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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Данное пособие предназначено для студентов экономических специальностей, изучающих деловой английский язык.

Основная цель пособия – овладение навыками делового общения на английском языке.

Пособие состоит из 5 уроков, цель которых – подготовка студентов к общению в широком спектре деловых ситуаций, таких как знакомство с фирмой, деловой телефонный разговор, переговоры, совещание.

UNIT 1. GETTING ACQUAINTED WITH THE FIRM

The Place of Work

There are a lot of kinds of companies in the world. They stand for different areas of business such as

*Chemicals
Retailing*

*Shipping
Catering*

*Insurance
Aerospace etc.*

*Microelectronics
Engineering*

*Transport
Banking*

Read the text about one famous company and answer the following questions:

1. Who became President in 1985?
2. Where does the company have factories in Europe?
3. What did police find in 1993?

THE LEVI'S STORY

The company makes the most famous and popular trousers in the world. They are made of very strong cotton which originally came from Nimes in France.

Levi Strauss was a German immigrant who arrived in San Francisco in 1853. First, he made tents for gold prospectors. Then, he started to make trousers from the same material. In 1873, Levi's dyed the trousers blue. Levi's headquarter today is still in San Francisco and, in 1993, they sold 50 million pairs of their "501" blue jeans.

The company was not always successful. In the 1980s, they had problems but they changed management and in 1985 Bob Haas became President of the company. With large investment in marketing and advertising, Levi's re-launched the original "501" jeans. The campaign was a huge success. In Great Britain the advertising was so successful that sales of "501" jeans rose by 800%.

Today, about 16,000,000 pairs of "501" jeans are sold in Western Europe and they are all made in factories in Scotland and France. More than half of Levi's profits come from export.

The factory in France employs about 540 people who, produce 18,000 pairs of jeans every day. With thirty-five factories in the US, the company is a major employer, particularly in the South. Unfortunately, because this is such a popular product there are many "private" copies made also. In 1993, for example, police throughout the world found 2,000,000 fake pairs of Levi's jeans.

In the future, they hope that more companies will allow casual dress so that sales will rise as office employees start to wear jeans to work. Just what Levi Strauss designed more than one hundred years ago – working trousers!

1. Complete these sentences using appropriate words:

1. 35 Levi's factories in the US.
2. factories have they got worldwide? About 50.
3. a large factory in the North of France.
4. does a pair of Levi's cost in your country?
5. How ... do you spend on clothes?

2. Read the text about another company and say what you know about the Swatch watch.

TIME IS MONEY

The founder and the President of SMH is Nicolas Hayek. SMH is a Swiss watch manufacturer with its head office in Zurich, Switzerland, and a large modern factory in Granges, France. It employs 14,000 people. There are twelve companies in the group, including Tissot, Omega, and Swatch.

The company's most famous product is the Swatch watch. The Swatch has a quartz mechanism but only fifty-one parts. A new collection comes out twice a year with forty new designs. SMH sells ten million Swatch watches a year.

The factory in Granges is open twenty-four hours a day, with a daily production of 35,000 watches. Created in 1983, the company makes large profits every year, but a Swatch watch still only costs \$40, the same price as in 1983.

Nicolas Hayek is now sixty-five, but he has no plans to retire.

One day he hopes to produce the Swatch car, a revolutionary automobile for the next century. But it's not "all work and no play" for Mr. Hayek. In his free time he plays a lot of tennis, sometimes with his friend Jean-Paul Belmondo, the French actor.

3. Say if these sentences are true or false:

1. The head office of the company is in Munich, Germany.
2. Swatch and Omega are sister companies.
3. There are ten new designs of Swatch watches a year.
4. The company sells 35,000 Swatch watches a year.
5. The Swatch factory never closes.
6. The price of a Swatch watch is the same as in 1983.
7. The President of the company wants to produce a Swatch car.

4. Complete the questions and answers. Look at the text, it'll help you:

1. ... SMH a Swiss company?
... , it... .Its collection ... out twice a year.
2. ... Swatch make cars?
... , it doesn't. It makes watches.
3. ... the head office of SMH in Basle?
..., it.... It... in Zurich.
4. ... there fourteen companies in the group?
... , thereThere ... twelve.
5. ... Swatch watches ... fifty-one parts?
... , they
6. ... a new collection come once a year?
..., it does not.
7. ... the factory open 24 hours a day?
... , it
8. ... the factory produce 35,000 watches a day?
... , it It ... 35,000 watches a day.
9. ... Nicolas Hayek ... plans to retire?
... , he
10. ...Nicolas Hayek and Jean-Paul Belmondo ... golf?
... , they They ... tennis.

5. Draw the plan of your office using the following words:

Accounts Dept (department), canteen, coffee machine, conference room, general Manager, gents toilet, ladies' toilet (restroom), post room, lifts, Marketing Dept, Photocopying room, Purchasing Dept, Sales Dept, reception, secretary, systems analysts.

6. Work in small groups. Have a talk about the company you work in, what area of business it stands for, with the help of the plan of your company show your partner your company and explain advantages and disadvantages you can see in working for such a company. The following phrases can help you:

- | | |
|-----------------------------------|------------------------------------|
| 1. The company is based in | 4. My company specializes in |
| 2. The head office is in | 5. Our main products are |
| 3. Our office is located in | 6. We produce |

7. Write about your company everything you know. And then tell your business partner about the place of your work. Use the following sentences:

- | | |
|----------------------------|---------------------------------|
| 1. Its name is | 4. Its customers are |
| 2. It specializes in | 5. It employs |
| 3. It is located in | 6. Its annual turnover is |

8. As you can see, there is some information missing from the description of the firm below. Read out those parts you have and listen to your partner's parts. Try to answer these questions:

1. What areas does the firm work in?
2. What is the firm contributing to?
3. How successful has the firm been recently?
4. Who works with the firm?
5. What products does the firm produce?

MOVING IN THE SAME DIRECTION

Lucky-Goldstar products and services are ranging from engineering plastics, home appliances and fibre-optic communication systems to construction, finance and trade.

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Take time to get to know us better. Contact the Business Development Dept.,

Lucky-Goldstar Int'l Corp., Yoido P. O. Box
699, Seoul, Korea. Phone (02) 785-5694,
Telex K27266 LGINTL.

Student B has some information which his (her) partner doesn't have. Some information is missing. Student B reads out those parts he (she) has, listens to his (her) partner's parts and answers these questions:

1. What areas does the firm work in?
2. What is the firm contributing to?
3. How successful has the firm been recently?
4. Who works with the firm?
5. What product does the firm produce?

MOVING IN THE SAME DIRECTION

For each of the last five years, annual growth has averaged 24%, with sales reaching the US\$12 billion mark in 1986.

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9. Read the words and try to remember their meanings:

Canteen	a place where food and drink are sold
Chemicals	substances used in chemistry or made by chemical methods
Gents toilet	toilet for men
Insurance	making arrangements (with an insurance company) for the payment of a sum of money in case of accident, damage, etc.
Shipping	the act or business of importing or transporting goods by ship
Retailing	the sale of goods in small quantities.

EXPLAINING THE COMPANY STRUCTURE

There are many occasions when you are expected to talk about your place of work. It may also involve referring to the way in which the company is organized. In many cases American job titles differ from British ones:

American	British
<i>President</i>	<i>Chairman</i>
<i>Chief Executive Officer</i>	<i>Managing Director</i>
<i>Vice President</i>	<i>Director</i>
<i>Financial Controller</i>	<i>Accountant</i>
<i>Director</i>	<i>Manager</i>
<i>Personal Director</i>	<i>Personal Manager</i>
<i>Marketing Director</i>	<i>Marketing Manager etc.</i>

When you want to classify someone in a company, you can do it according to:

- their responsibility;
- their position in the hierarchy;
- their job specification;
- their location.

1. Alice (A) has decided to explain to Hilary:

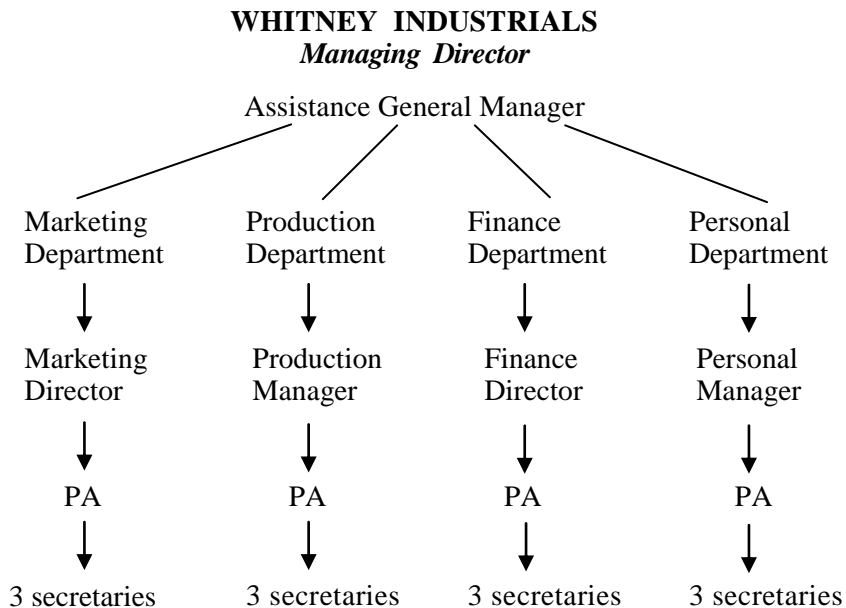
- who is who in the company;
- who is responsible for what in the company;
- who everybody works for.

Read the conversation and classify everyone in the company.

WHO IS WHO IN THE COMPANY

- A: I think I'd better take this opportunity to explain to you exactly who's who in the company. You'll need to know who to go to if you want to contact a particular manager. Let's start right at the top: David Burton is the Managing Director and his Personal Assistant is Mary Wilkins. The company is divided into four departments – Production, Personnel, Marketing and Finance.
- H: Uh-huh.
- A: Right. Let's deal with each one in turn. Michael Stott looks after Production, and his title is Production Manager, and Daniel Harkin works as Personal Assistant in the Production Department. Then there are two secretaries. Is that clear?
- H: Yes.
- A: Moving on to Personnel, we've got Sheila Poison, and her title is Personnel Director. Jane Hargreaves works for Sheila Poison as Personal Assistant. And then there are two secretaries in the department. OK?
- H: Yes, fine.
- A: As you know, I'm the Marketing Manager and for the next two months you are going to work as my Personal Assistant. Helen Wright and Karen Williams, the two secretaries in the department, will report to you. Is that clear?
- H: Uh-huh.
- A: And finally, Paul Cummins is responsible for the Finance Department. His PA is Judith Walker. And then there are three secretaries in the department. You've met one already, I think. So that's a brief overview of the structure of the company. Do you have any questions?

2. *Work in pairs. Student A has a diagram of the company structure of Whitney Industrials Inc. Use the language presented above to describe it to Student B. Student B is going to write the information in his (her) flowchart.*



Then your partner is going to describe the structure of Wolverhampton Agrochem and draw its diagram. (Student B doesn't have a diagram of this company and draws it himself). Student A writes the information in his (her) flowchart. After you finish, compare your flowcharts.

3. *Read the words and try to remember their meanings:*

Induction	period of introduction to a new job
Department	a division or part of a company
Production Manager	person in charge of the production Department
Personnel Manager	person in charge of the employees in a company and their conditions of work
Financial Manager	person in charge of a company's money matters
Brief Overview	short general picture

GETTING TO KNOW THE EQUIPMENT

Hilary Beacham spends her first day at Compact Systems with Christine Adams, the Office Manager. Christine shows Hilary the office equipment that she will need to use. At the end of the day Christine gives Hilary an office equipment manual, and asks her to read some of the sections to make sure that she understands the different items of equipment and their function.

1. Below are four sections from the office equipment manual. Each section identifies and describes an item of office equipment. While you are reading complete the chart at the end of the reading passages:

Word processor displays the text you are typing on a screen. Manufacturers often refer to it as a “screen typewriter”. Recently, word processors have become increasingly important, and in many companies have almost totally replaced traditional typewriters.

A dictating machine is a very useful facility in an office. It is used for recording letters onto magnetic tape for transcription by a secretary. The advantage of this for secretaries is that they don’t need to take dictation – they are simply given a tape to transcribe when it is convenient.

A remote dictation system has the same function as a normal desktop dictating machine, but it has the added advantage of being portable – it can be used on a train, a plain, etc.

A telex machine is used for sending and receiving messages on the telephone system. The advantages of this are that it is available day and night and it is inexpensive.

A facsimile machine (fax) is an important addition to the modern office. It is for sending copies of documents, pictures, diagrams, etc., and it’s much quicker than posting.

Equipment	Function	Advantages
World processor	_____	_____
Dictating machine	_____	_____
Telex	_____	_____
Fax	_____	_____

2. You have a number of office equipment in your room. Complete the sentences below using the information from the table.

E.g. A stapler is used for fixing pieces of paper together.

<i>Equipment</i>	<i>Function</i>
1) stapler	a) stick one piece of paper to another
2) hole punch	b) fix pieces of paper together
3) ruler	c) make holes in paper stronger
4) Tippex fluid	d) erase mistakes
5) paper clips	e) make holes in paper
6) reinforcement rings	f) correct mistakes
7) paper glue	g) draw straight lines
8) rubber	h) sharpen pencils
9) pencil sharpener	i) hold pieces of paper together

3. Describe to your business partner your room and all equipment you have in it. Ask your business partner questions about his (her) room and equipment he (she) has in it.

4. Read the conversation about advantages and disadvantages of computers at work and say what you think about them.

TO USE OR NOT TO USE

- Interviewer: Anne, as a secretary, what do you think about the introduction of computers into office life?
- Ann: I don't really know. I think you're being pushed into a different world – a keyboard. It takes away the role of secretary. Towards the end of the day you may feel that you've unplugged yourself.
- Interviewer: And you, Sven, as an office administrator, what do you think?
- Sven: I'm not very sure. All our bosses have them on their desks but they don't use them. Senior management tend to think that if they install a computer system in their offices and give their staff a couple of day's training, amazing new levels of efficiency will be attained. But that's not true. At first things may get even worse.
- Interviewer: What about you, Mark? You are a bank clerk. I think it's very economical, computers are good time-saving devices. But I'm convinced that we're far from having exhausted the possibilities computers offer us. We're probably using only one third of their capacity.
- Mary, the typist: Computers have made my life more difficult. It seems that without organizing office work differently, introducing computers doesn't help much.

5. It's time for the role-play activity.

For this activity you are going to work in groups. First each group should select fifteen different items of office equipment. One person in the group should then write the items down. Each item must be on a separate piece of paper. Then the groups exchange their cards. The group receiving the cards must not look at them. Each group then places their new cards face down on the table. One member of the group takes the first card. He (she) looks at what is written on the card, but mustn't show it to anyone else. The other members of the group have to ask questions about its function. The person holding the card can only answer "yes" or "no". When someone guesses the item written on the card, that person then takes the next card. The winner is the person with the most cards.

You should ask questions about the function of the item, as follows:

Is it used for ... ?

Is it for...?

6. Read the words and try to remember their meanings:

Manual	a book giving information or instructions
Section	part of a book, manual, etc.
To display	to show
Screen	front of a display unit (or TV) on which you can see information
Traditional	old-fashioned
Format	organization or arrangement
Facility	piece of equipment which gives you the ability to do something
Transcription	the action of writing a copy
To transcribe	to write a copy
Portable	can be carried

UNIT 2. TELEPHONING

ANSWERING THE TELEPHONE

Making a phone call isn't always easy – especially if you don't know the person on the other end of the line very well. In all cases – while answering or making a phone call secretaries should be tactful, efficient, helpful and very courteous. They must have a polite manner, sound friendly, address people correctly and keep their private calls to a minimum. They are to take messages when the boss is absent or in meetings.

1. Read the conversations and role play them.

The company in the conversations is a British company, called *Bibury Systems*, that manufactures and sells electronic toys. They have their office in London. The members of the company want to speak to their business partners.

D – Derek Jones

MS – Mr Sakai

G – Geraldine

PW – Phil Watson

K – Kate Mckenna

S – Secretary

GH – Gunter Hartz

MF – Martin Feldman

E – Edward Green

SS – Smith's secretary

J – Jenny Ross

C – Clive Harris

Don – Don Bradley

HB – Hilary Beacham

RG – Ricardo Garniga

* * *

E: Hello, my name is Edward Green. I would like to speak to Mr Smith, please.

SS: I am sorry, but Mr Smith isn't available.

E: OK. I'll ring back. Does Mr Smith have a direct line?

SS: I'm sorry but the number is confidential.

E: OK. Thank you.

J: It's very difficult to speak to Mr Smith.

E: Yes. I know.

* * *

Novo receptionist: Good morning, RUYJ Advertising.

Don: Good morning. This is Don Bradley. Can I talk to Phil Watson, please?

Novo receptionist: What company are you from, please?

Don: Bibury Systems.

Novo receptionist: I'll put you through.

Dave: Phil Watson's phone.

Don: Good morning. Can I talk to Phil, please?

Dave: Can I ask who's calling please?

Don: Don Bradley from Bibury Systems.

Dave: Well Mr Bradley, I'm afraid not in the office at the moment. Can I take a message or would you like to ring him on his mobile phone?

Don: I'll try his mobile. Can I have the number please?

Dave: 080254377.

Don: Just let me check that. Zero eight zero two five four three double seven.

Dave: That's it.

Don: Thanks.

RW: Hello. Phil Watson.

Don: Hello. Phil, this is Don Bradley.

PW: Hello, Don. Sorry to keep you waiting. How are you?

Don: I'm fine, thanks. Can we meet? We have a new product and I want you to see it.

* * *

SS: Hello. Mr Smith's office.

E: Hello, my name is Edward Green from Bibury Systems. I rang earlier. I would like to speak to Mr Smith, please.

SS: I'm afraid Mr Smith is not in the office at the moment. Can I ask what it is about?

E: It is very important. I represent Bibury Systems. We've got a new product and I want Mr Smith to see it.

SS: Please, send the product specifications by mail, Mr Green.

E: I would like Mr Smith to see the product and would like to talk to Mr Smith direct. When is a good time to call?

SS: You could try ringing this afternoon.

E: Thank you. Goodbye.

* * *

D: Yes.

CALLER: Can I speak to Peter?

D: Peter Hill?

CALLER: Peter Toyama.

D: There is no one here called Peter Toyama.

CALLER: Is that extension 367?

D: No, you've got the wrong number. This 412.

CALLER: I'm sorry. Could you put me back to the switchboard?

D: Yes, hang on.

* * *

E: Hello, this is Edward Green. I rang earlier. I would like to speak to Mr Smith, please.

SS: I'm afraid that Mr Smith is in a meeting.

E: Is he free later this afternoon?

SS: I don't think so. Mr Smith is very busy at the moment.

E: I'll ring tomorrow.

SS: I'm afraid Mr Smith isn't in the office tomorrow.

* * *

G: Hello, Bibury Systems. How can I help you? Could I ask who's calling please? I'm afraid her extension is busy at the moment, Mr Clark. Will you hold, or can take a message? OK, that's fine. I'll ask her to call you back.

* * *

E: I am going to phone Mr Smith's number once again.

J: Good luck!

E: It's six o'clock... . Maybe Mr Smith is still at work. Maybe, his secretary isn't there.

J: I don't think... .

E: Just wait... Ah Mr Smith? My name is Edward Green.

MR SMITH: Yes.

E: You don't know me but I work in Don Bradle's office at Bibury Systems.

MR SMITH: Yes.

E: I spoke to your secretary today.

MR SMITH: Yes?

E: You publish your catalogue this month. And we have an exciting new product.

MR SMITH: I have all the products I need.

E: I would like you to have a word with Big Boss.

MR SMITH: I'm sorry?

E: I'll put our new product on the line now.

BIG BOSS: Hello, Mr Smith. My name is Big Boss. I am eighteen inches high. I am voice activated and I want to be in your catalogue.

Here are some expressions you can use if you're on the phone:

Hello, is that ... ?

Good morning, I'd like to speak to

Can I speak to ..., please?

Is ... available, please?

My name's

Hello, this is ... calling from ... in

Could you give ... a message, please?

Thanks for calling back.

Hold on the line, please.

Could you ask ... to call me back, please?

My number is

I'm sorry, I've got the wrong number.

Can I get ... to call you back?

Speaking.

Oh hello, ... , this is ... speaking.

I'm afraid ... is not in the office (away today, in the meeting, not available just now).

I'll just find if ... is in the other office (available, back) yet.

I'll put you through to

What's your number?

When secretaries make a phone call we may consider the calls in terms of the following steps: introductory procedures, main part, final procedures.

Let's look at the language used for the procedures.

Introductory procedures

– *requesting your correspondent:*

Ricardo Garniga, please.

Can (could) I speak to ... , please?

– *identifying yourself:*

My names is Hilary Beacham from Compact Systems (first introduction).
(This is) Hilary Beacham from Compact here (subsequent introduction).

– *explaining the purpose of your call:*

I'm ringing to check your travel details.

I'm calling to find out your travel arrangements.

Final procedures

– *indicating that you've got all the relevant information:*

Well, that's all.

I think that's all I need to know.

That's all for now.

thanking your correspondent for the information:

Thank you (very much).

Thanks very much for the information.

– *final greeting:*

Goodbye.

Bye.

2. Put the following sentences from a phone call into the right order.

The speakers are:

Ann Pilkington (AP): Fine thanks, and you?

Switchboard (S): Who's calling, please?

AP: Well, thanks very much.

AP: Could I speak to Sally, please?

AP: Hello, Sally. This is Ann Pilkington here.

Sally Jones (S): Not at all.

SJ: Oh, hello Ann. How are you?

S: Good morning.

AP: Sally, I'm ringing to ask if you can recommend a good secretary.

AP: My names is Ann Pilkington.

AP: Bye.

SJ: Yes, fine, too.

S: One moment, please.

BJ: Bye.

SJ: Sally Jones.

SJ: Certainly.

3. Fill the gaps in these sentences:

1. Hello. This is Loise Bonnard Can I help you?
2. Could you ... the line for a moment, please?
3. What is Miss Fisher's ... number?
4. Can I leave a ... for Sarah Grey, please?
5. Hello. This is Donna Marriot ... from Philadelphia.
6. I'm very sorry, I must have ... the wrong number.
7. Could you give me a ... tomorrow morning?
8. I made a note of her number in my
9. She's in a meeting, I'm afraid. Can I be of any ... ?

4. Read the conversation and role play it with your partner.

Telephonist: Can I help you?

Caller: Yes, I'd like to speak to Dr Bill Henderson, please.

Telephonist: Dr Henderson, putting you through.

Voice: 657.

Caller: Hello.

Voice: Oh hello.

Caller: Is that Dr Henderson?

Voice: No.

Caller: Oh, I'm trying to get hold of Dr Bill Henderson.

Voice: Oh, you want Bill. I'll just see if I can find him. Just a moment.

Caller: Thank you.

Henderson: Henderson.

Caller: Oh, good afternoon. This is Sylvia Perez. I'm calling you from France.

Henderson: Sylvia who?

Caller: Perez. P-E-R-E-Z. We met last month in Berlin at the trade fair. You expressed an interest in our laboratory measuring equipment.

Henderson: Oh yes?

Caller: Well, the thing is I'm going to be in your area next month and I thought I might like to call in and see you. I'd like to discuss the applications you might have for our equipment.

Henderson: Ah, I see. What's this about again?

Caller: Your inquiry about our laboratory measuring equipment. Didn't you get the literature I sent you?

Henderson: Yes, yes, ... that was very interesting.

Caller: Well, the thing is: is it OK if come in and see you during my visit next month?

Henderson: I see, Yeah, all right.

Caller: Now, what about the morning of Tuesday 10-th April, is that OK? Say at about ... er... 11?

Henderson: I'll just see if I can find my diary ... yes, here we are. April 10th at 11 o'clock you said.

Caller: That's right. Now, is that OK? Is that convenient for you?

Henderson: The next day might be better. Just after lunch for preference.

Caller: Right, so that's Wednesday. In fact, that'll suit me fine, that's great. Now, shall we say 2.15?

Henderson: Certainly, yes. 2.15, that's fine.

Caller: Oh and by the way, I'll be bringing our agent Don Rees with me if that's OK with you.

Henderson: Oh, certainly. What was your name again?

Caller: Sylvia Perez, P E R E Z.

Henderson: Fine. I'll see you in April then. You know how to get to our lab, don't you? Goodbye, then, Miss Perez.

Caller: Goodbye, Dr Henderson, and I'll write to you to confirm the arrangements just to make quite sure we've got everything absolutely right.

N.B. Both British and American people talk about calling someone, but giving someone a ring tends to be used only in the UK. If American telephonist asks you "Are you through?" she means "Have you finished your call?" but a British telephonist means "Have you been connected?"

5. Work in groups. Find out your partners' opinions:

1. What is difficult about making a first-time call to a stranger?
2. What can you do to make such calls easier?
3. What can you do to establish a relationship more quickly?
4. How can you make sure that the stranger knows who you are and what you want?

6. When spelling names or words over the telephone in English you may need the British telephone alphabet (list of easily of distinguishable words, each representing a letter of the alphabet):

A for Andrew	J for Jack	S for Sugar
B for Benjamin	K for King	T for Tommy
C for Charlie	L for Lucy	U for Uncle
D for David	M for Mary	V for Victory
E for Edward	N for Nelly	W for William
F for Frederick	O for Oliver	X for Xmas
G for George	P for Peter	Y for Yellow
H for Harry	Q for Queen	Z for Zebra
I for Isaac	R for Robert	

Write down your own British telephone alphabet.

7. Work in pairs. Answer the following questions:

1. Have you got a telephone at home?
2. Can I have your telephone number?
3. How many telephone calls do you usually make in a week?
4. How many of them are private calls?
5. How many of them are local calls?
6. How many of them are long distance calls?
7. Do you usually make quick calls or long ones?
8. Have you ever received very unpleasant calls?
9. Could you live without a phone? Why?

8. When you make a telephone call you may ask your colleague to do various things for her (him), offer your help, ask permission, etc. Read the conversations where some useful phrases are underlined and make up your own dialogues concerning requesting, offering to help and asking permission when you make a telephone call to your friend or your colleague. Don't forget to use underlined phrases.

REQUESTING

Jane: Terry, do you think you could help me with a couple of things?

Terry: Sure.

Jane: Do you think you could send a copy of this report to Frankfurt for me?

Terry: Yeah, do you want me to fax it, or send it by mail?
Jane: Oh, fax, I think. Now, let's see, then would you mind arranging accommodation for Mr Berglund, he needs it for Friday night.
Terry: Friday night, sure. Hotel Continental, as usual?
Jane: Mm, that's right. Now then, could you get in touch with Sandy in New York after lunch and ask her to call me tomorrow?
Terry: I'll be over at the factory this afternoon, I won't be able to do that.
Jane: Oh, well, never mind. Well, what I'd like you to do now is to help me to translate this document into English.
Terry: Jane, I'm sorry, but I can't. I've got this report to finish by 11 o'clock and it's just the beginning of it.
Jane: Oh, look, at least can you just check my spelling and punctuation in this literature here?
Terry: But my spelling is terrible. I'll ask Annette to do it.
Jane: Oh, all right.

OFFERING TO HELP

Bill: Morning, Sally, how's it going?
Sally: Oh, hello, Bill. Look, I'm in a terrible rush, you know my plane leaves at three this afternoon.
Bill: Oh, yes, of course. Oh, well, would you like a hand with some things you've got to do?
Sally: Oh, that would be great if you're sure it's no trouble.
Bill: No, no trouble at all. Would you like me to check today's correspondence?
Sally: Oh, yes, that's very kind of you, look if you do that, can you sign the letters for me as well, please?
Bill: Yes, of course, no problem. And then shall I call you a taxi to the airport?
Sally: Yes. Yes, please. Now, let me think, I'll need to leave straight after lunch so ... well, no, better make it 1.30, that'd be safe.
Bill: OK, 1.30. And would you like me to do anything about your hotel booking?
Sally: Oh, heavens, yes, I'm glad you reminded me. I'm sure it's all right but would you mind phoning them to confirm the booking?

Bill: Of course, no problem. Shall I deal with the weekly report?
Sally: No, thanks. I can manage to finish that now. It's nearly ready.
Bill: Sure?
Sally: Mm.
Bill: I know, would you like me to call Amsterdam for you?
Sally: Oh, that's very kind of you. Let me think, no, I think I prefer to do that myself because there are some people I've really got to talk to.
Bill: OK, I understand. Well, if you need any more help, just let me know, huh?
Sally: Oh, terrific. Thanks, I will.

ASKING PERMISSION

Visitor: Do you mind if I open the window? It's kind of stuffy in here.
Host: Well, I'm afraid we can't open the window, because if we do open the window, the air conditioning doesn't work!
Visitor: Right, no. It's always that way. Is it OK if I take off my jacket then?
Host: Oh, sure, yeah. Make yourself at home.
Visitor: Oh, right. That's better. Oh, do you mind if I smoke? I notice nobody's smoking around here.
Host: Well, I'm sorry, but this is a non-smoking zone. We took a vote.
Visitor: That's OK. By the way, may I use the phone to book a table for lunch?
Host: Yeah, sure. Do you know somewhere good?
Visitor: Oh, yeah, absolutely.
Host: Great.
Visitor: No, I'll do that as soon as we've finished this. And is it all right if I call my office, to see if there are any messages for me?
Host: Sure. Go ahead.
Visitor: OK, good, I'll do that as soon as just a few more lines here. OK, do you think I could get a photocopy of this leaflet done?
Host: Oh, of course, yes. Well, I'll get Tim to do it for you.

Visitor: Great. Also can I send a fax of these proposals to our branch in Canada?

Host: I'm sorry, but the fax machine is broken down. We're waiting for somebody to fix it.

Visitor: Oh, that's OK.

9. Work in pairs. Decide which of the verbs fit the best in the following sentences:

be over

call back (ring back)

cut off

hold on

look up

pick up

get through

give up

hang up

put on

put through

1. The phone's ringing. Why don't you ... the receiver?
2. Mrs Scott isn't available at the moment. Can you ... later?
3. Can you ... Ms Dumas's number in the directory, please?
4. I'm afraid she's with a client. Shall I ... you ... to her secretary?
5. I'm sorry about that. I'm glad you're still there. We must have been ... for a moment.
6. Mr Green never seems to be in his office. I've been trying to ... to him all morning.
7. Could you ... for a moment, I'll just find out for you.
8. Is Graham there? If so, could you ... him ... , please?
9. If the telephonist says "Thank you so much for calling" and plays me that awful electronic music again, I'll
10. You'll never get New York at this time of day. If I were you, I'd... .
11. If an American telephonist asks "Are you through?", she wants to know if your call... .

10. When you answer the phone you often have to take a message. Read three recorded phone calls and write down the messages. The first is done for you as an example.

1

Telephonist: RENACO, bonjour.

Mr Schulz: Hello, it's Peter Schulz here. Urn., could I speak to Monsieur Fevrier, please?

Telephonist: Oh, just a moment, I'll see if he's in. I'll put you through.

Secretary: Hello, Monsieur Fevrier's office.
Mr Schulz: Could I speak to Monsieur Fevrier, please?
Secretary: Oh, I'm very sorry, he's out at lunch. Can I help you at all?
Mr Schulz: Could you ask him to call me today, please? Er... preferably before 4 p.m. or any time tomorrow. It's to do with the arrangements for the congress in July.
Secretary: Yes, who's calling, please?
Mr Schulz: This is Mr Schulz – Peter Schulz.
Secretary: Peter Schulz. And can I take your number, please?
Mr Schulz: Yes, er... it's 01 456 9924.
Secretary: So that's 01 456 9924.
Mr Schulz: Yes.
Secretary: Peter Schulz. OK, Mr Schulz, I'll get Monsieur Fevrier to call you as soon as he comes back to the office.
Mr Schulz: Thank you very much. Goodbye.
Secretary: Goodbye.

2

Telephonist: Green and Harding, good morning.
Paola: Oh, good morning. This is Paola Andreotti calling from Rome. I'd like to speak to Guy Dobson, please.
Telephonist: Oh, certainly, ma'am. I'll connect you immediately.
Bob: Hello.
Paola: Oh, is that Guy Dobson?
Bob: No, is that Paola?
Paola: Yes.
Bob: Oh, hi! This is Bob Swenson.
Paola: Oh, is Guy around?
Bob: Just a minute, I'll check. No, he doesn't seem to be. He should be back any minute. Can I help you?
Paola: Yeah. Look, can I leave a message with you?
Bob: Yes, sure.

25

Paola: It's urgent. There's been a mix-up about the labeling of product number 15437 B – that's the one for the Italian market.

Bob: Uhuh, I've got that.

Paola: I'd like him to get in touch so that it can be cleared up.

Bob: OK.

Paola: He can reach me at this number till tomorrow evening, OK?

Bob: Mm.

Paola: It's 002 558 9847.

Bob: OK. He can reach you at this number till tomorrow evening: 002 558 9847.

Paola: That's right, great. Thanks Bob.

Bob: OK, bye-bye.

3

Telephonist: Hello, Santos Trading.

Mr Wong: Oh, hello, this is Mr Wong here, calling from Singapore.

Telephonist: Yes, Mr Wong, who do you want to speak to?

Mr Wong: I'd like to speak to Mrs Cox, please.

Telephonist: Fine, putting you through.

Woman: Hello, can I help you?

Mr Wong: Oh, hello. This is Mr Wong calling from Singapore. May I speak to Mrs Cox, please?

Woman: Oh, I'm afraid Mrs Cox is away. She has the flu and she may not be back in the office till Monday. I expect her assistant, Mr Box, can help. I'll just see if he's in his office. Hold on a moment, please.

Mr Wong: Yes.

Woman: I'm very sorry, he's out just now, can I take a message for him?

Mr Wong: Oh, yes, please. Will you tell him I won't be arriving in Melbourne until quite late this Saturday at 1 a.m. local time. And will Mrs Cox still be able to meet me?

Woman: Right.

- Mr Wong: And also inform the Royal Hotel that I'll be arriving very late.
- Woman: Sure.
- Mr Wong: Oh, wonderful, thanks. Could you please telex or phone me to confirm that this is possible?
- Woman: Right, I'll take the message, I'll give it to Mr Box and I'm sure he'll be in touch with you. Thank you very much, Mr Wong.
- Mr Wong: Thank you.

Message 1

To: Mr Fevrier

Date: 5 Sept

MESSAGE:

Mr Peter Schulz called from Vienna.

Please call him today before 4 p.m. or any time tomorrow on 01 456 9924. About arrangements for congress in July.

Message taken by: T.B.K.

11. Messages. Match the sentences on the left with the responses on the right:

- | | |
|---------------------------------------|---|
| 1) Would you like to leave a message? | a) Yes, but I didn't have time to call you back. |
| 2) Can I leave a message? | b) No. Nobody called all morning. |
| 3) Are there any messages for me? | c) Yes. I'll pass on the message as soon as I see him. |
| 4) Can you tell her I called? | d) Yes, of course. I'll just get a pen... Go ahead. |
| 5) Could you ask him to call me back? | e) Yes, please. Could you tell him I'm coming tomorrow? |
| 6) I'd call back later | g) OK. Goodbye. |
| 7) Did you get my message? | |

12. Study these sentences and put the verbs in the correct form: Past Simple (I went) or Present Continuous for Future (I'm going):

1. This is Mrs Panioni. We ... on the telephone last Friday (speak).
2. Mr Jones ... earlier to tell you he ... next week (ring, not come).
3. Good afternoon, Mr Yeats. I... you a message this morning. ... you ... it (send, get)?
4. He can't see you on Friday – he ... some clients round the company (show).
5. ... you ... the sales conference next week? No, I'm not. I ... to it last year and it... terrible (attend, go, be).
6. Any messages for me? Yes. While you ... at lunch, I ... a message from Mr Simpson. He ... me he ... to visit you next Saturday (be, take, tell, come).

13. Work in small groups. Imagine that you work for an international firm and that you need to appoint a new telephonist/ receptionist as your present one is leaving soon:

- 1) What qualities are you looking for in such a person?
- 2) What skills should such a person possess?
- 3) What kind of training does such a person require?

14. It's time for the role-play activity. Work in groups of three. Student A and student B role play a phone call. Student C listens and comments on the performances:

Student A. You are Mr (Ms) Tanaka, a supplier. You met Mr (Ms) Senora at a trade fair last year. He (she) may be interested in placing an order for some of your products. Call him (her) and invite him (her) to be your guest for lunch next Thursday when you'll be in town. Ask him (her) to suggest a nice restaurant near his (her) office. Find out what sort of restaurant it is and how you can get there on foot from the central railway station. Ask what time you should book a table.

Student B. You are Mr (Ms) Senora, in charge of buying supplies for your firm. You met Mr (Ms) Tanaka at a trade fair in his (her) country last year. He (she) supplies a product you may be interested in. You haven't heard from him (her) since then. Next Thursday you are free for lunch but you have to be back in the office at 2.30 for a meeting. If you are asked to recommend a restaurant, suggest a place you really do like in your own town.

Student C. Listen to your partners' phone call and then comment on it.

15. Read the words and try to remember their meanings:

Pick up	lift
Call (ring) back	return the call
Look up	find
Put through	connect with
Cut off	disconnect
Give up	refuse
Hold on	wait
Put on	connect
Go ahead	proceed, continue
Would you like a hand?	Do you need some help?
Message	a piece of news, information, etc., or a request sent from one person to another

16. The following sentences and expressions will help you when making and answering phone calls. They are divided into two sections:

- OUTGOING CALLS (when you make the call).
- INCOMING CALLS (when you receive the call).

OUTGOING CALLS

Identifying yourself:

My name is _____ (first introduction).

This is _____ here.

This is _____ .

Asking to speak to someone:

Could I speak to _____ , please?

Could you put me through to _____ , please?

Could I have extension 4356, please? I'd like to speak to _____ , please.

Giving further information:

It's in connection with _____ .

It's about _____ .

Explaining purpose of call:

I'm calling to ask about _____ .

I'm phoning to let you know the details of _____ .

I'm ringing to tell you about _____ .

Showing understanding:

I see.

I understand.

Leaving a message:

Could you give _____ a message?

Could you ask _____ to call me (when he gets back)?

Could you tell _____ I'll call back later.

Thanking:

Well, thank you very much for your help.

Well, thanks for the information.

I'm very grateful for your assistance.

I'm much obliged to you.

Ending the call:

I look forward to seeing (hearing from) meeting you.

Goodbye.

Bye.

INCOMING CALLS

Identifying your company (from the switchboard)

Compact Systems. Good morning (afternoon).

Identifying yourself when you pick up the phone:

Hilary Beacham.

Hilary Beacham speaking.

Helping the caller:

Can I help you?

Who would you like to speak to?

Which department is he (she) in?

Who's calling, please? Which company are you from?

Asking for further information:

What's it in connection with, please?

Connecting the caller. Asking for the caller's identification:

Who's speaking, please?

Just a minute (moment, second) please.

Hold (hang) on, please.

Hold the line, please. I'll put you through.

I'm putting you through now.

I'm connecting you now.

You're through now.

Explaining that someone is not available

I'm afraid _____ is not available this morning (afternoon).

I'm afraid _____ is out at the moment.

I'm sorry, but _____ is on holiday (in a meeting) at the moment.

I'm sorry, but _____ is on the other line at present.

I'm afraid his (her) line's engaged. Do you want to hold?

Alternative actions:

Could you ring (phone) call back later? Would you like to leave a message?

Can I take a message?

Responding to thanks:

Not at all. Don't mention it. You're welcome.

Ending the call:

I look forward to seeing (hearing from) meeting you.

Thanks for calling.

Goodbye.

Bye.

MAKING APPOINTMENTS

Who do you make appointments with? What things do you have to arrange when you make an appointment? What do you say if the other person suggests a day and you cannot come on that day?

In this unit the Bibury Systems staff will make different appointments.

1. Read the conversations, then role play them.

E: So, Mr Smith, when can we meet?

MR SMITH: I'm busy all next week.

E: Maybe the week after?

MR SMITH: Talk to my secretary.

E: You print your catalogue this month, don't you?

MR SMITH: Yes.

E: Could you possibly see the product this week? It won't take long.

MR SMITH: OK. Be here Wednesday morning ... eight sharp! I'll give you twenty minutes.

E: Thank you, Mr Smith. I'll see you on Wednesday at 8 o'clock.

* * *

C: Good morning, Geraldine.

G: Morning, Mr Harris.

C: Jenny, could you ring up Mr Sakai's office in Japan. We need to set up a meeting. Not this week but the meeting must be before November 3rd. I'd like Kate, Don Bradley and Derek to be there.

* * *

C: Clive Harris.

D: Clive, it's Derek.

C: Hello, Derek. What can I do for you?

D: Could you come down to the development workshop for a second?

C: Derek, I'm busy.

D: Come on. It'll take ten minutes.

C: All right. I've got five minutes. I'm seeing Kate McKenna at eleven.

* * *

J: Kate! Have you got a minute?

K: What's wrong, Jenny?

J: I have a problem. I am trying to arrange the meeting with Mr Sakai. He is in the UK for these three days. The first, the second and the third of November, but he is only available on the first and the second... that's be Monday and Tuesday Clive Harris is in Scotland on Tuesday and Don can't make Monday morning... and you Derek are both at meetings on Monday afternoon. What am I to do?

K: Set up evening meeting?

J: No, Mr Sakai's secretary says he has dinner engagements on the second and the third.

K: Monday evening?

J: Mr Sakai arrives at the airport at nine o'clock on Monday morning and it's a nine-hour flight. Monday evening is not a good time for the meeting. He'll be jet-legged.

K: Then Derek and I will have to change our arrangements. May I see my diary? Change our ten o'clock meeting with Mr Clark. Make it at half past eight on the 4th.

J: You're giving a dinner party on the 4th.
K: Eight-thirty a.m., not eight-thirty p.m.
J: That's going to be a long day.

* * *

E: Good morning!
J: Hi, Edward. How's it going?
E: It's going very well!
K: You look very happy.
E: I am happy. I met Mr Smith this morning at eight-thirty.
K: That's very good. And?
E: Mr Smith liked Big Boss.
K: Good.
E: But he didn't like the name.
K: Why not?
E: He says Big Boss isn't a good name. He wants to call it "Tycoon Tim". But he thinks Big Boss will be sold.
K: Well done! It's your first marketing success.

* * *

K: You know Mr Sakai is coming at ten o'clock, don't you, Jenny?
J: Yes I do. It's an important meeting, isn't it?
K: And the slides are ready, aren't they?
J: Yes, they are.
K: And you have checked the monitor, haven't you?
J: Yes, Kate, I have.

* * *

MS: Thank you very much for calling me.
C: It's a pleasure. Don't mention it.
C: Is your hotel OK?
MS: Yes, it's fine.
C: It is good of you to visit us. Thank you for sparing the time. I know you have a busy itinerary.

MS: It's a pleasure, Mr Harris. I enjoy coming to Britain. And I am looking forward to my visit to Bibury Systems.

C: It's kind of you to say so. We'll do our best to make your visit worthwhile.

2. Lisa Yates wants to make an appointment to see Martin Lennon. Complete Martin's half of the dialogue.

Lisa: Hello, is that Martin?

Martin: _____

Lisa: Hello, Martin. This is Lisa.

Martin: _____

Lisa: I'd like to make an appointment to see you next week.

Martin: _____

Lisa: How about Wednesday?

Martin: _____

Lisa: No, I'm afraid I'm busy that day.

Martin: _____

Lisa: Yes, that's fine. What suits you better – morning or afternoon?

Martin: _____

Lisa: How about 2.30?

Martin: _____

Lisa: OK. See you next Friday at half past two, then.

Martin: _____

Martin's words:

- | | |
|------------------------------------|---|
| 1. What about Friday? | 6. Yes, that's fine. |
| 2. After lunch is more convenient. | 7. No, I'm afraid I'll attending a sales conference. Is a sales conference. |
| 3. Of course. What day suits you? | Is Thursday convenient? |
| 4. Yes, speaking. | 8. Hi, Lisa. What can I do for you? |
| | 9. Great. I look forward to it. |

3. Three people telephone the company Lawson and Fowles to change their appointments. They either bring forward, postpone, or cancel their appointments. Read their conversations and say who brings forward, postpones, or cancels their appointments.

1

A: Lawson and Fowles. Good morning.

B: Good morning. This is Andrew Sands. I've got an appointment with you on Thursday at half past four.

A: Yes, Mr Sands.

B: Well, unfortunately I've now got an important meeting in London that afternoon. Could I change my appointment to Wednesday morning?

A: Well, I'm afraid the morning's completely full up. How about Wednesday afternoon, at the same time – at four-thirty, I mean?

B: Yes, that's fine. OK, Wednesday at half past four, then.

2

A: Lawson and Fowles. Good morning.

B: Good morning. This is Mr Watson of EGC. I'm afraid I have a problem with my appointment next week – I'm away all week.

A: OK. Sorry did you say Mr Watson or Mr Whiteson?

B: Mr Watson. W-A-T-S-O-N.

A: Fine, so you're cancelling your appointment on Wednesday at 12 mid-day, then. Would you like to make another appointment now?

B: No. I haven't got my diary here. I'll call next week.

A: OK, Mr Watson. Thank you. Goodbye.

3

A: Lawson and Fowles. Good morning.

B: Hello. This is Sarah Roach of Technos. I'm sorry to bother you, but it's about my appointment – the one on Thursday.

A: Yes, Mrs Roach.

B: Could I postpone it until later in the day? I have to collect my car from the garage?

A: We've got a free slot at half past four now. Is that convenient for you?

B: That's perfect. Four-thirty on Thursday. Thank you very much. Goodbye.

A: Goodbye, Mrs Roach.

4. It's time for the role-play activity. Work in pairs. Student A calls to postpone, bring forward, or cancel an appointment. Student B is a secretary and answers a phone call.

5. Read the words and try to remember their meanings:

To bring an appointment forward have an appointment earlier
to an early date

To cancel an appointment don't have an appointment

To postpone an appointment have an appointment at another time.

CHECKING ARRANGEMENTS

Compact Systems are arranging an international meeting to launch their new product range. Various companies have been invited, and Hilary Beacham, one of the secretaries in Compact Systems, has to ring the companies up to check who is going to attend and when they are going to arrive.

1. Read the and find out their travel details: arrival date, airport, airline, flight number, time:

Call 1

S: CTM, guten Tag.

HB: Good morning. Can I speak to Mr Gunter Hartz, please?

S: Who's calling?

HB: My name is Hilary Beacham from Compact Systems.

S: One moment, please. I will connect you.

GH: Hartz.

HB: Good morning, Mr Hartz. This is Hilary Beacham from Compact Systems here.

GH: Ah, good morning, Mrs Beacham.

HB: Mr Hartz, I'm ringing to check your travel details for your visit to Compact next week. I need to find out when you intend to arrive so we can make the necessary arrangements for your stay. Now... the meeting will be on the 28th February.

GH: To be honest, I have a bit of a problem about the meeting. Something important has come up here and I might not be able to come, if I can't solve it this week. But let's hope I can. So I'll give you the details now. I'm planning to arrive on the 27th.

HB: I see.

GH: The flight number is LF 129 and it arrives at 14.30.

HB: That's a Lufthansa flight, isn't it?

GH: Yes, and I am coming into Gatwick.

HB: I think that's all I need to know. Thank you. Goodbye.

GH: Goodbye.

Call 2

S: Studio Centre.

HB: Ricardo Garniga, please.

S: One moment, please.

RG: Garniga.

HB: Good morning, Mr Garniga. Hilary Beacham from Compact Systems here.

RG: Ah, from Compact Systems?

HB: That's right. I'm calling to find out your travel arrangements for the meeting on the 28th.

RG: Ah yes, the meeting at Compact. One moment, please. I'll just check with my assistant. Hello.

HB: Hello.

RG: She says that we are arriving on the 26th.

HB: I'm sorry, did you say we?

RG: Yes. I'm sure I told you that my assistant might come with me.

HB: I'm afraid I didn't know anything about it. This is rather short notice. I may have problems finding accommodation for her.

RG: Anyway, I'll talk it over and let you know this afternoon if she is definitely coming.

HB: Fine. Could you tell me when your flight arrives?

RG: At 10.00 in the morning of the 26th.

HB: The 26th?

RG: Yes. Is that too early? Should I arrive on the 27th?

HB: No, you needn't change your plans. I will make the necessary hotel arrangements for you. By the way, is that Gatwick airport?

RG: No, Heathrow. And the flight number is BA 322. A British Airways flight.

HB: Fine. Well, that's all for now. Thank you very much. Goodbye.

RG: Goodbye.

Call 3

S: Intersoft. Good morning.

HB: This is Hilary Beacham from Compact Systems in the UK. Could I speak to Martin Feldman, please?

S: Just one moment, please.

MF: Martin Feldman.

HB: Ah, hello Mr Feldman. Hilary Beacham from Compact Systems.

MF: Good. I wanted to talk to you about this meeting. I arrive at Heathrow at 6.15 p.m. on the 27th.

HB: Fine.

MF: I might be able to catch an earlier flight.

HB: Perhaps if you can inform us of any changes.

MF: Do I need to make a hotel reservation?

HB: No, I will make all the arrangements.

MF: Am I staying at the Imperial again?

HB: I'm afraid they may not have any rooms available this time.

MF: Oh dear! I must have a room with a telephone.

HB: I can't see a problem there, Mr Feldman. I'm sure we can find you a very comfortable hotel.

MF: And will I be met at the airport?

HB: Yes, our driver will meet your flight.

MF: Well, please tell your driver not to be late. I don't like to be kept waiting.

HB: Do you know the flight number?

MF: Yes, I have it here. It's a TWA flight, number TW 360.

HB: And that's on the 27th.

MF: That's right.

HB: Well, that's all, Mr Feldman. Thank you very much.

MF: Goodbye.

HB: Goodbye.

2. Work in pairs. Make some true and false sentences about the representatives who are coming to Compact Systems. Use Present Continuous as in example. Your partner must say if they are true or false:

You: Martin Feldman is arriving at Heathrow at 5.15 p.m.

Your partner: It's false. He is arriving at 6.15 p.m.

3. Work in groups. Ask Wh-questions about the representatives and their travel details.

4. It's time for the role-play activity. Work in pairs. Write travel details of any three representatives who are arriving at your company:

Student A: your boss has given you the list of key participants for your company's annual international sales conference, and has asked you to check if they are coming. Ring the company and:

- request your correspondent;
- identify yourself;
- explain the purpose of your call;
- thank your correspondent for the information;
- end the call.

Student B: you work in the Scottish office of ABT. In this activity you will need to play two roles: the switchboard of ABT and the PA/Secretary. In the activity you need to carry out the following steps:

- answer the phone and identify your company;
- find out the caller's identity;
- connect the caller;
- identify yourself (as PA/Secretary);
- give the relevant (as PA/Secretary);
- end the call (as PA/Secretary).

3. Read the words and try to remember their meanings:

To launch	to put a new product on the market
To connect	to join by phone
To solve	to find an answer to a problem
Short notice	information given a short time before an event happens
(hotel) reservation	booking

UNIT 3. DEALING WITH BUSINESS PARTNERS

RECEIVING VISITORS

Any organization always has visitors and guests coming and going. It is important to receive them and send them off properly. At the same time it is necessary to show them around, to introduce your staff and your company. Your task is to make the visitors and guests feel at ease, make them feel they are valuable to your firm.

1. When you receive visitors in your company you usually offer hospitality. Read the conversation, look at the language used and role play it using the same language:

JB: Good morning.

HB: Good morning.

JB: My name is John Brown. I have an appointment with Alice Everett at 11 o'clock.

HB: Yes, Mr Brown. Mrs Everett is expecting you. She'll be with you in a few minutes.

JB: Fine.

HB: Can I take your coat?

JB: Yes please. Here you are.

HB: Would you like to take a seat while you're waiting?

JB: No thanks. I've been sitting for the last three hours, and I'd like to stretch my legs.

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

JB: Yes, that would be very nice. Could I have a cup of coffee, please?

HB: Yes, certainly, Mr Brown. How do you take it?

JB: White with one sugar.

HB: Fine. Sally, could you get Mr Brown a cup of coffee, please – white with one sugar.

S: Yes, certainly.

JB: While I'm waiting, perhaps we could sort a couple of things out.

HB: Uh-huh.

JB: This morning before I left the office I tried to make a reservation at this hotel... the Grosvenor.

HB: Yes.

JB: ... but I couldn't get through. I think I'd better call them to make a reservation for tonight.

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

JB: Yes, that's very kind of you.

HB: Shall I call a taxi to take you round there after your meeting with Mrs Everett?

JB: Is the hotel far?

HB: About fifteen minutes' walk from here.

JB: Thank you, but it's not necessary. I can easily walk.

S: Here's your coffee, Mr Brown.

JB: Thanks.

S: Would you like a biscuit?

JB: Thank you, but no.

HB: How long are you going to stay in Southtown, Mr Brown?

JB: I'll be here until tomorrow afternoon.

HB: Well, if there's anything else I can do for you, just ask me.

JB: That's very kind of you. Thank you.

HB: Yes... yes. Mr Brown is here to see you.... OK. Mr Brown, Mrs Everett is ready now. Please come this way.

JB: Right. Thank you.

Offers: Can I take your coat?
Shall I call a taxi?
Would you like to take a seat?
Would you like me to call them for you?

Accepting: Yes please.
Yes, that's very kind of you.
Yes, that would be very nice.

Declining: No thanks.
Thank you, but it's not necessary.
Thank you, but no.

2. Offer the following to a visitor:

- drink something;
- take his (her) coat;
- reserve a table for him (her);
- take an earlier flight;
- do anything else for him (her).

3. Complete the following sentences with appropriate words to accept or decline the offer:

1. Can I get you a drink?
2. Would you like a biscuit?
3. Would you like me to book a taxi?
4. Would you like to go to the theatre tonight?
5. Would you like me to collect you from the hotel tomorrow?

4. In these sentences there is one extra word that is not necessary. Put a circle round it:

1. Would you like to a coffee?
2. I thank you for meeting me.
3. Did you have had a good journey?
4. I'm sorry I'm in late.
5. To what time did you arrive?
6. How long time was your flight?
7. My name's is Jane Kanemory.

5. You are receiving a visitor. Choose two correct responses for each sentence or question:

- | | |
|--|---|
| 1. Thank you for help.
a) It's a pleasure.
b) Thank you.
c) Not at all. | 4. Would you like lunch now?
a) That's a good idea.
b) Yes, of course.
c) Yes, please. |
| 2. I'm sorry I'm late.
a) It's not sorry.
b) It doesn't matter.
c) Don't worry. | 5. May I take a phone call?
a) Yes, of course.
b) Yes, go ahead.
c) Yes, I can. |
| 3. Did you receive my letter?
a) Yes, thank you.
b) Yes, I did.
c) Yes, I received. | 6. Is this your first visit?
a) No, this isn't.
b) No, it isn't.
c) No, it's not. |

- | | |
|---|---|
| <p>7. What was your journey like?
 a) Yes, I liked.
 b) Very tiring.
 c) It was fine.</p> <p>8. I hope you enjoy our stay.
 a) Thank you.
 b) That's very kind of you.
 c) Yes, I hope.</p> | <p>9. See you tomorrow.
 a) Yes, see you.
 b) Yes, goodbye.
 c) Tomorrow.</p> <p>10. Have a good evening.
 a) Good evening.
 b) You too.
 c) Thank you.</p> |
|---|---|

6. *Imaging you are visiting a client at ICL. While you are sitting in his office, one of his colleagues comes in and starts speaking to you. Give your answers:*

- | | |
|---|--|
| <p>1. Do you work for ICL?
 2. Where are you from?
 3. When did you arrive?
 4. Did you have a good journey?
 5. Is this your first visit to the company?</p> | <p>6. How's your hotel?
 7. Would you like some coffee?
 8. Can I introduce you to Mr Evans?</p> |
|---|--|

7. *It's time for the role-play activity. Work in pairs.*

Student A: it is 11 o'clock. Your boss Mr Green is expecting Mrs Klein from Germany. You have been asked to look after her for a few minutes. When she arrives:

- introduce yourself;
- explain that your boss will be free in a few minutes;
- offer to take her coat;
- invite her to sit down;
- offer something to drink;
- make other appropriate offers according to Mrs Klein's needs.

Student B: It is 11 o'clock. You are Mrs Klein from Germany. You have an appointment with Mr Green:

- introduce yourself;
- explain that you have an appointment with Mr Green;
- accept or decline the offers;
- explain you need to reschedule your 12 o'clock appointment with Mr Grundy at Interco to 3 o'clock;
- explain that you've lost the details of the hotel where you.

8. Read the words and try to remember their meanings:

Expect	wait for someone as agreed
Take a seat	sit down
Stretch one's legs	stand, especially after sitting for a time (informal)
Sort out	arrange
Reservation	booking
Get through	reach someone by phone

REPRESENTATIVES AND SALESMEN

In this unit Christine Adams (CA), the Office Manager, meets two salesmen from two office supplies companies. The salesmen want to discuss Compact's requirements and try to get orders. Compact has a standard form which Christine must fill in when salesmen visit the company. As you read the conversations, fill in the forms given below.

SALESMAN A: Good morning. I'm Paul Richards from Isis Office Equipment. I'll only take a few minutes of your time.

CA: I'm Christine Adams. I'm afraid you've come at rather a bad moment: I'm expecting a visitor in about five minutes.

SALESMAN A: Five minutes will be fine. May I ask you who your main office supplier is?

CA: Well, we buy from various sources, but Arco supplies most of our equipment.

SALESMAN A: A very fine company. Well, at least now I know who our main competitor is here. Anyway, I'd like to tell you about some special deals. First of all, do you use ring binders?

CA: We do, yes.

SALESMAN A: Well, we have a good range of ring binders. These here are particularly popular. They're strong, and we have a good range of colours, as you can see from the catalogue. We have a special offer on at the moment which makes them very attractive at only 93p each.

CA: I'm afraid we don't need any at the moment, but I'll bear them in mind. But that reminds me of something we do need. How about desks? Do you stock any desks?

SALESMAN A: Yes, we certainly do. They're on page ... 35 of the catalogue. This one here is the most popular. We have a choice of three colours and the desk is larger than average.

CA: And what's the price?

SALESMAN A: OK, the normal price is J220, but as an introductory offer I can give you a 10 per cent discount ... making it J198. That's a very reasonable price.

CA: Well, I'll have to check with my boss before I place an order, but I'll bear it in mind.

SALESMAN A: We are selling photocopying paper at 60p per hundred sheets at the moment. That's cheap compared to normal prices, and it gives good reproduction.

CA: (to phone) Yes. OK, I'll be right over. (to salesman A) I'm afraid I'll have to leave you now. One of the secretaries will see you out. Thanks for calling.

* * *

CA: Hello, Christine Adams.

SALESMAN B: Hello, Mrs Adams. James Philby from Arco Office Supplies here.

CA: Hello, Mr Philby.

SALESMAN B: Mrs Adams, I just wanted to check that the last order arrived on time.

CA: Yes, it did. We are using the typewriters at the moment.

SALESMAN B: Good, I'm glad to hear that everything's OK. Last time we met, you said that you might need some more office supplies, so I thought I'd just check if there is anything else you need.

CA: One moment. I'll just get my notes ... Do you stock size B196 printer ribbons?

SALESMAN B: No, but we have a new ribbon in stock that will fit. They're only J2.65 each, which is a very attractive price; and they don't smudge.

CA: Fine. Can I order six?

SALESMAN B: Anything else?

CA: I am running out of filing space, so we may need to order another filing cabinet.

SALESMAN B: We are selling off some filing cabinets at J115 each. They're better than average quality too.

CA: And colour?

SALESMAN B: We have a choice of four colours. Oh yes! Last time you ordered some computer disks. Do you need any more?

CA: I'll have to check to see how many we are using.

SALESMAN B: At the moment we are stocking disks with more storage capacity and they don't corrupt.

CA: How much are they?

SALESMAN B: J12for ten.

CA: Fine. I'll be in touch if we need anything.

SALESMAN B: Good. I look forward to hearing from you.

CA: Goodbye.

SALESMAN B: Bye.

OFFICE SUPPLES		
Company name: _____		
Product	Offer price	Features
1.		
2.		
3.		

1. Imagine that you receive a salesman in your office. Try to role play this situation.

2. Complete the following passage with the correct form of the verb in brackets. Use Present Simple or Present Continuous.

MEMORANDUM

To: All office staff
From: Personnel Officer

Subject: Redundancies
Date: 9th November

As you know the current rise in manufacturing costs ... (*cause*) a reduction in our profit margins. Normally, we ... (*employ*) fifty staff in the Personnel Department, but we ... (*plan*) to reduce the number of factory workers and therefore also the number of office staff. For these reasons the Managing Director ... (*ask*) for names of staff who would like to take early retirement.

Many people ... (*complain*) that we are presently understaffed, but at the moment we ... (*try*) to resolve the problems. On December 1st we will computerize the department, and I ... (*think*) you all know the probable consequences.

At the moment, I... (*try*) to improve working conditions in the department, and at this difficult time I ... (*need*) your help in achieving these objectives.

3. Complete the spaces of the text with the Past Simple form of one of these verbs and then retell the text:

A TRADITION OF BISCUIT MAKING

Pierre Cosse ... the BN company in Nantes in the west of France in 1896. The company ... its first big success in 1922, when it produced the "Casse Croute". This ... the first low-priced family biscuit on the market. Until then, biscuits were always a luxury item. Eleven years later, the company ... its "chocolate sandwich cookie".

During the Second World War, the company ... open, and for a time it... biscuits for schoolchildren and bread for French prisoners of war in Germany.

Four new products were introduced between the years 1950 and 1956. In 1962, with the growing demand, the company ... a new factory to increase its production. Six years later, BN ... a subsidiary of the American food company General Mills.

The family's involvement continued after General Mills bought BN. The last member of the Cosse family, Lionel Cosse, ... the company in 1990, when he ... as Chairman.

launch, create produce, be build, become, retire, leave stay, have.

4. Read the text dealing with the set-up of British companies. Underline the idioms in the text and translate them. Retell the story using idioms:

For the most part, British companies fall within the private sector. In any case, government policy has brought about a decrease in the number of state-owned companies as telecommunications, water, gas and electricity have in turn been through the privatization programme.

Companies in the private sector *consist of two* basic types, confusingly called “public” and “private”. Public companies *in general* are *large-scale* operations such as banks, insurance companies, *and of course* the privatized companies. However public companies remain fewer in number than private companies which, *on the whole*, are smaller or family-run businesses.

The difference between the two, *on paper at least*, can be found in their names. The word “limited” (often shortened to “Ltd”) after a company name shows that it is private. *On the other hand*, the status of a public company is shown by the letters plc after its name. This is short for “public limited company”. *In practice*, however, the real difference between the two *arises from* the fact that private companies cannot raise money by selling shares to the public, *in contrast to* public companies, which can do so by issuing shares and bonds to be offered *for sale* on the Stock Exchange. *In theory*, there is no reason why a private company cannot “go public” but if it ever does come to it, *nine times out of ten* this is *to do with* growth, *in conjunction with* the need to raise a substantial amount of capital.

Idioms

Set up	establish, found, organize
Nine times of ten	almost always
On a large scale	at a high level, in large numbers
In any case	anyway in any event
At least	to this minimum extent or amount or degree

5. Make up written sentences using idioms from the text.

6. Make up a written summary of company set-up in your own country and then tell your business partner from Great Britain about it.

7. It's time for the role-play activity:

Student A: tell your business partner about your normal duties in the company (i.e., what you regularly do in your job). Then tell your partner

about the present situation. Your partner writes notes about your regular job and the present situation and asks questions.

Student B: tell your partner about your normal duties in the company and the present situation. Your partner writes notes about it and asks questions.

8. Read the words and try to remember their meanings:

Requirement	need
Source	place where something comes from, supplier
Competitor	person or company offering the same products or services as you
Special deal	good offer
Catalogue	books showing products or services available
Stock	keep a quantity of a product
Introductory offer	special offer to a new customer or for a new product or service
Reasonable price	fair or cheap
Smudge	leave a dirty mark on a piece of paper
Corrupt	to change, add or delete
Storage capacity	the quantity of information that can be put onto a disk

DISSATISFIED CUSTOMERS

As Compact is not a large company, one of the functions of the Marketing Department is to sort out problems with customers. These problems are often the result of delivery delays or faulty products. Now that Hilary Beacham is familiar with Compact's product range, she often has to deal with the problems of dissatisfied customers and clients.

1. Read the conversation between Hilary Beacham and Paul Crown and make notes on the form below about the reason for Mr Crown complaints:

HB: Hilary Beacham. Good morning.

PC: Could I speak to Alice Everett, please?

HB: Who's calling?

PC: My name is Paul Crown.

HB: And your company, Mr Crown?

PC: The company is Semantix.

HB: Sorry, could you spell that for me, please?

PC: Yes, that's S-E-M-A-N-T-I-X.

HB: Well, Mr Crown, I'm afraid Mrs Everett is away on business until next week. Perhaps I can help.

PC: Well, you can certainly make a note of my complaints.

HB: Could you explain the problem?

PC: Some time ago Mrs Everett suggested a link up between our two companies. At that stage I said I would like to see your product range.

HB: Yes.

PC: We arranged for one of your reps to visit me last week, but he did not turn up. I was naturally very annoyed.

HB: Yes, I understand. I'm very sorry to hear that. I'm sure there's a very simple reason for the misunderstanding.

PC: Unfortunately, Mrs ...?

HB: Beacham.

PC: There's more to come. When your rep had not shown by 4.30, I telephoned your office to find out what had happened.

HB: Yes.

PC: And the secretary I spoke to was extremely rude to me. Again I was naturally very annoyed.

HB: I understand. Did you get her name?

PC: Unfortunately not.

HB: I do apologize, and I will try to find out who you spoke to and take appropriate action.

PC: Anyway, the reason I phoned her was to ask her to tell the rep to contact me and explain why he hadn't shown up. All I wanted was an explanation. Now that was over a week ago, and I've heard nothing.

HB: Well, Mr Crown, I'm extremely sorry to hear about your complaints. I can assure you that I will look into all of them immediately, and will get back to you as soon as I have found exactly what has happened. In the meantime, please accept my apologies.

PC: In that case, I will expect a call either from you or from the rep.

HB: Indeed.

PC: Goodbye.

HB: Goodbye.

To: _____	
From: _____	
<i>While you were away</i>	
Name: Paul Crown	Company: _____
visited:	phoned:
returned your call:	would like a call:
<i>Message</i>	
Complaints:	
1.	_____
2.	_____
3.	_____

2. Hilary Baecham apologized to Paul Crown. Here is some of the language she used:

Routine apologies:

- Sorry, could you spell that for me, please?
- I'm afraid Mrs Everett is away on business until next week.

Stronger apologies:

- I'm very (extremely) sorry to hear that.
- I do apologize.
- Please accept my apologies.

To apologize in writing we use similar expressions:

- We were (very, extremely, most) sorry to hear about the problem.
- We regret that this problem has happened.
- We apologize for the problem that has arisen.

3. On the left there are statements (spoken or written); on the right there are apologies. Link the statement with its appropriate apology:

- | | |
|--|---|
| 1) My mane is Crabtree | a) I do apologize on his behalf |
| 2) He has extremely rude | b) Please accept my apologies |
| 3) Four items were damaged | c) Sorry, could you repeat that, please? |
| 4) The delivery was late | d) I'm afraid she's not available at the moment |
| 5) Your rep did not call | e) I do apologize for his behaviour |
| 6) Mrs Blythe, please | f) I am extremely sorry for the error made by our accounts department |
| 7) We were surprised to receive an invoice as the goods have been returned | g) We are sorry about the damaged items |
| 8) Your cheque has been returned to us by our bank | h) We regret the delay, but it is due to circumstances beyond our control |

4. It's time for the role-play activity. Work in pairs.

Student A: You are Paul Crown. You are going to receive a phone call from Student B (Hilary Beacham). When you answer the phone, remember to:

- introduce yourself;
- thank your caller for her prompt call;
- acknowledge the action on your complaints;
- express satisfaction/dissatisfaction with the action.

Student B: you are Hilary Beacham. You decided to take immediate action in Alice Everett's absence. When you phone Paul Crown remember to:

- introduce yourself;
- explain the purpose of your call;
- present your findings;
- present the action you will take in each case;
- make a final apology;
- end the call.

5. Read the words and try to remember their meanings:

Link up	cooperation
Product range	different products produced by a company
Rep	abbreviation for representative
To turn up	to arrive
Annoyed	angry
Misunderstanding	failure to do something as a result of poor communications
Rude	impolite
Appropriate	suitable
To show up	to arrive
To get back	to call back

UNIT 4. AT THE MEETING PREPARING THE AGENDA

Hilary Beacham is working with Alice Everett on the preparation of the final agenda for a meeting on the following week.

1. Read their conversation and fill in the details of the items to be included on the agenda for the meeting.

AE: So, to start with we need a date for the meeting. Initially I thought Tuesday 11th September, but the MD has said he won't be available at all that day. So, let's go for Wednesday 12th September.

HB: And the starting time?

AE: Let's start at 2.30.

HB: And who is going to attend?

AE: Well, it's a management meeting so the distribution list is all departmental managers and the managing director.

HB: How many items have we got for the agenda?

AE: Well, we've got four. And then I've received some suggestions from the other managers. Those are on that piece of paper there. We'll have to see how many of those can be included with the time we have available. So, firstly, I'll present the European marketing effort.

HB: So what should I put on the agenda?

AE: Call that one "Marketing report: European market".

HB: Right – "Marketing report: European market".

AE: Now I think that'll take about 45 minutes with questions. We mustn't let it go on for long. Once we've discussed that, we'll go on to consider the Far East market. So put that down as the second point on the agenda: "Marketing report: Far East market".

BH: OK – "Marketing report: Far East market". And thirdly?

AE: Next we'll get onto the forthcoming advertising campaign. Oh, and before I forget, will you remember to get those advertising proofs out of the file for me and leave them on my desk, please?

BH: Certainly. So, what's the last thing on the agenda? By the way, what about this suggestion for an item on "Review of market research activities"?

AE: Oh thanks, Hilary. Yes, we should try and include that. Right – put “Review of market research activities” third.

BH: OK. That means that we’ll take the advertising campaign fourth?

AE: Yes. So fourthly we’ve got the advertising campaign.

BH: What should I call it on the agenda?

AE: Let’s call it “Advertising”. No, “Advertising campaign”. Have you got that?

BH: Yes, “Advertising campaign”.

AE: The last thing I’ve got for the agenda is the computerization of the market-research programme. But perhaps we can take the item on “Investment in new equipment” fifth. Yes, let’s do that. So, fifthly we’ve got “Investment in new equipment”. OK?

BH: So, point 5 is “Investment in new equipment”.

AE: So that just leaves “Computerization of the market-research programme” as my final point for the agenda. In fact I doubt if we’ll have time for anything else.

HB: So finally we’ve got “Computerization of the market-research programme”.

AE: Yes. And then don’t forget to add AOB. Then we can mention the other points that we haven’t had time to discuss and decide when we are going to go over them.

Day date _____
Time: _____
Distribution: _____

AGENDA

- 1.
- 2.
- 3.
- 4.
- 5.

1. Use the following phrases conducting the meeting:

Beginning: First(ly)... *Later stages:* Second(ly)...
 To start with... Third(ly)...
 Initial(ly)...

Ending: Final(ly)...
 Last(ly)...
 The last thing is...

N.B. We can use either the adjective or the adverb form (without -ly) and the adverb form (with -ly):

- after the verbs “put” and “take” we use the adjective forms;
- we use the adjective form when the ordinal number stands before a noun;
- we use the adverb form “initially” and “finally” to indicate the first and last step;
- we can use either the adjective or the adverb form of ordinal numbers (first, second, etc.) and of “last” to indicate the number of the step.

2. Look at these agendas for meetings. As the chairperson it is your job to introduce the points of the agendas. Tell your staff about the agendas.

Marketing meeting

1. Minutes of last meeting.
2. Marketing reports: France and Germany.
3. Marketing reports: Spain and Italy.
4. Programme for next year.
5. Date of next meeting.

Office meeting

1. Changes in work schedules.
2. “No smoking” arrangements.
3. Holiday arrangements.
4. Next year’s pay rise.
5. Arrangements for sick leave.
6. General discussion.

3. It’s time for the role-play activity. Work in groups. Here is the agenda for a meeting you are going to hold.

One of you should act as chairperson to introduce the agenda and control the meeting. The others should act as participants in the meeting to discuss the items on the agenda.

Agenda

1. Frequency of use of English in your office.
2. Task (activities) for which English is used.
3. Problems of English use.
4. Suggested solutions.

4. Read the words and try to remember their meanings:

Agenda	list of points to be discussed in a meeting
Available	free
Forthcoming	happening in the near future
To attend	to be here
Distribution list	list of people who should receive a document
Campaign	connected set of actions to obtain a particular business result
Review	careful consideration
Market research	gathering of market information
Investment	spending money on new equipment
AOB	abbreviation for "Any Other Business"

THE BOARD MEETING

Compact Systems have a number of regular meetings during the year. The most important is the annual Board Meeting, at which the company's performance over the year is presented and discussed. Mary Wilkins, the Managing Director's Assistant, has been asked to take notes at the Board Meeting. In this section David Burton, the Managing Director, presents statistics on the company's growth.

1. Read the text, complete the table below and tell your business partner about Compact Systems:

DB: Good afternoon gentlemen, ladies. I do apologize for the slight delay – I will try to make up the time by carrying straight on to point 4 on your agendas – the annual marketing report. If we have time later we will return to the less important items on the agenda.

So, now for the marketing report. Alice Everett has just returned from Germany this morning, and has been working on a new set up-to-date figures. So, Alice, over to you.

AE: Good afternoon. If I appear out of breath, it's because I've literally just arrived back, and the figures I am going to give you have just been presented to me and copied for this meeting. Perhaps you will allow me to go through the report first and then we can deal with any questions at the end.

The first thing to report is that Alan Ford, my Assistant Manager, has performed very well. As you know, he joined us exactly a year ago, and he's been a great asset to the department. He works very well with other members of the department and his enthusiasm in his work is commendable. I feel sure our general increase in market share is partly due to his efforts.

Going on to specifics, as you know I spent two weeks in Germany in May this year, and in general we've made good progress there between 1995 and now.

In 1995 we had 26 per cent of the market. Not a bad proportion. We increased it by 3 per cent in 1996, reached 30 per cent in 1997 and in 1998 we managed to achieve 33 per cent. A significant increase, I'm sure you'll agree.

X: However, I'm afraid our performance in Spain isn't quite so good. We had 7 per cent of the market in 1995, increased it by 2 per cent over the next year, and got to 12 per cent in 1997... .

DB: That's still a very respectable performance.

AE: September, October and November of this year really the turning point.

Y: Can you give us some details?

AE: Certainly. Several important things have happened. Firstly, two other UK firms in our market have branched out into Spain and secondly, another Spanish firm has had a big marketing drive.

DB: What was the result?

AE: Well, we dropped by 2 per cent.

DB: Understandable under circumstances. And what about France?

AE: Steady improvement: 13 per cent in 1995, an increase of 2 per cent in 1996, a further 4 per cent the next year and finally we added another 2 per cent in 1998. I feel that we could do much better if our representatives are given the OK on the planned increase in expenditure.

DB: When do they need to know?

AE: They've been expecting a telex since yesterday.

DB: Let's discuss it later, shall we? And what about the domestic market?

AE: Steady progress again. The final figure is 22 per cent from a starting point of 15 per cent in 1995.

Y: What about the intervening years?

AE: Well, we achieved 17 per cent in 1996 and increased that by 2 per cent in 1997.

DB: Fine. If that's all, Mrs Everett, we can move on to the second item on the agenda: production costs. I would like to ask Michael Scott, our Production Manager, to give us his report.

	UK	Spain	Germany	France
1995				
1996				
1997				
1998				

2. Work in pairs. Ask each other different questions about Compact Systems.

3. Circle the correct verb from the choice given to complete the following statement made in a meeting:

So, you have heard (heard) the highlights of our activities last year and the main details of our market plan for next year. In conclusion I would like to say that last year we have made (made) a good profit from our activities in South America. As a result we have consolidated (consolidated) our market position. In November I have visited (visited) our subsidiary in Portugal, and I was (have been very pleased) with our staff there. They have worked (worked) very hard to establish our products in the market. Mr Squares, The General Manager, showed (has shown) me round the plant, and it was (has been) a very interesting experience. He has been

(was) in charge for nearly one year now and he has improved (improved) efficiency enormously. In fact I just received (have just received) a note from him, and it seems that last month sales increased (have increased) by another 12 per cent. So, things are looking good.

4. It's time for the role-play activity. Work in pairs. You have been asked by your boss (Mr Barry) to draft a plan giving an account of a meeting that happened last week. Prepare a report about that event and include the following things in your report:

Past Tense	Present Perfect
10.30 meeting open;	South American market has improved;
1.00 Lunch;	South American profits have increased
2.30 tour of factory;	
4.00 reception at nearby hotel;	
6.00 dinner at hotel;	
9.00 representatives return to hotels.	

5. Read the words and try to remember their meanings.

Slight	very small or short
Item	point
Annual	every year
To copy	to make something the same as another thing
To perform	to do a job
Commendable	worthy of praise
Specifics	not general information
Turning point	significant event for a company (usually positive)
To branch out	to add to the range of one's activities
(Marketing) drive	special effort
Representative	person who visits clients to present his (her) company's products or services
Domestic (market)	home

UNIT 5. BUSINESS CORRESPONDENCE

Business transactions usually start with inquiries. As a rule, the prospective Buyer gets the name and address of the prospective Seller either at an exhibition, from an advertisement, on a television or radio commercial. All these channels of information and advertising are very important. Inquiries can be sent by mail, by telex or by fax. Sometimes inquiries can be made orally, by phone.

In the inquiry the prospective Buyer states in what goods exactly he is interested and asks for the details of the price and terms of sale. When the Buyer wants to know at what price and on what terms he could buy the goods required by him, he usually sends out inquiries to firms, companies and organizations manufacturing such goods or dealing with them. Often the Buyer asks the Seller to send him (to enclose with the offer) illustrated catalogues, price lists or other publications and, if possible, samples or patterns of the goods he is interested in. When asking the Seller to send him a quotation (or to make him an offer) the Buyer gives a detailed description of the goods required by him.

After considering the inquiry for some time the prospective Seller sends an offer in reply. The offer expresses the wish of the Seller to sell the goods. But it's not a legal document and the Seller may for this or that reason decide not to sell. The offer is only the first step in a contract. The offer usually quotes the price and stipulates terms of delivery and some other necessary details.

The Sellers may offer their goods to their regular customers or to those who may be interested in them without waiting for an inquiry. These are voluntary or free offers. They were formally called without obligation (or engagement). This kind of offer does not bind the Seller and therefore may be made to several potential Buyers.

Then there are firm offers (binding or with obligation or engagement). A firm offer is made by the Seller to one potential Buyer only and usually indicates the time during which it will remain open for acceptance. If the Buyer accepts the offer in full within the stipulated time, he is obliged to buy the goods at the price and on the terms stated in the offer. The Sellers have the right to withdraw a firm offer at any time before it has been accepted. There are also some other types of business letters (claims, for instance, etc).

1. Read the words. Pay attention to their correct pronunciation and learn their Russian equivalents:

transaction	делка	deal with	иметь дело с
prospective	предполагаемый	sample	образец
channel	канал	(pattern)	
inquiry	запрос	description	описание
send	посылать	require	требовать
mail	почта	reply	ответ
wish	желание	offer	предлагать
exhibition	выставка	orally	устно
advertisement	реклама	sale	продажа
withdraw	отозвать	stipulate	обуславливать
accept	принимать	enclose	прилагать

2. Make a list of international words used in the text. Pronounce them correctly and learn their meanings.

3. Give English equivalents to the word combinations. Use the text for reference:

деловые соглашения; предполагаемый покупатель (продавец); из различных информационных и рекламных источников; интересоваться ценой, условиями продажи, оплаты и поставки; товары, необходимые покупателю; на каких условиях он мог бы купить; высылать запрос; приложить иллюстрированные каталоги, прейскуранты и образцы товаров; детальное описание товаров; после изучения запроса; послать предложение в ответ; постоянные клиенты; не ожидая запроса; отозвать предложение; время, в течение которого предложение может быть принято.

4. Answer the following questions to discuss the details of the text. Use the text for reference:

1. What are the two main types of business letters?
2. What kind of business letters do business transactions usually start with?
3. Where does the prospective Buyer get the name and address of the prospective Seller?
4. How can inquiries be made?
5. What does the prospective Buyer state in the inquiry?
6. To what firms does the Buyer send his inquiries?

7. What does the Buyer ask the Seller to send him?
8. What kind of business letter does the prospective Seller send in reply for inquiry?
9. What does the offer usually quote and stipulate?
10. May the Seller offer his goods to the Buyer without waiting for an inquiry?
11. What are the two main types of offers?
12. What's the difference between these two types of offers?

5. Read the text very attentively. Divide it into logical parts and make up a plan.

6. Retell the text using the material of the tasks above.

7. Read a sample of an American business letter with the help of a dictionary Pay attention to its composition and wording:

Rusk Seed, Inc. 400 National Highway
Decatur, Illinois 62525
April 15, 1999
John L. Davis, President

Autocomp. Inc.
8 100 South Jackson Street
Detroit, MI48220

Dear Mr. Davis.

We recently purchased \$ 250,000 worth of automated material handling equipment from your company. This equipment was purchased from you because of the fine reputation you have for quality and service to your customers.

Producing goods to sell to others requires precise workmanship and extensive testing. You want the performance of the merchandise to satisfy your customer. There are times, however, when a small production or design error goes undetected.

We look forward to doing successful business with your company in the future.

Sincerely,
Victor Bond
Victor Bond (подпись)
Plant Manager
VB/Sk

8. Read the text with a dictionary. Make a list of new words.

HOW TO ANSWER BUSINESS LETTERS

Most businessmen will agree that good news comes over phone and bad news appears in their mail box. When you write a business letter you have to weigh many aspects of the situation. You have to consider ways to organize your letter effectively and to maintain positive and productive customers relations.

A positive answer to an inquiry about a particular product might include such particulars as cost and availability. Also, there must be a range of products available or a process by which the product has to be purchased. In an effective conclusion to such a letter you should try to build a relationship that will lead to good feelings about your company and in some cases, future business. Saying “no”, which is always difficult in person, is easier in a letter. But when your company rejects a request made by a customer, you have to remember that future business and the company’s image are on lake. The wording and approach have to be careful. A conclusion to such a letter should suggest a willingness on the part of the refuser to continue doing business with the reader (the customer). A mild statement of regret or a sincere good will wish might be appropriate.

9. Speak about business correspondence of your company. Use the information of the unit.

СПИСОК РЕКОМЕНДУЕМОЙ ЛИТЕРАТУРЫ

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для факультативных занятий
для студентов экономических специальностей

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