goods failed to comply with the original sample.
- 3) He would probably express his regret and apology for the unfortunate accident.

B  Listen to the second part of the recording, check your answers and fill the gaps in the following.

Script

Zhang: I'm so sorry about the damage to the goods. It's likely that the goods were damaged in transit. We'll send a representative right away to check the extent of the damage. As for the quality of the goods, I'm surprised to learn about it. So far we have never had any complaints of this kind, for our products have enjoyed a high reputation for their superior quality for years.

Williams: It's our hope you could take drastic measures to handle these issues.

Zhang: I think first, we have to investigate the cause of the damage. If the goods were damaged during transit, we are not responsible for any damage. Then I think your claim should rest with the insurance company. Of course, we'll compensate you if we were responsible for it.

Williams: Mr. Zhang, I'd like to know what you'll do to deal with the goods which fall short of the standards.

Zhang: As I mentioned just now, we'll send a representative to look into it first. After making a thorough investigation, if the goods were not in conformity with the sample as you said, would you please send back the goods? We'll replace the defective goods in the shortest possible time.

Williams: Who will bear the freight?

Zhang: Of course our side.

Williams: I appreciate your attitude towards the settlement of this issue. But I still think you'll have to do something to compensate us for the loss incurred.

Zhang: In view of our long-term friendly business relations, we'll cut the price of the replaced goods by 10%. I hope this will be acceptable to you. In short, we hope we can settle the issue of the damaged goods with you amicably.

Williams: I think that's acceptable.

Zhang: We regret that this unfortunate incident has ever occurred and hope it won't affect

the friendly business relations between us.

Williams: Well, I quite appreciate your way of dealing with this issue. Goodbye.

Zhang: Goodbye.

Answers:

- 1) I'm so sorry about the damage to the goods.
- 2) We'll send a representative right away to check the extent of the damage.
- 3) If the goods were damaged during transit, we are not responsible for any damage. Then I think your claim should rest with the insurance company.
- 4) After making a thorough investigation, if the goods were not in conformity with the sample as you said, would you please send back the goods? We'll replace the defective goods in the shortest possible time.
- 5) In view of our long-term friendly business relations, we'll cut the price of the replaced goods by 10%. I hope this will be acceptable to you.

3.4 Role-play

Pair-work: Now you and your partner sit back to back. Choose any topic from below to practice a phone call.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Understand the telephone etiquettes		
Make and answer a call appropriately		
Take notes while making a call		
Take and leave telephone messages		
Deal with different kinds of calls		

Unit 10

Presentations

Aims

In this unit we will talk about

- greeting guests and outlining the content;
- making your presentation proper, clear and interesting; and
- inviting questions and summarizing.

1 Starting-up



What makes a good presentation? Listen to a dialogue by John, Peter, Ben and Jane giving some tips about how to make your presentation more effective and enjoyable for your audience. Finish the sentences with the correct phrases.

Script

John: With a presentation, I think the aims and the structure need to be clear.

Peter: I like to wait until the end of the presentation before people feed back on what I've just said, rather than interruptions throughout the presentation.

Ben: I think of a presentation... If you're standing up in front of a group of people, you need to make sure you're entertaining, make sure you're engaging, make sure you're interesting, make sure you're relevant, make sure you're talking to the right audience.

Jane: Don't make it too long, otherwise people fall asleep! Be short, precise and to the point, definitely.


Answers


1) b 2) b 3) a 4) c

2 Greeting Guests and Outlining the Contents

2.1 Retail situation


Tim Mason, a retail consultant in a supermarket is now presenting his findings of the retail situation over the last week.

A  The following script is from Tim's presentation, however, it is out of order. Work in pairs and try to rearrange them with your partner.

B  Listen to the presentation and check your answers. Pay attention to the sequencing words used to outline the content of the presentation and note them down.

Script

“Good afternoon, ladies and gentlemen. Thank you for finding the time to come and join me for this presentation this afternoon. My name is Tim Mason. I'm a retail consultant, and many of you will have seen me shadowing you in your jobs and looking through the accounts and so on in the company over the last week. I've invited you here today to have a look at my findings. First, I'd like to have a look at the performance of the company, the sales of the company over the last three years; then I'd like to have a look at our market share in the women's wear market and look at our competitors; and thirdly, I'd like to suggest some improvements in our range of women's wear. At the end I'd be happy to answer any of your questions.”

C  Do you know more sequencing words? Work in pairs, discuss with the partner and try to write down as many as possible.

Answers

A

2) —1)—5)—3)—6)—4)—7)—8)

B

- 1) first
- 2) then
- 3) thirdly
- 4) at the end


C

first, firstly, after that, then
second, secondly, next
third, thirdly
fourth, fourthly
lastly, finally

2.2 Internal communications

Rita Marques is a HR manager. She is now making a presentation to his colleagues on how to improve the internal communications within the company. Before listening to her presentation do exercises in part A to review the way of setting agendas.

A  **Jumbled sentences**

B  **Listen to Rita's presentation and fill in the blanks with the exact words you heard. Pay attention to the expressions of greeting guests and outlining the content.**

Script and answers

“Ladies and gentlemen, **thank you very much for coming along here today.** I hope my presentation isn't going to take too long and that you will find it interesting. **The purpose of today's presentation is to discuss** how we can improve internal communications within our company.

Now let me begin by explaining that I'd like to talk about the business case for better communication; **secondly,** I want to cover different styles and methods; **and finally** I would like to finish off by talking about some of the basics we need to have in place to deliver good quality, consistent communications across the company. **I'd be very happy to invite you to**

ask questions at the end of the session and I'm sure there'll be plenty of time for us to discuss some of the points that have been raised."



C **Work in pairs. Practice opening a presentation in the way Rita did. Use the following notes as reference. Add sequencing words if necessary.**

Answers

A

- 1) Firstly I'll give an outline of our services.
- 2) Secondly, I'll show you the latest figures.
- 3) After that I'll go through the report.
- 4) And next, we'll look at the changes.
- 5) Finally we'll have questions and answers.

C

"Ladies and gentlemen, thank you very much for coming along here today. I hope my presentation isn't going to take too long and that you will find it interesting. The purpose of today's presentation is to discuss the project budgeting.

Firstly I will talk about the meaning of economy. Secondly, I'll take you through the budgeting process. And next, I'll show you how to make the most of your time. Then we'll have a short coffee break. After that, I'll talk about how we can make positive changes. And finally, I'll take questions."

2.3 Partnership



A **Listen to the following sentences from the dialogue and fill in the blanks.**

Script and answers

- 1) Lok, **I'd like to formally welcome you** to this meeting and **thank you for giving us your time** today.
- 2) **Our aim today is to give you an idea of** what a partnership with Hale and Hearty involves.
- 3) Our presentation is **in five parts**.
- 4) **First, I'll give you** some background information on the company.

- 5) **Next, I will** take you through the marketing process.
- 6) **Thirdly, I'll talk** about projected figures **and then will talk about** what a partnership with Hale and Hearty entails.
- 7) **And finally we'll have questions and answers**, but if you need to ask anything, feel free to interrupt.



B **Make up a dialogue of opening a presentation with your partner according to the information in the following table.**



C **Listen to the dialogue and make a comparison with your own version.**

Script and answer

Douglas: Lok, I'd like to formally welcome you to this meeting and thank you for giving us your time today. Now without further ado, I'll hand you over to Harvey who's been working around the clock to prepare this presentation for you.

Harvey: Thanks, Douglas. As you know, I'm Harvey, Chief Purchasing Officer. Our aim today is to give you an idea of what a partnership with Hale and Hearty involves. Our presentation is in five parts. First, I'll give you some background information on the company. Next, I will take you through the marketing process. Thirdly, I'll talk about projected figures and then will talk about what a partnership with Hale and Hearty entails. And finally we'll have questions and answers, but if you need to ask anything, feel free to interrupt.

3 Making Your Presentation Proper, Interesting and Clear

3.1 Formal and informal presentation




Read the following sample of the opening of a formal presentation. Then work with your partner and try to give a presentation opening in an informal way.

Answers

Hello, everyone. Thanks for coming. And now here's our first presenter.

3.2 Visual aids

Daphne Fu, the Project Manager in Taipei for Jackson&Wang is presenting their firm's marketing plan, which is designed to introduce EarthSound's products to the wealthy Taiwan market. Listen to how he is using the visual aids to help his presentation.


A  **Listen to the passage and choose the right answers to the following questions.**

Script

I have prepared a short slide presentation to give you a picture of the Taiwan market. Please direct your attention to the screen behind me while I dim the lights.

Taipei, with a population of 2 million people, is the trendsetter for the province. As you can see from these photos of people in the business area, both men and women are very style-conscious. They have an eye for glamour and good looks, and are willing to spend money to get the look they want. This next slide shows the beauty section of a typical drugstore—lots of famous brands from Japan, Europe, and the United States, plus a broad range of domestic brands. Gentlemen, this is without a doubt a competitive market.

Moving on to Taipei's hairstyling salons... hmm, that slide seems to have been placed upside down. I'm sorry for the delay; it will only take a moment to flip the slide... There, that's better. As I was saying...

B  **Listen to the passage again and answer the following questions. You may use the sentences in the language focus as reference.**

Answers

A

1) a 2) b 3) b

B


1) "Please direct your attention to the screen behind me."

2) That slide seems to have been placed upside down.

3) "I'm sorry for the delay; it will only take a moment to flip the slide... There, that's better. As I was saying..."


3.3 Figures and graphs—sales performance of a company

Tim Mason is a retail consultant in a supermarket. After greeting guests and setting agendas he is now illustrating the sales performance of the company. He uses figures and graphs in the illustration.

A  Listen to the following extract from Tim's presentation and fill in the blanks with the figure you hear.

Script

If you have a look at this first graph, you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million, with a slight recovery at the end of the financial year. However, this year sales have continued to drop to an all time low of 30 million. Now let's look at our market share. As you can see, we have 25% of the market share, 10% down on last year.

B  Listen to the extract again and fill in the blanks. Pay attention to the phrases used to illustrate the graphs on the slide.

Answers


A

1) 50 2) 40 3) 30 4) 25%, 10%

B

- 1) **If you look at** this first graph, you can see that our sales have increased by 25% in the last year.
- 2) **As you can see**, we have a large percentage of the market share.

3.4 Describing graphic information

A  You're going to hear 6 short sentences illustrating the graphs. After listening, match the graph with its description (a-f).

Scripts

a) Sales **fluctuated**.

- b) Sales **rose sharply** in June.
- c) Sales **remained stable** for the first six months.
- d) Profits **began to slump**.
- e) **There was a peak** in profits in February.
- f) There was a **sharp drop** in profits in July.



B Work in pairs. Discuss with the partner the expressions of describing the graphic information.

Answers

A

- 1) a 2) b 3) c 4) e 5) f 6) d

3.5 Talking figures of Suki Tofu

Harvey, the chief purchasing officer of the Hale and Hearty Foods company is presenting their famous product “Suki Tofu” through telling figures to the guests.



A Listen to the following dialogues and fill in the blanks with the exact words you hear.

Script and answers

Harvey: These **figures**, on overhead projection, **follow** the sale of Suki Tofu since it was **launched** onto the Australian Market. **This first graph shows** the first year, 1999. Suki was launched in March. **Can I draw your attention** to June? **Here you'll see a significant increase** in sales, after our targeted advertising campaign. And **here are the figures** from 2000 until now. Can everybody see that? **You'll notice** there's been a **steady increase** in sales which are at their **peak** right now... a very **positive** sign.



B Imagine you are a chief sales manager in a company. Make a presentation on the sales of TV sets.

Answer

“These figures, on overhead projection, follow the sale of TV-Changjiang since it was launched onto the American Market. This first graph shows the first year, 2000. Changjiang


was launched in May. Can I draw your attention to July? Here you'll see a significant increase in sales, after our targeted advertising campaign. And here are the figures from 2001 until 2018. Can everybody see that? You'll notice there's been a sharp increase in sales in 2017. And they were at their peak in 2018... a very positive sign."

4 Inviting Questions and Summarizing

At the end of your presentation, you may wish to open the door to questions—to ask if anyone has any questions about your presentation.

4.1 Questions on maternity wear

Tim Mason, a retail consultant in a supermarket after presenting the sales performance of the company, is now moving to the last issue of his presentation—women wear and he is now inviting questions from the audience.


A  Listen to the dialogue between Tim and his colleague Carrie and choose the correct answers.

Script

Tim: Ladies and gentlemen, if you have any questions, I'd be happy to answer them now.

Carrie: Yeah, can I just ask, graph number 3, that last one you showed us. Can you explain to me where you're intending to find the extra income to increase the designer range in the maternity wear?

Tim: Yes, a very good question. I've looked at the office wear range and it's quite heavy on material; holiday wear tends to be much lighter, much smaller amounts of material involved.

B  Imagine you are the presenter. Try to invite and answer questions from audience by using the sentences in the way Tim did. Write down the sentences you use under the following categories.

Answers

A

1) b 2) a 3) c 4) a

B

Inviting and answering questions

Ladies and gentlemen, if you have any questions, I'd be happy to answer them now.

Yes, a very good question.

Raising questions

Yeah, can I just ask...?

Can you explain to me...?

4.2 Summarizing and expecting further cooperation

A  Listen to the following dialogue. How does the presenter close the presentation?


Fill in the blanks with the exact sentences you hear.


Script and answers

Jenny: Alright, so that **brings an end** to the presentation. **We've taken you through** the background of our company and our marketing and sales outcomes using some of our products as the model. **And you now know** how a partnership with our company works. We hope you can now **make an informed decision about** entering into deeper negotiations with us. **I'm at your disposal** (听你的) if you would like to stay and talk more **or I'm willing to meet with you** whenever you like.

John: Thank you, Jenny. This has been a very **enlightening** presentation. I will **need some time to discuss** what we've heard here today and we'll **get back to you as soon as possible.**

Jenny: Fine, you have my card. **My mobile number's on it.** Feel free to call after hours if necessary. Alright, so that brings an end to the presentation.

B  Listen to the dialogue again. Pay attention to the language functions carried in the dialogue and put them in the order.

C  Role-play. Take the roles in the above dialogue. Work in pairs and practice closing the presentation by using the following alternatives in the language focus.

Answers

B

c — b — d — e — a — c

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Greet guests and outline the presentation		
Use visual aids, figures and graphs to make the presentation clear and interesting		
Invite questions and summarize		

Unit 11

Making Suggestions

Aims

In this unit, we will learn

- channels to make suggestions;
- how to make suggestions; and
- how to respond to suggestions.

1 Starting-up



Now, imagine, if you are the new manager of marketing department, what will you do to encourage your staff to make suggestions? Discuss in pairs and decide which of the following you'd like to do and put a tick (✓) on those you will most probably do. You may add more things if you want.

2 Having a Suggestion Box

2.1 Linda, a new manager of a small company, is going to collect suggestions of her staff. Tom, an experienced businessman, is discussing with Linda about suggestion box.



Listen to the dialogue and fill the gaps in the summary.

Script

Linda: I do want to know the staff's suggestions about my company. Do you have any idea?

Tom: Is your company a small one or a big one?

Linda: A small one, with only about 100 employees.

Tom: In that case, I would suggest you place a suggestion box in your company.

Linda: A suggestion box? What's that?

Tom: It is an easy way to collect staff's suggestions. All it takes is a pencil, a pad of paper and a small box.

Linda: Interesting! But could I get valuable feedback by using the suggestion box?

Tom: Sure. Often you will get what you want to know.

Linda: Good! And where should I put the suggestion box?

Tom: If you do not want to be too formal, a suggestion box by the water cooler can be a good idea.

Linda: Right! I think so. Employees could write down what they want to say while drinking and having a rest.

Tom: You can even offer a reward for the winning suggestion. You'll be amazed at how far some people will go for a few hundred dollars.


Linda: Good idea! Thanks a lot.

Tom: You are welcome.

Answer

A suggestion box is a good way to collect staff's suggestions about a **small** company. Often you will get **valuable** feedback. If you do not want to be too **formal**, you could put a suggestion box by the water cooler. You can even offer a **reward** for the winning suggestion.

2.2 Charles, a business manager, is sharing his successful experience on having a suggestion box with his friend, Amy, manager of another company.

A  Listen to the conversation and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Amy: You do run a successful business. You know, as your friend, I really feel pride.

Charles: Thanks! As you know, my company is just a small one. So there is a long way to go.

Amy: Ha! Ha! You must have your tips for success, right?

- Charles: Actually, a suggestion box is really a good idea for your business.
- Amy: Why do you say so?
- Charles: Because it can help you get valuable feedback from your customers.
- Amy: Really? How can you do that? It's the buyer's market now. So, usually customers don't bother to share with you their suggestions. If they are not satisfied, what they usually do is to break with you and do business with others.
- Charles: That's usually the case. But if you put a suggestion box in a proper place, the result will be different.
- Amy: Oh? Where?
- Charles: That goes to a location where it is easy to see.
- Amy: Is that enough?
- Charles: Of course not. The box must contain plenty of pencils and pads of paper.
- Amy: To make it easy for our customers to contribute their opinions?
- Charles: You got it!
- Amy: But you know I run an on-line business. Where could I place a suggestion box?
- Charles: Just place a link in a prominent place on your website and call it your suggestion box.
- Amy: If even under this condition, customers still do not want to make suggestions, what shall we do?
- Charles: Then it goes to the sales personnel. They should try their best to remind customers to do so.
- Amy: Ah! You must have some good methods working well?
- Charles: To tell the truth, free gifts or some other souvenirs work very well.
- Amy: Good idea! I will try later.

B  Listen to the conversation again and answer the following questions.

Answers

A

- 1) True 2) True 3) False 4) True 5) False 6) True


B

- 1) It is the buyer's market. They don't bother to do so.
2) What they usually do is to break with you and do business with others.

- 3) To make it easy for our customers to contribute their opinions.
- 4) They should try their best to remind customers to make suggestions.

3 Making Suggestions and Responding to Suggestions

3.1 Making suggestions

 **A** Ida and Bob work in the marketing department of a company specializing in business travel arrangements. They are talking about giving free gifts to clients to promote the company's 5th anniversary. Listen to the dialogue and fill in the blanks.

Script

Bob: The 5th anniversary of our company is approaching. I believe it's a good chance to promote our business.

Ida: I agree. How about arranging a celebration party?

Bob: Sounds nice. But don't you think the expenses will be too high? We need to do something really special while not expending too much.

Ida: Uh! Why not send them free gifts?

Bob: That's a good idea.

Ida: Perhaps we could give them a pen with our company's name on.

Bob: That's a possibility. But you know few people use pen now. So I don't think it will work.

Ida: I'm not sure about that. Maybe you are right.


Bob: Why not give them little holders to put their business cards in?

Ida: I like that. And we could get the holders printed with our company's logo.

Bob: Brilliant!

Answers

- 1) The 5th anniversary of the company is approaching.
- 2) Bob believes the expenses of holding a celebration party will be too high.
- 3) Since few people use pen now, it is not a good idea to give it as a gift to their clients.
- 4) Finally, they reach an agreement to give clients little holders printed with their company's logo.

B  Listen to the two conversations and answer the following questions.

Scripts

1

Iris: Hi, John. I was wondering if we could meet together sometime this afternoon. I'd like to go over our sales forecasts.

John: Sure, Iris. That's fine.

Iris: When is good for you?

John: How about 3 o'clock?

Iris: That sounds good. Where shall we meet?

John: I can come to your office or the conference room might be more comfortable.

Iris: OK. Let's meet in the conference room.

2

Diana: Hi! Chris. Next week, Mr. Yang will retire. I'm sure I will miss him.

Chris: Yeah! He is one of the most loyal staff members in our company. He has worked for almost thirty years. Right?

Diana: That's true. I'm wondering if we can arrange a farewell party for him. What do you think about that?

Chris: That's a good idea. How about this Friday evening, 8 o'clock? Most of people will be free at that time.

Diana: I like that. Do you have any idea about the place to hold the party?

Chris: I know both the dining hall and the meeting room will be available at that time. Which one do you prefer?

Diana: The dining hall. It will be spacious.

Chris: Great! Let's move to make preparations.

Diana: OK!

C  Work in pairs and make a role-play.

Answers

B

1) She'd like to go over the sales forecasts.

- 2) 3 o'clock.
- 3) In the conference room.
- 4) He is one of the most loyal staff members in the company and has worked for almost thirty years.
- 5) Friday evening, 8 o'clock.
- 6) In the dining hall.

3.2 How to make suggestions count at work



A Making suggestion sometimes is no easy job. There is a risk of being rejected. What are the good ways to make effective suggestions? Discuss with your partner about the question.



B Listen to a passage and fill in the blanks with the exact words or phrases you hear.

Script and Answers

When making suggestions, there are a few things to keep in mind in order to make it worthwhile.

First, get your facts straight. Do background research to make sure your idea will really work. Managers and CEOs are business people who need accurate facts to make decisions.

Then, stay positive. When you are trying to solve a problem, show you can make things better instead of complaining about a problem. So, present your solution instead of pointing fingers or blaming others. What's more, avoid using the words such as I can't or you won't etc. Instead, use words such as I can, you will etc. to send positive signals.

The third point, take your suggestions to the correct person or correct team. Give your ideas to those who can use them perhaps at a staff meeting. Pick the right opportunity and show to the right people.

OK, finally, remember to celebrate your success! Show that your suggestions were adopted and then other staff members will follow with further suggestions of their own.

3.3 Positive responses and negative responses



Listen to the two conversations and answer the following questions.

Scripts

1

Store Owner: As a designer, which color do you think is appropriate for my store?

Designer: Soft color. This kind of color will make your customers feel more comfortable. They'd like to spend much more time in your store.

Store Owner: I like that.

Designer: You can make a choice between pink and light blue.

Store Owner: I would also like to play some background music. Do you have any suggestions?

Designer: That goes to the light music. It surely will increase receipts a lot. In that way, shoppers will slow down and have more opportunities to spot items they would like to buy.

Store Owner: Brilliant.

Designer: Other questions?

Store Owner: Yeah! What do you think about the height at which items are placed?

Designer: Since most of your customers will be women, you'd better place the items not too high.

Store Owner: That's a good idea.

2

Thomas: Hi! Alice. I was wondering if we could get together some time this afternoon.

Alice: I'm sorry, but I'm busy all afternoon.

Thomas: How about the day after tomorrow?

Alice: That will be fine.

Thomas: 9 o'clock a.m.?

Alice: I'm not sure about that.

Thomas: Then how about 10 o'clock?

Alice: That's all right.

Thomas: Will it be convenient for you to meet me in your office?

Alice: I don't think that would work.

Thomas: Then how about in my office?

Alice: OK!

Answers

1) I like that.

- 2) Brilliant.
- 3) That's a good idea.
- 4) I'm sorry, but I'm busy all afternoon.
- 5) I'm not sure about that.
- 6) I don't think that would work.

3.4 Visible responses and neutral responses

A  Listen to some sentences twice and write them down.


Script and Answers

- 1) If the person is happy, angry or surprised, it often shows in their expression.
- 2) People use hands to emphasize what they are saying.
- 3) People do not feel comfortable with silence and will respond to a suggestion quickly.
- 4) If the person is happy, angry or surprised, his expression may remain neutral.
- 5) People keep hands and body still when speaking.
- 6) People feel comfortable with silence and like to take time to consider the suggestion before responding.

B  Complete the conversations and practice them with your partners.

Possible Answers

- 1) People show their happiness, anger or surprise in their expression.
- 2) People use hands/gestures/body languages to emphasize what they are saying.
- 3) They will usually respond to/reply to a suggestion quickly.
- 4) If the person is happy, angry or surprised, their expression may remain neutral / silent / still.
- 5) People keep hands and body still / motionless when speaking.
- 6) They will like to take time to consider / ponder / reflect the suggestion before responding.

C  Mr. Smith, head of the public relations department of a company, is talking about visible responses and neutral responses with some new comers. Listen to the two conversations and fill in the blanks.

Scripts

1

New comer A: Mr. Smith, sometimes I find it's really hard to talk with certain customers.

Smith: Why do you say so?

New comer A: They always interrupt my speaking. For example, just after I put forward a suggestion, they respond to it so quickly. You know, without any consideration. Just interrupt and speak.

Smith: You must have met some people showing facial expression or body language when listening to you.

New comer A: That's the case. How do you know?

Smith: We call it the visible response.

New comer A: Oh?! Interesting! What's that about?

Smith: You know, it's the culture. In some cultures, people are used to doing so.

New comer A: It's just their customary way of responding to suggestions?

Smith: Right! So take it easy. Try your best to adapt to it.

New comer A: I get it. Thank you, Mr. Smith.

2

New comer B: Mr. Smith. Sometimes I find it's not easy to talk with certain customers.

Mr. Smith: What's the problem?

New comer B: Silence! I mean they always keep silence. They prefer not to give any hint for me to know what they are thinking.

Mr. Smith: Actually we call it the neutral response to suggestions.

New comer B: What's that about?

Mr. Smith: This kind of people feel comfortable about silence. And they like to take time to consider your suggestions and not to make obvious reactions before making any response.

New comer B: Oh! Is it about personality?

Mr. Smith: To some extent. But it's also about culture.

New comer B: Thank you for your explanation.

Answers

1) As far as visible response is concerned, people tend to interrupt dialogue and respond to suggestions quickly.

- 2) As far as visible response is concerned, people want to take time to consider before responding to suggestions.
- 3) As far as visible response is concerned, people will use facial expression or body language to respond to suggestions.
- 4) As far as neutral response is concerned, people tend to keep silence before responding to suggestions.
- 5) As far as neutral response is concerned, people don't want to make obvious reactions before making any response.
- 6) Neutral response's the problem about personality and culture.



D Role-play

Suppose you are Mr. Smith's colleague, please talk with him about visible response and neutral response.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick(√)in the correct box.

	Yes I can do this	No I need more practice
Know channels to make suggestions		
Make suggestions properly		
Respond to suggestions properly		

Unit 12


Socializing

Aims

In this unit we will talk about

- appropriate ways to receive your clients;
- getting to know your clients; and
- making a sound invitation and getting on with your clients.

1 Starting-up

A  Listen to the short passage and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

To entertain clients means to show some hospitality. Ways of showing hospitality are different in every country. For example, in Britain, it is common to invite clients to someone's home rather than to a restaurant. If the clients are invited to a restaurant it is because the host is very busy, can't cook very well, or wants to give the clients the enjoyment of some special food. However, generally speaking, sometimes it may be more convenient to invite a business client to a restaurant.



B Discuss the following questions in pairs.

Answers

A

1) True 2) False 3) True

B

The first two questions could be easy to answer, and the third question is just to encourage students to keep a curious mind for the following exercises, and therefore, teachers should help students keep an open attitude for the third question by telling them that they can answer it afterwards.

2 Receiving Your Clients

2.1 Peter is at Shanghai Airport to receive his client, Mr. Ford, from Britain.



A Listen to the dialogue and fill in the blanks.

Script and Answers

Peter: **Excuse me**, are you Mr. Ford from Britain?

Ford: Yes, **I am**.

Peter: I'm from the Textile **Import** and **Export** Corporation and I've come to meet you, Mr. Ford. My name is Peter Zhao.

Ford: How do you do, Mr. Zhao?

Peter: How do you do, Mr. Ford? Oh, please **call me Peter**.

Ford: Thanks.

Peter: **Welcome to Shanghai**.

Ford: Well, I'm sorry I'm so late. You see, there was **fog** in Manchester and we were **delayed** there; **I hope** you haven't been waiting long.

Peter: No, no, it's OK. I was just able to **catch up** on some of my notes.

Ford: Oh, good.

Peter: It's a **great pleasure** to meet you, Mr. Ford.

Ford: Oh, me too. I've been **looking forward to meeting you** too, Peter.

Peter: How was your **flight**?

Ford: Not too bad, thanks.

Peter: Oh, good. I think it is best that we go to your hotel first if that's OK. My car is outside.

Ford: Fine. It's really considerate of you.

Peter: Can I take one of your bags?

Ford: Thank you so much. Here you are.

Peter: Pleasure indeed. Mr. Ford.



B Work with your partner and make a role-play. Pay attention to the words that you've filled in.

2.2 Mr. Harris is receiving Mr. Sakai, a Japanese client, in his company.



A Listen to their dialogue and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Mr. Sakai: Thank you for collecting me.

Clive Harris: It's my pleasure. Don't mention it. Is your hotel okay?

Mr. Sakai: Yes, thanks. It's fine.

Clive Harris: It is good of you to visit us. Thank you for sparing the time. I know you have a busy schedule.

Mr. Sakai: Oh, you've been so polite, Mr. Harris. I enjoy coming to Britain. And I am looking forward to my visit to your company.

Clive Harris: It's kind of you to say so. Well, we'll do our best to make your visit worthwhile...

Clive Harris: So, we are not a very big company...but I think we are very efficient.

Mr. Sakai: How many people do you employ?

Clive Harris: About seven hundred full-time. Would you like some coffee, Mr. Sakai?


Mr. Sakai: No, thank you. And, please, call me Kazo.

Clive Harris: And you must call me Clive. So, shall we have a look around?

Mr. Sakai: That would be very nice.

Clive Harris: Would you like to leave your coat and briefcase here?

Mr. Sakai: Thank you.

B  Listen to this dialogue again and find out the missing parts of the following sentences.


Answers

A

1) True 2) False 3) True 4) False 5) False

B

- 6) Mr. Sakai told Harris he enjoyed coming to Britain.
7) Mr. Harris said their company is not big but efficient.
8) Mr. Sakai told Harris his first name is Kazo.
9) Mr. Sakai learned Mr. Harris' first name is Clive.
10) Mr. Harris asked Mr. Sakai to leave his coat and briefcase.

2.3  Listen to the following dialogue and find out what's been offered to the client when his appointment with Mr. Brown is delayed.

Script

- Client: Good morning. My name is Edward Parker. I have an appointment with Mr. Brown for 10:30 a.m. today.
- Secretary: Good morning, Mr. Parker. I'm so sorry, but Mr. Brown is having an urgent meeting this morning. He will come down to see you in 10 minutes or so. Would you mind waiting for 10 minutes?
- Client: Sure.
- Secretary: Would you please have a seat over there?
- Client: All right, thank you.
- Secretary: Which would you prefer, tea or coffee, Mr. Parker?
- Client: Oh, coffee, please.
- Secretary: How would you like it? With sugar and milk?
- Client: With milk only, please.
- Secretary: Here you are.
- Client: Thank you very much.
- Secretary: You're welcome.
- Client: Well, I've been traveling to all over Europe for three weeks. I've been visiting various cities...

Secretary: Excuse me, Mr. Parker, I'm terribly sorry but I have got something urgent to do now. I'm sure Mr. Brown will be here in a couple of minutes. Well, there are some magazines on the table over there. Would you like to read them?


Client: Oh, I'm sorry too. Yeah, thanks a lot.

Answers

Drink: coffee with milk.

Reading matters: some magazines.

3 Getting to Know Your Clients

3.1  Lead-in discussion: discuss with a partner. Find 5 things you have in common.

3.2 Mr. Wang is treating his foreign client, Mr. Smith, on arrival in a restaurant in Beijing.

A  Listen to their dialogue and fill in the blanks.

Script and Answers

Wang: Would you like to discuss it over diner, Mr. Smith?

Smith: OK.

Wang: Please sit down, Mr. Smith.

Smith: Thank you very much for **preparing** such a good dinner for me.

Wang: Don't **mention** it. What **would you** like to drink?

Smith: Brandy, please.

Wang: OK, let's begin. Here is to our **cooperation** and **friendship**! Cheers!

Smith: Cheers!

Wang: Would you like to eat with **chopsticks**?

Smith: **I'd love** to try... Oh, it's difficult. Could you show me how to do it?

Wang: Sure. Look, this way... Yes, that's right. Now let's try some Beijing **roast duck**. Help yourself, Mr. Smith.

Smith: Thank you.

Wang: How does it taste?

Smith: Well, it's **delicious**. I love it.

Wang: I'm glad you like it.

Smith: I **enjoy** Chinese food very much, and I think Chinese cooking is **one of the best** in the world.



B Work with your partner to make a role-play and pay attention to the words that you've filled in.

3.3 Ms. White is in Thailand for a business trip. Ms. Anchalee, from the local company as the receiving party, has taken Ms White to a local restaurant.



A Listen to their conversation in the restaurant. Tick (✓) the things Ms. White likes to eat.

Script

Anchalee: I'm very happy that our meeting went well today, Ms. White.

White: Yes, it did. I'm glad too, but it's good to have a break from business. And thank you so much for inviting me here, Ms. Anchalee.

Anchalee: Oh, it really is my pleasure. You know, the chef in this restaurant is pretty well-known, so I hope you are hungry.

White: Fortunately I'm starving.

Anchalee: Great. So what would you like, Ms. White?

White: I'd really like to try some real Thai food.

Anchalee: Is there anything you don't like?

White: Well, I don't eat much red meat, but chicken is OK. I love seafood.

Anchalee: How about spicy food? Could you eat spicy food?

White: Sure. But not too spicy, please.

Anchalee: OK. How about starting with some Tom Yam Goong?

White: What's that?

Anchalee: It's a spicy soup made with lemon grass and chili. You can have it with chicken or shrimp.

White: Yes, I think I've heard of that. I'll have the shrimp.

Anchalee: OK. And what about some chicken fried with cashew nuts? It's eaten with plain rice.

White: Sounds great.

Anchalee: And beef with oyster sauce?

White: Sorry. I don't eat red meat, I'm afraid.


Anchalee: Oh, I'm sorry. I forgot. How about a nice red snapper?

White: A whole fish?

Anchalee: Yes. They grill it with pepper and garlic.

White: That would be great.

Anchalee: Good. We can finish off with some fresh fruit.

B  Listen again. What four things does Ms. Anchalee recommend? Does Ms White like her suggestions? Tick (✓) the box if she does.

Answers

A

The things *to be checked* (✓) :

seafood, chicken, spicy food, fried food, rice, soup

B

1) Tom Yam Goong ✓


2) chicken fried with cashew nuts ✓

3) beef with oyster sauce ×

4) a nice red snapper ✓

4 Inviting your client to dinner/parties/Karaoke

4.1 When making an invitation to your clients, you can never be too polite.

A  Christine Grimes wants to invite Mr. Ernst, a customer, to lunch to discuss her company's latest product. You'll hear two versions of the telephone call. Which one is more polite and friendly? Why?

Script

1 *The first version*

Ernst: Ernst.

Grimes: Hello. Mr. Ernst?

Ernst: Yes, speaking.

Grimes: This is Christine Grimes. I want you to have lunch with me at the Atlas restaurant next week. I want to discuss our new product with you.

Ernst: When?

Grimes: Are you free on Tuesday?

Ernst: No, I'm not. I'm busy. I haven't got time.

Grimes: Well, Thursday then.

Ernst: Yeah, that's OK. What time?

Grimes: 12:30.

Ernst: OK. See you at the Atlas on Thursday at 12:30.

2 *The second version*

Ernst: Good morning.

Grimes: Hello. This is Christine Grimes. I'd like to speak to Mr. Ernst.

Ernst: Speaking. How are you, Mrs. Grimes?

Grimes: Fine, fine. Look, I'd like to discuss our new product with you. Would you like to have lunch at the Atlas some time next week?

Ernst: That sounds nice. When exactly?

Grimes: Well, how about Tuesday?

Ernst: That's a pity. Does Thursday suit you?

Grimes: Yeah, that would be fine. What time?

Ernst: Shall we say 12:30?

Grimes: Yeah, that's fine. Next Thursday at 12:30 at the Atlas. I'll look forward to it.




B **Work in pairs. Practice this dialogue with a partner.**

Answers

A

The second version is certainly more polite than the first one.

4.2 John Kelly is an Italian businessman and often entertains clients who visit his company in Milan.

A  **Now listen to three conversations with a client. What does John invite his client, Ms. Walker, to do? Fill the chat below and listen again. Does Ms. Walker accept (✓) or decline (×) the invitations?**

Script 1

John: I've got two opera tickets for tonight. Would you like to go with me?

Walker: Yes, of course. I love opera. What time?

John: Don't worry. The show is to begin at 7, and I'll pick you up from your hotel around 6 o'clock. Will that be OK for you?

Walker: Sure, that is very nice of you. Thank you.

Script 2

John: Do you have any plans for the week here?

Walker: Well, I'll attend two or three conferences and have several factories to visit. Besides these, nothing special yet.

John: How about taking a day off to go to Venice? It's about three hours ride and you'll get a fantastic view of the city. I would like to be your guide.

Walker: That will be great! I have heard too much about Venice but never been there.

John: Oh, you won't regret. So...

Walker: Yes, I'd love to go.


Script 3

John: We're having a dinner party at Grand Hotel tomorrow. Would you like to come?

Walker: I'd love to, but I'm afraid tomorrow is the only time left for me to do some shopping before I leave, and I'd like to do a little bit more sightseeing in the city as well.

John: Sounds a quite busy day. Anyway, if you ever need any help, just call me.

Walker: Oh, yes, that's very nice of you. Thanks a lot.

B  **Study these ways of making, accepting and declining invitations.**

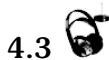


C Now practice making invitations with a partner like this. A sample dialogue is below for your reference.

Answers

A

	Invitation	Reply(√/×)
1	Go to enjoy an opera with me	√
2	Have a day off to visit Venice	√
3	Have a dinner party at Grand Hotel	×



4.3 Mr. Wang is making a reservation for a Karaoke room, where his clients are to be entertained. Listen to the following dialogue twice and fill in the blanks.

Script

Receptionist: Good afternoon. This is the Focus Club. Can I help you?

Wang: Good afternoon. I'd like to book a Karaoke room for tonight.

Receptionist: What sort of room would you like to have? We have Karaoke rooms in three different sizes: large, medium-sized and small ones.

Wang: Well, I'm not sure. Perhaps you can give me some suggestions?

Receptionist: Sure. How many people are there?

Wang: About eight.

Receptionist: In that case, I would recommend a medium-sized room. It is enough for ten people.

Wang: I see. How about the price?

Receptionist: For a medium-sized room, there is a basic charge of six hundred yuan and this covers the room, snacks and fruits.

Wang: How about drinks? Are they also covered?

Receptionist: No. If you want some beverages or beer, you've got to pay for them separately.

Wang: I see. So how much does a Heineken cost?

Receptionist: Well, a Heineken costs thirty yuan. But I would suggest that you buy one dozen at a time, as you will get half a dozen for free.

Wang: Sounds fine. I'd like to book a medium-sized room for tonight.

Receptionist: May I have your name please?

Wang: Sure. My name is William Wang W-i-l-l-i-a-m.
 Receptionist: OK. And your phone number?
 Wang: 13030000288.
 Receptionist: When will you arrive?
 Wang: At around 9:00 p.m.
 Receptionist: So that would be a medium-sized room for William Wang at 9:00 p.m. and your phone number is 13030000288.
 Wang: That's right.
 Receptionist: OK, see you then.
 Wang: Thank you. Bye.
 Receptionist: Bye.

AnswersActivity: **Karaoke**Place: **Focus Club**Object Booked: **A medium-sized room**Price: **RMB 600 yuan (covering the room, snacks and fruits)**Time: **9:00 p.m.**Guest Name: **William Wang**Guest Phone Number: **13030000288****Stop and review**

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Receive and greet a new client in a proper manner		
Socialize with your clients and get to know him or her to build a further relationship...		
Make a polite and sound invitation		
Respond to the declining		

Unit 13

Business Trips

Aims

In this unit, we will learn how to

- make reservations for business trips;
- handle various things during business trips; and
- talk about experiences on business trips.

1 Starting-up



Now, imagine, if you plan to take a business trip, what will you do for preparation?

Discuss in pairs and decide which of the following you'd like to do and tick (✓) those you will most probably do. You may add more things if you want.

2 Before Taking a Business Trip

2.1 Lucy is going to have an overseas business trip. She is booking a room.



Listen to the dialogue and fill in the form.

Script

Receptionist: Room Reservations. Good afternoon. How can I help you?

Lucy: I'd like to book a single room for Tuesday and Wednesday next week.

- Receptionist: OK. A single room for two nights. May I know your name please?
- Lucy: Lucy Wang from China.
- Receptionist: Lucy Wang. Is it W-o-n-g?
- Lucy: No, it's W-a-n-g.
- Receptionist: All right. I got that.
- Lucy: What's the room rate, please?
- Receptionist: It's 80 pounds per night, including breakfast.
- Lucy: It sounds nice. I'll take it.
- Receptionist: When are you coming? I mean, what time of the day will you come to our hotel?
- Lucy: My flight arrives at ten o'clock in the morning. So it should be about half past ten.
- Receptionist: Great. We have a service of meeting our guests at the airport. Our bus is at Terminal 2. Our bus has the hotel name on it. You can't miss it. The service is free.
- Lucy: That's nice. Thank you.
- Receptionist: You are welcome. We look forward to seeing you next Tuesday.

Answer

Booking Form

Name: Lucy Wang


Room: 1 single room

Check-in time: Tuesday

Check-out time: Wednesday

Room rate: 80 pounds

2.2 Kevin, a business hotel manager, is interviewed to share his experience on preparing hotel rooms for business travelers.

- A  Listen to the conversation and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Interviewer: So, what special needs do business travelers have?

- Kevin: One of the most important things is a quick check-in and check-out. After a long trip it's annoying to have to wait at the hotel reception for 5 minutes. Room service is also very important. Guests often stay in their rooms working and don't have time to go out to a restaurant, so they want their meals to be served in their rooms.
- Interviewer: And what facilities are there in the rooms?
- Kevin: Well, nowadays communication facilities are very important, so things like the Internet access, fax are essential.
- Interviewer: Yes, of course.
- Kevin: The lighting is also very important. As I said, guests often spend their evenings preparing work, so they need good lighting at their desks.
- Interviewer: And what about facilities in the hotel in general?
- Kevin: The bars are important. Business travelers tend to spend more time in the hotel bars than tourists. It's very important to provide a business center, too.
- Interviewer: What services does the business center provide?
- Kevin: Basic services such as photocopying and typing. It also holds conferences.
- Interviewer: What about distance to the airport and city center? Is that important?
- Kevin: Yes. We're in the east of London so we're near City Airport. A lot of our guests have meetings in this area, so they don't want to be near Heathrow airport or right in the city center. But it is easy to get to the center of London from here. It only takes about 15 minutes with our free bus.
- Interviewer: Are your business guests interested in using your fitness center or swimming pool?
- Kevin: Not really. They are more interested in getting in and out of the hotel as quickly as possible and working while they're here.

B  Listen to the conversation again and answer the following questions.

Answers

A

- 1) True 2) False 3) True 4) True 5) False 6) False

B

- 1) After a long trip, they want a quick check-in and check-out.

- 2) Guests often stay in their rooms working and don't have time to go out to a restaurant.
- 3) The Internet access and fax are essential.
- 4) They tend to spend more time in the hotel bars.

3 After Arriving at the Target Place

3.1 At the airport

A  Listen to the conversation between Lucy and a bus driver after Lucy arrives at London Airport and fill in the blanks.

Script

Bus driver: Good morning. Can I help you?

Lucy: Good morning. Is it the Palace Hotel bus?

Bus driver: Yes, it is. You are...?

Lucy: I'm Lucy Wang.

Bus driver: Come on in, please.

Lucy: Thanks. How long will it take to the hotel?

Bus driver: Well, on the way back, I'm going to Victoria Train Station to pick up some of our guests there. It takes about half an hour to Victoria Station, and about another 10 minutes to the hotel.


Lucy: It sounds perfect. By the way, does the hotel serve breakfast now?

Bus driver: Our hotel serves breakfast from 9 to 10. By the time we get to the hotel, the service time is over. But our lunch starts at 11, so you can have lunch then.

Lucy: That's good.

Bus driver: Is this your first time to London?

Lucy: Yes, I come to attend an exhibition.

B  Listen to the two conversations and answer the following questions.

Scripts

1

Waiter: Good morning. Are you ready to order?

Lucy: Good morning. I'd like to have a hamburger and a steak.

Waiter: Yes, what would you like to drink?

Lucy: I'd like a coke.

Waiter: Anything else?

Lucy: No, thanks.

2

Shop keeper: Good evening. Can I help you?

Lucy: I'd like to buy some gifts for my friends. What would you recommend?

Shop keeper: For men or women? How old are they?

Lucy: A middle-aged man and a teenager girl.

Shop keeper: For a man, a bottle of whisky is a great gift. British whisky is brilliant. For a teenager girl, a T-shirt is good.

Lucy: That's a good idea. I'll buy a bottle of whisky and a white-colored T-shirt. How much in total?

Shop keeper: Twenty pounds fifty.

Lucy: Here you are.

Shop keeper: Here is your change. Thank you.



C **Work in pairs and make a role-play the following dialogue.**

Answers

A

- 1) It will take 40 minutes for the bus to get to the hotel.
- 2) On the way to the hotel, the bus will go to Victoria Train Station.
- 3) The hotel serves breakfast from 9 to 10.
- 4) The hotel will start to serve lunch at 11.

B

- 1) Are you ready to order?
- 2) A hamburger and a steak.
- 3) A coke.
- 4) Lucy wants to buy some gifts in the shop.
- 5) She bought a bottle of whisky and a white-colored T-shirt.

6) She paid twenty pounds fifty.

3.2 Hotel check-in and check-out



Lucy is starting her trip in London. Now she's checking in at Palace Hotel.



A Listen to the conversation between Lucy and the hotel staff and answer the following questions.

Script

Lucy: Hello, I'd like to check in please.

Staff: Certainly. Can I have the name please?

Lucy: Lucy Wang from China.

Staff: Wait a second, please. (She checks the computer.) Yes, Miss. Wang, we have a single room reserved for you. How long do you plan to stay?

Lucy: Probably two days. My friend will join me tomorrow. Then we'll decide when to leave for Seattle.

Staff: Will you need a wake-up call, Miss?

Lucy: Yes, please, at 6:30.

Staff: OK then, your room is 502 on the fifth floor. Breakfast is served between 6:30 am and 9 am. Enjoy your stay.

Lucy: Thank you. You're very kind.

Staff: You're welcome.



B Listen to the other conversation between Lucy and the hotel staff and fill in the blanks with the information you hear.

Script and Answers

Staff: Good morning, Miss. Can I help you?

Lucy: I'd like to pay my bill now.

Staff: Your name and room number, please?

Lucy: Lucy Wang, Room 502.

Staff: Yes, Miss Wang. Have you used any hotel service these two days?

Lucy: Yes, the wake-up call.

Staff: Fine. This is your bill, Miss Wang. Two nights at 80 pounds each, and the service fees 20 pounds. That makes a total of 180 pounds.

Lucy: Can I pay by credit card?

Staff: Certainly. May I have your card, please?

Lucy: Here you are.

Staff: Please sign your name here.


Lucy: Oh, yes. Is it possible to leave my luggage here until I'm ready to leave this afternoon? I'd like to say good-bye to some of my friends.

Staff: Yes, we'll keep it for you. How many pieces of your luggage?

Lucy: Just three. I'll be back by 3:00.

Staff: That's fine. Have a nice day.

Lucy: Thank you. See you later.

C  **Pair work. Suppose you're in Paris for a business trip. Now you're checking in Royal Hotel with a hotel staff. Play the roles and create your own dialogue. Then switch the roles to create a dialogue of checking out. You may refer to the useful expressions in part A and B.**

Answer

A

- 1) Probably two days. Her friend will join her to decide when to leave for Seattle.
- 2) At 6:30 am.
- 3) Room 502 on the fifth floor.

3.3 At the exhibition



Listen to the two conversations and answer the following questions.

Scripts

1

Lucy: Good morning. Welcome to our showroom.

Guest: Good morning. You have quite a few exhibits here.

Lucy: We want to show all our new products.

Guest: My name is Thomas Grass from BMW. Have you got a brochure?

Lucy: I'm Lucy Wang. Here is my business card. I'll get one brochure for you. It's on the shelf over there.

Guest: Thanks.

Lucy: Here you are.

Guest: I'll read it carefully and see what we will order.

2

Lucy: Good afternoon.

Guest: Good afternoon.

Lucy: You look familiar to me. Are you Charlie Brown from the United States?

Guest: Yes. I remember you are Lucy Wang. We met at a trade fair in Dubai last year.

Lucy: Right. How is your business going? You sent me an e-mail last month and you told me you started your own company.

Guest: I did. The business was bad at the beginning. Now it's getting better.

Lucy: Good to hear that. Are you still interested in our products?

Guest: I am. Give me a catalog. I'll read it first.

Answers

- 1) Thomas Grass is a businessman from BMW.
- 2) He wants a brochure.
- 3) She got a brochure for the man.
- 4) Charlie Brown is a businessman from the United States.
- 5) Lucy met him at a trade fair in Dubai last year.
- 6) Charlie Brown's business is getting better now.

3.4 Attending business events


A  Listen to some sentences twice and write them down.

Script and Answers

- 1) It was an interesting conference.
- 2) The seminar wasn't very useful.
- 3) It was a terrible meeting.
- 4) The exhibition was disappointing really.

- 5) The fair wasn't very productive.
6) The course was really successful.

B  **Complete the conversations and practice them with your partners.**

C  **Listen to Lucy Wang talking about her business trip and find out about her experiences.**

Scripts

1

Boss: Welcome back.

Lucy: Thanks. I had a wonderful time.

Boss: Really, in what way?

Lucy: Business and my experiences.

Boss: Tell me about it.

Lucy: I've built many contacts. Many of them, I believe, will buy our products later.

Boss: That sounds exciting.

Lucy: I've also seen many beautiful places and had interesting experiences.

Boss: Great.

2

Lucy: Good morning. I'm back.

Sales manager: Great. How was the trip?

Lucy: Brilliant. The exhibition was successful.

Sales manager: I'm happy to hear that.

Lucy: I really enjoyed it. Some of the talks were very good and there was an excellent atmosphere. It was a pity it was so short. There simply wasn't enough time to talk to many people.

Sales manager: Did you see Henry Keats?

Lucy: Yes, we had lunch together on the last day. He sends his regards and hopes to see you there next time.

Sales manager: He is a nice person. Have you got orders from there?

Lucy: Yes, but not many. We have more potential customers now. I'm sure they will

buy in the future.

Sales manager: That's great.

3

Lucy: The weather is cool. I don't believe the temperature in summer there is so low.

Jack: Does it rain often?

Lucy: When I was there, it didn't rain. But it was cloudy and it looked it was likely to rain.

Jack: How about the food? Do you like the food there?

Lucy: The food was not so good, but acceptable to me.

Jack: Is it difficult to understand the people there?

Lucy: It's not a problem. Native speakers are easier for me to understand.



D Work in pairs and make a role-play according to the given situation.

Answers

B

- 1) disappointing/terrible
- 2) useful/interesting/productive
- 3) stressful/tiring
- 4) tiring/stressful
- 5) useful/ interesting/productive
- 6) useful/interesting/productive

C

- 1) Lucy had a **wonderful** time.
- 2) She has built many useful **contacts**.
- 3) She has been to many **beautiful** places and had **interesting** experiences.
- 4) The exhibition was **successful**.
- 5) The atmosphere was **excellent**.
- 6) They have more **potential** customers now.
- 7) **The temperature** is low in the summer.
- 8) The food is **acceptable** to Lucy.
- 9) The language is **not difficult** for Lucy.

4 Leisure Time: Top 10 Tips for Business Travel Abroad

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick(✓)in the correct box.

	Yes I can do this	No I need more practice
Make a reservation for airline tickets or hotel rooms		
Ask for information		
Talk about some business events during business trips		

Unit 14

Sightseeing and Gifts

Aims

In this unit we will talk about

- recommending sightseeing for your business clients' weekend during his/her business trip;
- making plans for some sightseeing during business trips;
- selecting suitable gifts for clients and colleagues; and
- some gift-giving culture.

1 Starting-up



A business client is coming to your city for the first time and he / she plans to do some sightseeing and gift shopping. Can you give your client some advice? Discuss in groups with the clues below and compare your ideas with others.

2 Sightseeing

2.1 Karl Miller is going to a conference in London next month.



A Listen to him talking to a colleague about his plans for the weekend. Check (✓) the things they have talked about.

Script

Miller: You've been to London, haven't you?

Carter: Yes, several times. It's a great city.

Miller: I'm going to spend a couple of extra days there after the conference. I thought I'd stay on for the weekend. Any ideas about what I could do?

Carter: Well, it depends on what you want to do.

Miller: The usual things. You know, sightseeing, a bit of shopping. That kind of things.

Carter: Well, you could take a look at the Changing of the Guard at Buckingham Palace and if I remember well, next month, in September, Buckingham Palace itself is open to visitors. Besides the famous clock tower that houses Big Ben and the London Bridge, of course, you have to ride on the London Eye.

Miller: Oh, what's that?

Carter: It's the world's largest observation wheel which offers a wonderful way to enjoy London's famous landmarks.

Miller: Really, that sounds good. Oh, I've heard London is famous for its world-class museums.

Carter: Right. There are over 300. Most of them are free. If you have a London Pass, you will enjoy free audio tours and free museum guidebooks.


Miller: Great! And what about shopping? Oxford Street is the place to go for shopping, isn't it?

Carter: Yes, it is a very busy area of London and Regent Street holds the most luxurious stores in London if you're interested.

Miller: Now where's a good place to eat out? Mike recommended Artisan Restaurant.

Carter: Artisan Restaurant is quite nice. But I would like to recommend Pissaros. It is set right on the River Thames. After all, Britain is famous for its pubs and London has thousands. So, you can enjoy your dinner in Pissaros and won't miss the pub-like feel.

Miller: Sounds perfect!

B  **Work in groups. Make a list of things that you can tell a visitor about London with the clues below.**


Answers

A

Sightseeing: Buckingham Palace, the London Eye

Museums: Free audio tours
Shopping: Oxford Street, Regent Street
Restaurants: Pissaros, Artisan Restaurant

2.2 Sarah Smith is calling Andrew Zhao to discuss her trip.

A  Listen to the dialogue and check (✓) the things that are mentioned and going to be done.

Script and Answers

Sarah: Hello.

Andrew: Hello. This is Andrew Zhao.

Sarah: Hello, Andrew. This is Sarah. **I'm just calling to** confirm the arrangements for my business trip in Beijing next week.

Andrew: Ah, yes. **What would you like me to do for you?** May I arrange accommodation for you?

Sarah: No, **don't worry.** I've booked in at the Beijing Friendship Hotel. My colleague stayed there last time and told me it was really a nice place **to enjoy and relax.**

Andrew: Alright. Do you want me to pick you up at the airport?

Sarah: Well, yes, please if you're sure **it's no trouble.**

Andrew: No, of course **not at all.**

Sarah: Thank you. **It's very kind of you.**


Andrew: That's my pleasure. What time does your plane land?

Sarah: Around ten o'clock in the morning, I think, but I'll fax you the details.

Andrew: OK. By the way, do you **have any plans** for the weekend? I've learned you are interested in Chinese **traditional culture**, and there's a classic exhibition in Capital Museum now, but it has limited number of tickets everyday. So would you like me to **book the tickets in advance** for you?

Sarah: Oh, **definitely yes.** And thank you for being so kind.

Andrew: **Don't mention it.**

B  Listen again and fill in the blanks.

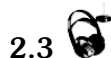


C Work in pairs to make a role-play and pay attention to what you've filled in.

Answers

A

- 1) confirm the arrangements
- 3) pick up Sarah at the airport
- 5) get tickets for an exhibition



2.3 John is just back from his business trip in San Francisco. Now he is telling Susan about it. Listen and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Golden Gate Bridge: Suspension bridge spanning the Golden Gate, in California, it was completed in 1937 and has been one of the longest spans in the world, and remains incomparable in the magnificence of its setting.

Cable cars: A cable car is a system using rail cars that are propelled by a continuously moving cable running at a constant speed. Individual cars stop and start by releasing and gripping this cable as required. Cable cars are permanently attached to the cable, mostly for use of sightseeing.

Script

Susan: John! How was your trip?

John: It was very successful, Susan. We signed the contract and closed the deal finally.

Susan: Oh, how great! So, I know you've spent your weekend there. Well, what did you think of San Francisco?

John: Beautiful. Have you ever been there?

Susan: No, I haven't, but I've always wanted to go. So tell me about it.

John: Hmm. Where do I start? It really is a lovely city. Mostly because it's so different, I think. Everywhere you look, there are hilly streets, beautiful old Victorian homes and buildings, the bay, and of course the Golden Gate Bridge.

Susan: Was it easy to get around?

John: Oh, yeah. I walked a lot, but when I got tired it was easy to get a bus. The bus system is really efficient and inexpensive. I also took the subway a couple of times. It was

cheap, fast and comfortable.

Susan: How about the cable cars?

John: They were always packed with people, but they were really fun to ride.

Susan: What are the restaurants like?

John: There're lots of choices. We had seafood at the Fisherman's Wharf. It was really fresh and delicious, but it was kind of expensive. And we went to Chinatown for dinner one night. The food there was spicy, but quite good.


Susan: How was your hotel?

John: It was small and very old. I felt like I was in an old movie! It wasn't fancy at all, but it was clean and well-kept, and the rates were quite reasonable.

Answers

- 1) True 2) False 3) False 4) False 5) True
 6) True 7) False 8) False 9) True

2.4 Mr. Ebert, a client of Mr. Bank, has been to the town for a business visit and planned to do some sightseeing. He then asks Mr. Bank's secretary for information.

A  Listen to the dialogue and check (✓) the things that Mr. Ebert is going to do.

Script

Ebert: I'm very glad our cooperation turns out to be quite successful.

Secretary: Definitely, Mr. Ebert. Your advice has been such a great help to our company.

Ebert: The pleasure is mine. Well, finally I've got some time left. I've been working a bit hard lately and I do feel like a break or something... so I'd like to take a tour of this town. Could you give me some instructions? Where should I go and what should I see?

Secretary: Certainly. Well, it depends on how much time you have and what you are interested in: museums, shops, parks, architecture or art exhibitions...

Ebert: Oh, I just want to get a general picture.

Secretary: In that case you should take a sightseeing bus tour. They last about an hour.

Ebert: That's just what I was thinking of.

Secretary: Could you wait for a moment? I'll find out where you can join the tour.... You're in luck. It'll just pass our office building in half an hour. You can go outside and

wait for the bus to come.

Ebert: Thank you very much.

Secretary: You are welcome, Mr. Ebert.

Ebert: Oh, what about theatres and concert halls in your town? You know, I'm trying to plan the evening here for my last night.

Secretary: There are many theatres to choose from: the opera and ballet house, a puppet theatre and a big concert hall.

Ebert: Well, where would you advise me to go?

Secretary: Oh, they are all good. Still everything depends on your taste—what do you like, opera, drama or music?

Ebert: At what time do theatres and concerts start?

Secretary: Concerts usually start at 7:30 p.m. and theatres at 8.

Ebert: Well, I think a puppet show would be interesting. Could I go to the puppet show tonight?

Secretary: Oh, let me see... Certainly, there're still some tickets for tonight... they are doing *The Beauty and the Beast* in the puppet theatre. I'll help you book a ticket, Mr. Ebert.

Ebert: Good. Thank you.

Ebert: Well, sorry to trouble you again, but I'd like to do some shopping now that I'm in town. What are the shop hours?

Secretary: Not at all... Well, everything depends on the shop. Our big department stores are usually open from 9 a.m. till 6 p.m.; the biggest supermarket is open from 8 a.m. till 9 in the evening.

Ebert: Oh, thank you so much. You've been very helpful.

Secretary: It's a pleasure. Have a nice day!

B  Listen again and fill in some detailed information in the chart. The first one has been done for you.

Answers

A

1) Taking a break from work

3) Taking a bus tour

7) Making a plan for his evening

8) Doing some shopping

B

	When to begin	Where to begin	What to enjoy
A bus tour	<i>In half an hour</i>	Outside the office building	A general picture of the town
A puppet show	At 8 pm	In the puppet theatre	<i>The beauty and the Beast</i>
Shopping	_____	Department stores, supermarket	_____

3 Gifts

3.1 A seeing-off gift



Mr. Mencken is leaving Beijing after his business trip there. Mr. Zhang is seeing him off. Listen to their dialogue twice and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Mencken: All my bags are checked. I guess I'm all ready to go.

Zhang: I know you must be excited to go home after such a long business trip.

Mencken: I am sure. So we'll be expecting the first shipment in less than a month.

Zhang: Yes, that's right. They'll be here in no time.

Mencken: Good. Tell Mr. Gao at the factory to keep up the good work. I think all the products are going to sell very well.

Zhang: We hope so! It's always good to work with you. I want to thank you for placing such a big order with us. You won't be disappointed.

Mencken: I'm sure I won't. I really appreciated all of your hospitality.

Zhang: It was my pleasure. And I'd like to give you a little something to take home. Let me unroll it.

Mencken: This is beautiful! Chinese calligraphy. What do these characters mean?


Zhang: They mean long life. I remembered you liked the calligraphy at the Palace Museum, so I thought you might like it.

- Mencken: That's very nice of you. Where did you get it? It's not a print.
Zhang: No, it's an original. My father's friend is a calligrapher, and I had him make it for you. His name and the date are on the bottom.
Mencken: I'll hang it in my office. But I feel bad I didn't get you anything.
Zhang: Don't worry about it. It's a token of my appreciation for your business and friendship.
Mencken: If you have time around Christmas, please come to visit my family. I'll be able to show you around our city.
Zhang: Thanks for the invitation.
Mencken: Well, I'd better go. Thanks again for everything.
Zhang: Take care, and have a nice flight.

Answers

- 1) False 2) True 3) False 4) False 5) False
6) True 7) True 8) False

3.2 Gift-giving culture

A  Listen to the passage on gift-giving customs in China, Latin America, the Arab world and Japan. Find out the corresponding customs for each region/country and write their number down accordingly.

Script

In Chinese business culture, giving a gift to the entire company, rather than an individual, can be acceptable. Make sure that all business negotiations be concluded before gifts are exchanged. If possible, have your gifts wrapped in red paper, which is considered a lucky color. Specify that the gift is from the company you represent. If you can, present the gift and explain the meaning of it to the leader of the Chinese negotiating team.

Japanese people consider personal relationships are very important even in business. Gifts should be wrapped. If a gift is unwrapped, the person may have to say they like it even if they don't (A wrapped gift is usually opened later). Present the gift when the recipient is alone, unless you have something for everyone in the room. Small items such as photo books, or consumables like food and drink, are usually welcome.

Arabian people give generously and they expect to receive as much in return. Gifts for the mind such as a book are usually welcome. There are a few things to avoid: alcohol and certain items which depict animals that may mean bad luck. Bringing food or drink when you visit a home can be insulting as it may suggest that the recipient is not a good host.

Latin American people love giving and receiving gifts. Don't buy expensive business gifts. Small electrical appliances are popular, so are scarves, perfume, candy and flowers. Avoid the colors of black and purple, and the unlucky number 13.



B Discuss with your partners the culture of gift-giving in Latin America, the Arab world and Japan, and if you can, try to tell each other what else you know about the gift-giving culture in China.

Answers

A

China: 1, 10, 12

Japan: 4, 6, 8

The Arab world: 2, 3, 5

Latin America: 7, 9, 11

3.3 When is a gift a bribe?



B Now listen to Mona Wesley, an American business consultant, talking about gift-giving and complete the following questions according to what you've heard.

Script

Interviewer: It's always nice to receive a gift, but is it always acceptable to receive a gift from a business partner from another company? When does a gift stop being a gift and become a bribe?

Mona: Well, gift-giving is common and almost all American companies have gift-giving, and gift-receiving policies in place. It's acceptable under certain circumstances to give gifts to a business associate in another company, otherwise it could be considered a bribe. For example, if you give a gift under \$25 that's very common, especially during holidays. Or, let's say, if you're trying to get

business from a company, and you want to give this purchasing agent tickets to the baseball game, most companies have a rule that if it's not over \$100, they'll accept it and go with you, but two, or three hundred dollar theatre tickets or sporting event season tickets could be considered a bribe. So there is a fine line between a gift and a bribe here.

Interviewer: I see. But what should you do if your company does not have an official policy on accepting gifts? Is it best to keep quiet or should you tell other people about them?

Mona: Well, if you're in doubt, I suggest discussing it with a colleague of supervisor and asking for his/her permission. For example, if you're going to accept a gift to go to a theatre or a sporting event for a rather expensive ticket, you generally need to get permission from your manager. And then no one can accuse you later of accepting a bribe.

Interviewer: Oh, really.

Answers

B

- 1) gift-giving, gift-receiving, under certain circumstances, be considered a bribe
- 2) not over \$100, theatre tickets, sporting event season tickets, a fine line
- 3) a colleague of supervisor, his/her permission

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Make recommendation for visitors in your home town		
Make a plan of sightseeing to relax after work		
Select suitable gifts for clients or colleagues when necessary		
Get to learn a bit gift-giving cultures		

Unit 15

Jobs

Aims

In this unit we will talk about


- job titles;
- job duties;
- job qualifications;
- job-keeping strategies; and
- unique jobs.

1 Starting-up

“Work banishes (赶走) these three great evils: boredom, vice (墮落) and poverty.” This statement is made by a French philosopher Voltaire. How do you understand the sentence? Exchange your idea with your partner.

2 Various Jobs

2.1 Job titles

A  Listen to the four conversations and match the names on the left with the job titles on the right.

Script

1

A: What's your new job, Anna?

B: I'm a secretary. But I don't think I'll be staying long.

A: What's wrong?

B: Well, I really enjoy working as a secretary, but my boss is awful. He always shouts in the office, and I just can't stand.

2

A: So finally you decided to stop being a typist, Charles?

B: Yes. It was driving me crazy.

A: How's everything in the computer business company?

B: Well, being a salesman makes me feel energetic.

3

A: Hello, Holly. How's your job going?

B: Great. I enjoy it a lot. I'm very busy in the restaurant, so the tips are pretty good. By the way, I get free meals. And they are very nice. Why not come here some day with friends?

A: Oh, good idea.

4

A: Hello, Ben. Are you still working at the bookstore?

B: No. I was bored there, so I quit. I am a taxi driver now.

A: Oh, that's a hard job.

B: Well, I can meet lots of people every day. That's great.



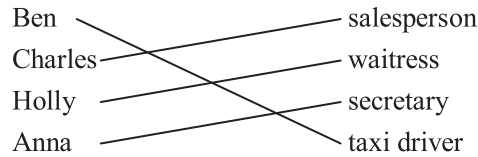
B Listen to the four conversations again and fill in the blanks.



C Who do you think should get the highest salary? Put the jobs in order from the highest to the lowest according to salary. Exchange your reasons with your partner.

Answers

A



B

- 1) Anna is a **secretary** now, but she doesn't think she would be staying long because her boss is **awful**. He always shouts in the **office**.
- 2) Charles used to be a **typist**, but it was driving him crazy. Now he works as a **salesman**.
- 3) Holly enjoys her job in the **restaurant**. The **tips** are pretty good and she can get free and nice **meals**.
- 4) Ben quitted his job at the **bookstore**. Now he is a **taxi driver**. He is happy because he can meet lots of people every day.

2.2 Speeches in different jobs

You are going to hear four speeches. After hearing each speech, write down the job title of each speaker. You may choose the job titles from the box below.

Scripts

- Speaker 1: The morning is free for you to look round the city and do all your shopping. We shall meet at half past two outside the hotel for our next tour of Summer Palace. The Summer Palace is one of the most famous sites during your trip, so please don't be late.
- Speaker 2: Room 702—it's on the seventh floor and has a view of the Park. Here is your card and the key to your room. I hope you have a happy stay with us. Oh, you can change money at that desk over there. By the way, breakfast is from 7 a.m. until 10 a.m.
- Speaker 3: The current account is very useful for ordinary shopping. You don't have to carry cash around all the time. I'll help you open a current account. Would you please give me your full name and address?
- Speaker 4: We have plenty of colors and different sizes for this kind of shirt. How about this blue one with a slogan on the front? It suits you well. You may have a try on it.

Answers

Speaker 1: tourist guide

Speaker 2: hotel receptionist

Speaker 3: bank clerk

Speaker 4: shop assistant

2.3 The best job in the world

There are various kinds of jobs in the world, but different people are attracted by different jobs. Some consider an ideal job as a means of making more money and living more comfortably. Others may think interest and fulfillment are of great importance in choosing a job.



A What is your ideal job and why? Discuss with your partner about this question.



B Listen to the passage about the best job in the world and answer the following questions.

Script

An Australian state has started a global search for candidates for “the best job in the world”—earning a top salary for lazing around a beautiful tropical island for six months.

The job pays 150 000 Australian dollars, which is about 105 000 US dollars, and includes free airfares from the successful applicant’s home country to the Island on the Great Barrier Reef, Queensland’s state government announced on Tuesday.

In return, the “island caretaker” will be expected to walk on the white sands, lie in the sun, dive in the water, “maybe clean the pool”—and report to a global audience through weekly blogs, photo diaries and video updates.

The winner, who will stay rent-free in a multi-million dollar three-bedroom beach home, must be an excellent communicator and be able to speak and write English.

“They’ll also have to talk to media from time to time about what they’re doing so they can’t be too shy and they’ll have to love the sea, the sun, the outdoors,” said acting state Premier Paul Lucas.

Answer


B

1. To laze around a beautiful tropical island for six months with top pay.
2. 150 000 Australian dollars or about 105 000 US dollars

3. Walking on the white sands, lying in the sun, diving in the water, maybe cleaning the pool and reporting to a global audience through weekly blogs, photo diaries and video updates
4. He or she should be an excellent communicator and be able to speak and write English. What's more, he or she can't be too shy and has to love the sea, the sun, the outdoors.


3 Job Discussions

3.1 Job duties

A  Four people are working in different departments. Listen to the four statements and fill in the blanks.

Script and Answers

- 1) I deal with financial records and prepare tax reports.
- 2) I'm in charge of customer services. I answer their phone calls and meet them to listen to their complaints and requirements.
- 3) I'm responsible for selecting, training and retaining the right staff needed to meet the company's requirements.
- 4) My job duty involves persuading clients to buy our products and services. I travel a lot to visit our current and potential (潜在的) buyers.

B  Ellen and Jenny are meeting at a shopping mall and they are talking about their jobs. Listen to the conversation and complete the table below.

Script

Helen: Hi, Jenny, I didn't expect to meet you here.

Jenny: Hello, Helen. Nice to see you here. Haven't seen you for ages. How are things?

Helen: I'm just fine. What company are you with at present?

Jenny: I'm with a Sino-US joint venture.

Helen: What department are you in?

Jenny: I'm in the Human Resources Department. How about you?

Helen: I work in the Sales Department with Avon company as a sales representative.

Jenny: Oh, that's great. You are selling cosmetics now.

Helen: Right. What is your daily work? Interesting?

Jenny: Well, I'm the secretary to the manager. Most of the time, I sit behind the desk and answer phone calls. It's not a very active job, but I do enjoy it.

Helen: Nothing's better than that.

Jenny: Every day I type business letters, arrange meetings, interviews, appointments and schedules for the manager, sometimes I have to work overtime.


Helen: Me, too. And I have to work overtime all the time.

Jenny: Then do you enjoy your job?

Helen: I enjoy it a lot. It's a big challenge. You know, I'm supposed to keep in contact with existing customers as well as develop new customers. In addition, I have to advise them about the after-sales service.

Jenny: You must have learned a lot.

Helen: You bet.


 **C People may have various kinds of responsibilities during the process of working. In the following elements, which would you like or dislike in a job? Why or why not? Think about it and exchange your ideas with your partner. You may use the language focus to help you in the discussion.**

Answers

B


Name	Job title	Department	Job Duties
Helen	<u>sales representative</u>	<u>Sales Department</u>	<ul style="list-style-type: none"> • answering <u>phone calls</u> • typing <u>business letters</u> • arranging <u>meetings, interviews,</u> appointments and <u>schedules</u>
Jenny	<u>secretary</u>	<u>Human Resources Department</u>	<ul style="list-style-type: none"> • keeping in <u>contact</u> with existing customers as well as <u>develop</u> new customers • <u>advising</u> customers about the after-sales service

3.2 Job qualifications

A  The following passage is about qualifications in such jobs as a sales representative and a secretary. Listen to it and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Let me give you some suggestions on qualifications of good sales representatives and good secretaries. Firstly, a sales representative is expected to have a good standard of general education, a pleasant personality and interest in sales. He or she doesn't need particular qualification, but sales skills and experience are more important than academic qualifications. He or she should also be friendly and helpful. Moreover, the ability to deal with emergencies is preferred. Secondly, to become a good secretary as expected, the person should be efficient, polite and have a good memory. He or she is supposed to be skilled in computer and at least one foreign language. Often, a good secretary is familiar with the office work as well as the business of the company.

B  Listen to the passage again and fill in the blanks.

Answers


A

1) False 2) True 3) False 4) True

B

- 1) In addition to a good standard of general education, to be a good sales representative is also expected to have a **pleasant** personality and **interest** in sales.
- 2) A good secretary is supposed to be efficient, **polite** and have a good **memory**.

3.3 Job-keeping strategies

A  Here are some tips to keep a job. Listen to these statements and fill in the missing information.

Script and Answers

- 1) Being a good worker is sometimes less important than making sure that people know

you're a good worker. **Volunteer** for new responsibilities, **push** your ideas, and generally make yourself visible.

- 2) **Learn** everything that could help you do your job better. If the company buys new computers, learn how to use them. If learning more about marketing could help you, take a short **course** in marketing.
- 3) People who find things to **complain** about are a lot less popular than people who find things to **praise**, so always be positive.
- 4) **Improve** your speaking and writing skills. Having good ideas isn't enough. You need to be able to **communicate** your ideas.
- 5) You can often **impress** a boss by arriving early and working late and by dressing in a businesslike way even if others dress **casually**.
- 6) In the end, it all comes down to one basic strategy: Make yourself so **valuable** that the company won't want to **lose** you.



B **Discuss with your partner: What would you do to be successful in your future career? Choose from the list the ones you think are most important and tell each other why.**

4 Unique Jobs



A **Listen to the first part of the interview and choose the best answer to the following questions.**

Script

Journalist: Hello, Sam. Nice to see you, please call me Brian.

Sam: Hello, Brian. Nice to see you too.

Journalist: You have a really fantastic job—chocolate-tasting, do you?

Sam: Yeah. Very fantastic. You know, every morning after I wake up, I listen to the music, surrounded by various kinds of chocolates and sweets to taste.

Journalist: Wow!

Sam: You need to be a little hungry, not eat anything else in advance and be far away from anything else with strong tastes or smells, such as tea or coffee.

Journalist: I see. How did you become a chocolate taster?

Sam: I majored in food science at the University of Aberdeen, then worked for an ice-cream supplier. Since getting my job at TESCO, I've worked on their desserts before moving into chocolate.

Journalist: What does your job involve?


Sam: We do a lot of market research to give us a snapshot of what kind of chocolate people like in different areas. I'm always traveling around to pick up some new ideas from all kinds of chocolate shops.

Journalist: What do you love most about your job?

Sam: It's the best job in the world. I get paid to taste chocolate every day. I also love the traveling. I often get to visit Paris and New York to see what kind of chocolate is selling well there.

Journalist: What's not so great about it?

Sam: The calories. You have to eat healthily for the rest of the time. Luckily, we have a gym at work, and I try to go there regularly. You also have to go to the dentist very often.

B  **Listen to the second part of the interview and fill in the blanks.**

Script

Journalist: What sort of skills does someone in your job need?

Sam: You need to be enthusiastic about chocolate, and really enjoy food, to do the job well. It's also important to be interested in the latest trends. The job involves a lot of interacting with suppliers and customers. So you need to be a "people person"—a good and clear communicator.

Journalist: Is there any advice you'd give someone with their eyes on your job?

Sam: You need a food qualification or degree in nutrition or food science. Get some experience in product development, from the retail side or the supplier side. There are so many opportunities available; I'd say people should go for it.


Journalist: What's the career path and salary like?

Sam: At a big supermarket like TESCO you can move into different food areas. So instead of doing chocolate, you could move over to do coffee and tea. As a graduate, you could expect a starting salary of between £ 15 000 and £ 20 000. A

manager at TESCO might earn between £ 25 000 and £ 45 000.

Journalist: Thank you very much, Sam.

Sam: My pleasure.

C  **This is a list of some unique jobs that might be unfamiliar to you. Put them in the order from the most interesting to the least interesting. Discuss with your partner about the one you are interested in most.**

Answers

A

1) c 2) b 3) a

B

1) Skills people need in the chocolate-tasting job:

You need to be enthusiastic about chocolate, and really **enjoy food**, to do the job well. It's also important to be interested in the **latest trends**. The job involves a lot of interacting with **suppliers** and **customers**. So you need to be a “people person”—a good and clear communicator.

2) Advice Sam gave people with their eyes on this job:

You need a food qualification or degree in nutrition or **food science**. Get some experience in **product development**, from the retail side or the supplier side. There are so many opportunities available; I'd say people should go for it.

3) The career path and salary:

At a big supermarket like TESCO you can move into different food areas. So instead of doing chocolate, you could move over to do **coffee and tea**. As a graduate, you could expect a salary of between £ **15 000** and £ **20 000**. A manager at TESCO might earn between £ 25 000 and £ 45 000.

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting a tick (✓) in the correct box.

	Yes I can do this	No I need more practice
Know some job titles		
Describe jobs and duties		
Talk about job qualifications		
Know some job-keeping strategies		

Unit 16

Business Culture

Aims

In this unit, we will talk about

- business cultures in different countries/regions;
- specific business rules/customs; and
- basic business dining etiquette.

1 Starting-up




Do you have good cross-cultural skills? When you meet someone for the first time, what should you do? Here is a small quiz to test your cross-cultural knowledge. Discuss them with your partners and help each other to decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Answers

- 1) True 2) False 3) False 4) False 5) True
6) True 7) False 8) True 9) False 10) True
11) False 12) True 13) True

2 General Discussions on Business Cultures

2.1 Here are two business travelers in an interview—Rob and Kate, talking about things they did wrong when on business abroad.

A  Listen to the first part of the interview. Try to get as much information as possible and then match the persons in Column A with the deeds in Column B.

Script 1

(Rob is British and Kate is American.)

Interviewer: So, Rob, you went to Brazil recently, didn't you?

Rob: Yes, I did, that's right.

Interviewer: So, what happened?

Rob: Well, I went into the meeting and there were about, ooh, seven or eight people in there, er... and I just said "Hello" to everybody and sat down. But what I should have done is to go round the room shaking hands with everyone individually. Well, you know, it's silly of me because...er... I found later it upset everyone. I mean, I think they felt I was taking them for granted.

Kate: Hah, well I know that because when I was in France the first time, I finished a meeting with, oh, gosh, about half a dozen people and I was in a hurry to leave, so I just said "Goodbye, everyone", you know, to all the people there. Well, I later found out that what I should have done is to shake hands with everyone in the group when I left. Now, apparently, it's the polite thing to do.

Interviewer: Well, people shake hands in different ways, don't they?

Rob: Oh, yes, that's right, they do. See, normally I shake hands quite gently when I meet someone. So when I went to... the USA for the first time, I think people there thought my weak handshake w...was a sign of weakness. Apparently, people there like to shake hands quite firmly.


Kate: Oh, gosh! You know, that reminds me: on my first trip to Germany, it was a long time ago, I wasn't prepared, and I mean, I had my left hand in my pocket. And when he...we shook hands I realized my left hand was still in my pocket. Well, that was, you know, very bad manners and I was quite embarrassed actually, you know.

Interviewer: And how about using first names? Er... have you made any mistakes there?

Rob: Oh, yes, I have! When I first went to Italy I thought it was OK to use everyone's first name so as to be friendly. And then I later discovered that in business you shouldn't use someone's first name unless you are invited to.

Kate: Hm, yeah, well, when I met people in Russia, you know, they seemed to be puzzled when I shook hands with them and said "How do you do?" Well, what they do when they greet a stranger is to say their own name, so I had that all wrong!

Rob: Oh, yes, I agree with that. Remembering names is very important. I...I found business cards very useful when I was in Japan not so long ago. Each person can clearly see the other's name a...and the job title on the card itself. And then I, once again, found out that you have to treat business cards with respect. What you've got to do is... is hold them with both hands and then read them very carefully. What happened to me was: the first time I just took a man's card with one hand and put it straight into my pocket.

B  **Listen to the second part of the interview. Try to get as much information as possible and then match the persons in Column A with the deeds in Column B.**

Script 2

Interviewer: So, any other advice?

Kate: Well...Ha! One time, I unintentionally caused some problems when I was in Taiwan. Well, I was trying to make a joke when I pretended to criticize my business associate for being late for a meeting. And...um...I mean, he was embarrassed, I mean, he was really embarrassed instead of being amused. Now, you shouldn't criticize people in Taiwan or embarrass them.

Rob: Oh, I must tell you about the first time I was in Mexico! I...I have to admit I found it a bit strange when business associates there touched me...you know, just on the arm a...and the shoulder. Well, I tried to move away and of course, they thought I was being very unfriendly. Apparently, it's quite usual there for men to touch each other in, you know, in a friendly way. Oh...oh, and another thing: the first time I went to Korea I thought it was polite not to look at someone in the eye too much. The Koreans I met seemed to be staring at me when I spoke,

which seemed, you know, a bit strange at first. In Korea, eye contact conveys sincerity and it shows you're paying attention to the speaker.

Kate: Oh, well, it seemed strange because you British don't look at each other so much when you're talking to each other. I mean, you look away, you know, most of the time. I found this hard to deal with when I first came to UK.


Interviewer: So, what's the thing visitors to Britain should avoid most?

Rob: Well, I don't think we're all that sensitive, do you, Kate?

Kate: Oh, well, I'll tell you, I made a bit mistake when I was in Scotland. I found myself referring to the UK as "England" and to the British as "the English". Now I know that is a big mistake.


Rob: Yes, certainly it is.

Kate: Hah...

C  Listen to the whole interview once more and then match the advice they give on the left with the countries/ regions on the right.

Script

As to the above script 1 and script 2.

D  Work in pairs and share what you have learned from this passage about business cultures in different countries/regions.

Answers

A

Rob: 2, 3, 6 and 8.

Kate: 1, 4, 5 and 7.

B

Rob: 1, 4, and 5.

Kate: 2, 3 and 6.

C

1) China's Taiwan 2) Germany 3) Scotland 4) Italy 5) Korea 6) Russia
7) Mexico 8) the US 9) Brazil 10) France 11) Japan 12) Britain

2.2 Two colleagues are talking about some “dos” and “don’ts” about business culture when doing business in Malaysia, China and Cuba.

A  **Listen and check what each conversation is about by putting a tick(✓) in the corresponding box.**

Scripts

1

A: I’ve heard you spent some time in Malaysia, didn’t you?

B: Yes, I was there doing business for several years.

A: I’m going there on business next month. Can you give me some advice?

B: Sure. What do you want to know?

A: Oh, what do you think is very important to understand first?

B: Well, let me see... Face saving is important to the Malaysian business people. So, even if you are right, don’t argue with the buyers, and never put them down in front of their group of associates. If you must make your point, just do it in private, and if it is not really necessary, then keep your mouth shut.

A: I see.

2

A: What about your business trip in China?

B: It’s fantastic. I enjoyed it very much.

A: So tell me about it.

B: Well, we had very friendly meetings with our Chinese partners and they invited us to dinners, and I enjoyed the food a lot. Well, I even found I was in love with some of the dishes, like Beijing roast duck.

A: Oh, I’ve heard that our President Bush shares the same interest with you about the famous duck.

B: Hah! Oh, you know, the Chinese are simply proud of their food culture, so when I showed an interest in their cooking, they were actually pleased.

A: Did you invite your Chinese partners to dinners in return?

B: Sure. That’s a good and polite way to show our appreciations and make friends with them.

3

A: Hey, tell you I was in Cuba on business last month.

B: Oh, really? How was it?

A: It was fine indeed, just when I first attended a business meeting, I found I was the only one who wore a jacket over my shirt, and it was really unbearable because of the heat.

B: Hah! So people in Cuba don't wear formal clothes for business meetings?

A: Oh, that's not true. For business meetings, casual clothes are not considered appropriate, and men should wear a long-sleeved shirt, but not always a tie and jacket because of the heat. Shorts are not considered appropriate either. But there are no restrictions as to the color of clothing.

B  Listen again. How do people explain the business customs? Complete the sentences.

C  Work in pairs and discuss the business customs in Malaysia, China and Cuba, with the help of the above exercise.

Answers

A

Country	People	Clothes	Dinners
Malaysia	√		
China			√
Cuba		√	


B

- 1) **Face saving** is important to the Malaysian business people. So, even if you are right, don't **argue with** the buyers, and never **put them down** in front of their group of associates. If you must **make your point**, just do it **in private**, and if it is not **really necessary**, then **keep your mouth shut**.
- 2) The Chinese are simply **proud of** their food culture, so when I **showed an interest in** their cooking, they were actually **pleased**.
- 3) For business meetings in Cuba, **casual clothes** are not considered appropriate, and men

should wear a **long-sleeved shirt**, but not always **a tie** and **jacket** because of the heat. **Shorts** are not considered appropriate either. But there are no restrictions as to **the color** of clothing.

3 Specific Discussions in the Work Place

3.1 Working routines


A  **Different countries have different working routines. Listen to the passage about the working routines in Argentina, the US and Korea, and complete the chart.**

Script

The work week in Argentina is Monday through Friday, but executives in Argentina have very long days. Sometimes business meetings start at 8 p.m., so dinner in Argentina usually starts after 10 p.m.

In Argentina, businesspeople finish work very late, but executives in the United States often start work very early. The usual business hours are 9 a. m. to 5 p. m., but many companies have “power breakfast” meeting early in the morning at 6 or 7 a. m. These breakfast meetings are popular because managers can meet new clients and customers before the start of the usual business day.

In Korea, the usual business hours are 9 a. m. to 5 p. m., Monday through Friday, and 9 a. m. to 1 p.m. on Saturday. Managers often have “business dinners” after work, sometimes just in a local coffee shop, but they rarely have “business breakfasts”.

B  **Work in pairs and find out which one of you two can memorize more rules or customs.**

Answers

A


Country
Argentina

Routines
Business meetings:

Time
sometimes at 8 p.m.

	Dinner:	<u>usually after 10 p.m.</u>
The United States	Business hours:	<u>9 a.m. to 5 p.m.</u>
	Power breakfast:	<u>6 or 7 a.m.</u>
Korea	Work week:	
	Monday-Friday	<u>9 a.m. to 5 p.m.</u>
	Saturday	<u>9 a.m. to 1 p.m.</u>

3.2 Business meetings


A  Listen to the passage about different rules in business meetings, and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

A word to describe meetings in the USA is “aggressive”. It is very different from those cultures which always take diplomacy as their first rules to hold meetings. Of course, many cultures will consider that a very direct way to communicate or even to criticize between colleagues could be a sign of bitter relationship, but it is seen as a positive step to address the important things in the USA. Obviously, the time-pressured American business executives do not have time for too much diplomacy.

Unlike aggressive American meetings, Australian meetings are generally more relaxed. Meetings are often viewed as an open debate of an issue and this obviously goes well with the Australian egalitarian. Australia can be classified as a “post-planning” culture which means that they will usually do little preparation in advance. So being “over-prepared” for meetings can make negative results since people may think you are trying to force your ideas on others if you have fully prepared.

Lack of the Australian egalitarian, a typical French meeting will often be chaired by the boss and follow the agenda determined by the boss. In such formal meetings it would be rare to contradict the boss openly—this will have been done elsewhere, before the meeting in some informal places. So business meetings are often to announce the decisions previously arrived at rather than for open debate. However, open debate can actually be found in meetings between peers when the boss is absent.

B  Listen again and fill in the blanks.

Answers


A

- 1) True 2) False 3) True 4) True 5) True 6) False

B

- 1) Many cultures will consider that a very direct way **to communicate or even to criticize** between colleagues could be a sign of **bitter relationship**, but it is seen as **a positive step** to address the important things in the USA. Obviously, the time-pressured American business executives do not have time for **too much diplomacy**.
- 2) Australian meetings are generally **more relaxed**. Meetings are often viewed as **an open debate** of an issue and this obviously goes well with **the Australian egalitarian**.
- 3) Australia can be classified as a “**post-planning**” **culture** which means that they will usually **do little preparation** in advance.
- 4) A typical French meeting will often **be chaired** by the boss and **follow the agenda** determined by the boss. In such formal meetings it would be **rare** to contradict the boss openly—this will have been done elsewhere, **before the meeting** in some informal places. So business meetings are often to announce the decisions previously **arrived at** rather than for open debate.

3.3 Rules on exchanging business cards

A  Exchanging business cards is quite a common business deed but not everyone can handle it perfectly. Now listen to the passage and fill the blanks.

Script and Answers

Exchanging business cards can be a smooth transaction, or it could be an awkward situation. Use the guide to plan ahead so that you are ready when someone asks for your business card.

- 1) Do be prepared. Always have a handful with you to present to your clients, even **on the weekends**. You’ll find many important business card exchanges can **take place** in the most unlikely places.
- 2) Don’t **hand out worn business cards**. Make sure they are **new and clean**. The best method of keeping your cards is **in a business card case**.
- 3) Do **make it a point** to hand out business cards. **Informal meetings** can be one of the best

times to exchange business cards: if someone seems **interested in** your products or service, offer that person a business card.

- 4) Do **receive a business card properly**. When accepting a business card, **have a good look at it** for a few seconds and show your respect.
- 5) Don't hand out **more than one card** to a new contact. Leaving two or three may show that you are unprofessional.
- 6) Do **exchange business cards smoothly**. When you first meet someone, it's OK to request a business card from him. However, if the person is of a higher position than yourself, you should **wait for him to offer his card** to you first. Remember if he wants you to have a card, he will give you one.
- 7) Don't place it in a bag, pocket or wallet. Place the card you receive **in a planner, notebook or business card case**. Never place the card in a wallet that will be put in your back pocket. Doing so shows disrespect and **a lack of organization** on your part.



B Work in pairs and tell each other what you know about exchanging a business card. You can refer to the above exercise.

4 Spotlighting Business Dining Etiquette

4.1 Business lunch in Spain



A Discuss the following questions with your partners.



B Listen to a man talking about business lunch in Spain. Answer the following questions below.

Script

If you want to get into the fast-growing Spanish market, you need to know more than just how to speak Spanish. You need to understand Spanish business culture. I've been living in Spain for almost twenty years. Over these years I think I've learned quite a bit about "being Spanish".


Often the most profitable place to do business in Spain is over a table at a nice restaurant. Spaniards love to eat, and it's no wonder since the Spanish food is world famous.

First of all, it's good to know the way Spaniards organize their days. Breakfasts are typically very light, and lunches can go on for over two hours and sometimes as long as four or five hours! The lunch hour generally falls about two o'clock in the afternoon, and most companies go back to work at half past four.

Although Spaniards don't have big lunches every day, you must understand that if they're receiving a guest they will probably go all out to impress you. If it's your turn to pick up the check they'll be careful and let you choose.

Americans often associate drinking with getting drunk, but in Spain alcohol is a vital part of any social occasion. So if you don't drink, they'll understand. But if you're picking up the check, be sure and insist that they order whatever they want to drink. On the other hand, if you do drink, be careful. Spaniards are always very generous and your cup will never be empty! Go slowly and remember that after lunch you've probably got at least three more hours of work ahead of you.

After all, eating in Spain is a wonderful experience. Almost everything they offer you is worth tasting, even if it sounds a bit strange. Be brave and enjoy!


C  **Work in pairs and tell each other what you would like to prepare before a morning business meeting in Spain, and what you would do during a Spanish business lunch.**

Answers

B


- 1) Around two o'clock in the afternoon.
- 2) Over two hours and sometimes as long as four or five hours.
- 3) At half past four.
- 4) After half past seven.
- 5) Yes.

4.2 Business dining in different countries/regions

A  Listen to a woman talking about business entertaining in the United States and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

The timing of business meals in the USA can often surprise the first time visitors. Firstly, it is not rare to be invited to a breakfast meeting which might start as early as 7:00 a.m. and secondly, if invited for dinner, this may begin as early as 5:30—6:00 p.m. You can also, of course, be invited for lunch and this is probably the favored time for business entertaining. American business people have got used to discussing business over a meal. Therefore, it is acceptable to consider a business meal as an extension of the business meeting.

B  Now listen to a man talking about business entertaining in Japan and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Business meals form an important part of commercial life in Japan and should be seen as a practical way to build the relationship with business partners. Therefore, if you are invited out for lunch or dinner (they rarely invite you for breakfast), it is important and also wise to accept. The person who invites will invariably pick up the bill. So, do not offend your Japanese partners by offering to pay if you have been invited by them.

Answers


A

1) True 2) False 3) False 4) True

B

5) True 6) False 7) True 8) False

4.3 Business table manners

A  Listen to the short passage roughly (粗略地) on business table manners, and decide whether the following statements are true or false by putting a tick (✓) in the correct box.

Script

Have you ever had lunch with a client who looked more and more physically ill as the meal progressed and then called you the next day to cancel your contract? That's exactly what you should try to prevent from happening.


There are so many things you need to know on business dining skills!

Here are some horror stories: taking telephone calls during the meal, complaining about the food, drinking too much, acting rudely toward the staff waiting on the table and so on.

If your client orders only a salad, you should do the same. You match them course for course and never want them to think you are judging them with a free meal!

How long before the date should you send an invitation in advance to your clients for a business dinner? Two weeks should be enough for anyone if it's just a dinner. Now, if you're having a very formal affair for dozens and dozens of people, a save-the-date card should be sent a month before the invitations go out.

Please master all of the skills necessary for successful business dealings.

B  Now discuss in pairs to find out how much you have learned about the business dining culture / etiquette. Don't forget to help each other if there is something important missing.

Answers

A

- 1) False ✓ 2) True ✓ 3) False ✓ 4) False ✓ 5) True ✓

Stop and review

Review the aims for this unit and think about what you have learnt. Complete the checklist by putting ticks (✓) in the correct boxes.

	Yes I can do this	No I need more practice
Be aware of some business cultures in different countries/regions		
Get to know some rules on business meetings		
Learn rules on exchanging business cards		
Understand some business dining etiquette		

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