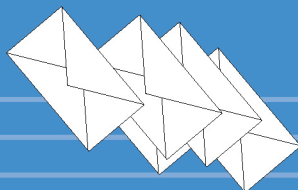
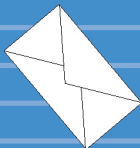


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Кафедра «Теория и практика перевода»

Е.Ю. Аношина

# ENGLISH FOR BUSINESS COMMUNICATION

Электронное учебно-методическое пособие



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Цель учебно-методического пособия – совершенствование навыков делового общения на английском языке. Пособие состоит из 5 частей, охватывающих основные виды деловой коммуникации: деловую переписку, телефонные переговоры, подготовку к собеседованию и составление резюме; проведение и сопровождение мероприятий, презентаций и участие в переговорах. Материал сопровождается теоретическим комментарием, словарем по разделам и практическими заданиями.

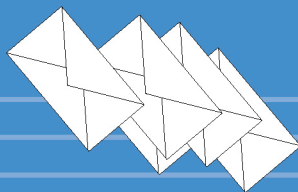
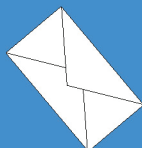
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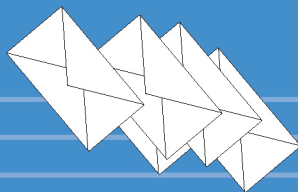
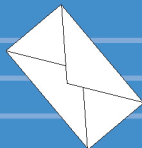
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## УСЛОВНЫЕ ОБОЗНАЧЕНИЯ



Plan of study / План занятия



Useful vocabulary / Словарь по теме



Words and expressions / Слова и выражения  
для запоминания



Questions for discussion / Вопросы для обсуждения



Text reading / Чтение текста



Listening / Аудирование



Work with video / Работа с видео



Individual work / Индивидуальная работа



Pair work / Работа в парах



Group work / Работа в группах



Role play / Ролевая игра



Problem situation / Проблемная ситуация

## ВВЕДЕНИЕ

В современном мире язык делового общения неизменно сопровождает нас повсюду. Мы используем его не только на работе, но и когда ходим в магазин, записываемся на прием к врачу или заказываем билет на самолёт. Деловое общение прочно укрепилось в нашей жизни, а его разнообразные виды и формы активно развиваются.

Английский язык является языком международного общения. Им пользуются люди разных национальностей: для четырехсот миллионов человек на планете он является родным, полтора миллиарда человек владеют им в разной степени, и еще миллиард изучает его. Деловой английский язык представляет собой особую отрасль, которая используется в сфере профессиональной коммуникации и в различных деловых ситуациях. Это подразумевает владение специализированным словарем, который несколько шире, чем тот, которым мы пользуемся при ежедневном бытовом общении.

Кроме того, поскольку речь идет о международном общении, необходимо учитывать культурные традиции и ценности, а также правила поведения, принятые в стране иностранного собеседника или делового партнера.

Изучение правил и аспектов делового общения помогает в формировании компетенций будущих лингвистов и переводчиков, которым необходимо не только владеть навыками делового общения, но и уметь ориентироваться в языковой среде, учитывать лингвокультурологические особенности, а также осуществлять грамотное посредничество в условиях межкультурной коммуникации.

Целью настоящего учебно-методического пособия является формирование и развитие коммуникативно-речевых умений и навыков делового общения на английском языке в процессе профессиональной коммуникации и взаимодействия для решения поставленных задач в конкретной речевой ситуации.

Пособие предлагает к изучению следующие виды делового общения: деловая переписка, ведение телефонных переговоров, прохождение собеседования и составление резюме, деловая встреча, деловая поездка, презентация и деловые переговоры. Каждый параграф подразделяется на несколько пунктов, в которых приво-

дится более детальная классификация каждого из перечисленных видов деловой коммуникации. Теоретический материал разделов сопровождается новой лексикой по теме, представлены задания и тренировочные упражнения. Для закрепления изученного материала в пособии предлагаются ситуации, приближенные к реальным, предлагаемые в форме монологов, диалогов, ролевых игр и решения проблемных ситуаций.

## ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Настоящее учебно-методическое пособие является частью учебно-методического комплекса по дисциплине «Язык делового общения (английский)» для студентов 3-го курса, обучающихся по направлению подготовки 45.03.02 «Лингвистика», профиль «Перевод и переводоведение».

### *Цели и задачи дисциплины*

*Цель данной дисциплины* – сформировать и развить коммуникативно-речевые умения и навыки делового общения на английском языке в процессе профессиональной коммуникации и взаимодействия для решения поставленных задач в конкретной речевой ситуации (переговоры, презентации, общение по телефону, деловая поездка и личные деловые контакты). В курсе представлены важнейшие аспекты делового общения: установление контактов, ведение деловой переписки, беседы по телефону, планирование и проведение встреч, совещаний и презентаций, а также участие в переговорах. В программу курса включено развитие навыков работы с деловой корреспонденцией (деловые письма) и документацией (планы, программы, отчёты). В рамках данного курса студенты знакомятся с основными представлениями о деловом этикете и о правилах поведения в различных коммуникативных ситуациях.

### *Задачи:*

- 1) обеспечить ситуативный и практико-ориентированный характер обучения;
- 2) сформировать систему знаний, позволяющую ориентироваться в комплексе лингвистических и культурологических проблем;
- 3) сформировать и развить умения и навыки составления и перевода деловой документации (планы, программы, отчёты, контракты) при выполнении функций культурного посредника;
- 4) сформировать и развить умения и навыки устного делового общения (установление контактов, переговоры по телефону, участие в совещаниях, выступления, презентации и т.п.) при выполнении функций культурного посредника;
- 5) совершенствовать знания о культуре изучаемого языка для предотвращения непонимания на уровне межличностного общения и в процессе профессиональной коммуникации.



### ***Требования к уровню освоения содержания дисциплины***

*Изучив данную дисциплину, студент должен*

• *иметь представление:*

- об особенностях письменной деловой речи на английском языке;
- об особенностях устной деловой речи на английском языке;
- о принципах делового этикета;

• *знать:*

- социально-психологические аспекты и природу делового общения;
- лингвостилистические особенности официально-делового стиля на английском языке;
- профессиональную и специальную лексику, терминологию, клишированные слова и выражения, а также фоновую информацию в объеме, необходимом для осуществления деловой коммуникации;

• *уметь:*

- составлять деловые письма, отчеты, резюме и прочую деловую документацию на английском языке;
- вести деловую беседу на английском языке в соответствии с поставленными задачами и целью деловой коммуникации;
- вести презентационную деятельность на английском языке;
- определять цели коммуникативного высказывания и использовать соответствующие лексические единицы, грамматические и синтаксические структуры;
- выработать стратегии моделирования ситуации общения;

• *иметь навыки:*

- письменной деловой речи на английском языке;
- устной деловой речи на английском языке;
- ведения презентационной деятельности на английском языке;
- одностороннего и двустороннего устного последовательного перевода;
- предвосхищать возможные сценарии развития событий и избегать коммуникативного сбоя в процессе межкультурного общения.

### ***Формы контроля и критерии оценки***

Формой текущего контроля выступают специальные домашние задания, а также письменные работы. Специальные домашние задания заключаются в составлении диалогов и проигрывании их в фор-

ме ролевой игры. Письменные работы представляют собой задания на составление деловых писем, резюме, отчёта и перевода делового контракта. Кроме того, контроль заданий по предмету предполагает проверку навыков устной речи в форме монологов и диалогов. Также проводится проверка навыков аудирования (прослушивание аудиозаписи и выполнение упражнений), работы с видео (просмотр и обсуждение), чтения (чтение и обсуждение текста) и письменной речи (выполнение тренировочных упражнений).

В качестве итогового контроля по курсу студенты выполняют итоговый тест в центре тестирования. Закрепление полученных знаний в форме промежуточного контроля предполагается путем заполнения индивидуального учебного журнала (*Learning journal*), в котором студент фиксирует информацию, которую он усвоил.

Ниже приводятся критерии и нормы оценки промежуточного контроля.

#### 1. *Письменная работа – 5 баллов*

▪ Лексико-стилистическая правильность. 2 балла – студентом соблюдены все лексико-стилистические нормы английского языка, допущено не более двух ошибок; 1 балл – студентом соблюдены основные лексико-стилистические нормы английского языка, допущено от трёх до пяти ошибок; 0 баллов – студентом не соблюдены основные лексико-стилистические нормы английского языка, допущено шесть и более ошибок.

▪ Грамматическая правильность. 1 балл – студентом соблюдены основные грамматические нормы английского языка, допущено не более трёх ошибок; 0 баллов – студентом не соблюдены основные грамматические нормы английского языка, допущено четыре и более ошибки.

▪ Формальные особенности. 2 балла – студентом соблюдены все формальные особенности оформления, ошибки отсутствуют; 1 балл – студентом соблюдены основные формальные особенности оформления, допущено от одной до трёх ошибок; 0 баллов – студентом не соблюдены основные формальные особенности оформления, допущено четыре ошибки и более.

## 2. *Перевод делового контракта – 5 баллов*

▪ Точность перевода. 2 балла – студент не допускает немотивированных добавлений или опущений значимой информации или допускает незначительные изменения; 1 балл – студент допускает некоторое количество добавлений или опущений значимой информации; 0 баллов – смысл исходного текста искажен в значительной степени.

▪ Лексико-стилистическая правильность. 2 балла – студентом соблюдены все лексико-стилистические нормы английского языка, допущено не более двух ошибок; 1 балл – студентом соблюдены основные лексико-стилистические нормы английского языка, допущено от трёх до пяти ошибок; 0 баллов – студентом не соблюдены основные лексико-стилистические нормы английского языка, допущено шесть и более ошибок.

▪ Грамматическая правильность. 1 балл – студентом соблюдены основные грамматические нормы английского языка, допущено не более трёх ошибок; 0 баллов – студентом не соблюдены основные грамматические нормы английского языка, допущено четыре ошибки и более.

## 3. *Монолог, диалог – 5 баллов*

▪ Лексико-грамматические особенности речи. 3 балла – студентом активно используется словарь по пройденной теме, соблюдены лексико-грамматические нормы английского языка, допущено не более двух ошибок; 2 балла – студентом используется словарь по пройденной теме, соблюдены основные лексико-грамматические нормы английского языка, допущено от трёх до пяти ошибок; 1 балл – студентом почти не используется словарь по пройденной теме, соблюдены некоторые лексико-грамматические нормы английского языка, допущено от пяти до восьми ошибок; 0 баллов – студентом не используется словарь по пройденной теме, не соблюдены лексико-грамматические нормы английского языка, допущено девять и более ошибок.

▪ Соблюдение коммуникативной ситуации. 2 балла – студент соблюдает условия коммуникативной ситуации, монолог или диалог соответствуют сценарию; 1 балл – студент соблюдает условия коммуникативной ситуации, допущены незначительные расхожде-

ния со сценарием; 0 баллов – студент не соблюдает условия коммуникативной ситуации, допускает значительные расхождения со сценарием при составлении монолога или диалога.

#### 4. *Ролевая игра – 10 баллов*

▪ Лексико-грамматические особенности речи. 3 балла – студентом активно используется словарь по пройденной теме, соблюдены лексико-грамматические нормы английского языка, допущено не более двух ошибок; 2 балла – студентом используется словарь по пройденной теме, соблюдены основные лексико-грамматические нормы английского языка, допущено от трёх до пяти ошибок; 1 балл – студентом почти не используется словарь по пройденной теме, соблюдены некоторые лексико-грамматические нормы английского языка, допущено от пяти до восьми ошибок; 0 баллов – студентом не используется словарь по пройденной теме, не соблюдены лексико-грамматические нормы английского языка, допущено девять и более ошибок.

▪ Соблюдение коммуникативной ситуации. 2 балла – студент соблюдает условия коммуникативной ситуации, монолог или диалог соответствуют сценарию; 1 балл – студент соблюдает условия коммуникативной ситуации, допущены незначительные расхождения со сценарием; 0 баллов – студент не соблюдает условия коммуникативной ситуации, допускает значительные расхождения со сценарием при составлении монолога или диалога.

▪ Драматическая составляющая. 5 баллов – студентом соблюдается реалистичность проигрываемой ситуации, активно используются соответствующие мимика, жесты и интонационная окраска высказываний; 3 балла – студентом не всегда соблюдается реалистичность проигрываемой ситуации, иногда используются соответствующие мимика, жесты и интонационная окраска высказываний; 1 балл – студентом почти не соблюдается реалистичность проигрываемой ситуации, недостаточно используются мимика, жесты и интонационная окраска высказываний; 0 баллов – студентом не соблюдается реалистичность проигрываемой ситуации, не используются мимика, жесты и интонационная окраска высказываний.

### ***Форма итоговой аттестации***

Формой итоговой аттестации является зачёт. Оценивание производится по балльно-рейтинговой шкале. Для получения зачёта студент должен набрать 40 баллов по итогам прохождения курса. Суммарная оценка складывается путём сложения и приведения к ста баллам текущих баллов студента и баллов, набранных в ходе итогового тестирования. При выставлении баллов в балльно-рейтинговой системе учитываются следующие составляющие: аудиторная работа (выполнение учебных заданий в ходе аудиторного занятия), выполнение специальных домашних заданий и творческие работы (составление монологов и диалогов, письменные работы, устные сообщения). Также на оценку влияет степень личного участия студента в командной работе, активное участие в дискуссиях и в решении проблемных ситуаций.

## МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ДЛЯ ПРЕПОДАВАТЕЛЯ ПО ОРГАНИЗАЦИИ ЗАНЯТИЙ

В начале каждого раздела данного учебно-методического пособия помещён план занятия, который содержит информацию о цели изучения раздела, стоящих задачах, ходе проведения занятий, а также о знаниях, умениях и навыках, которые должны быть сформированы в результате освоения раздела.

В ходе преподавания данной дисциплины используются следующие образовательные технологии:

**Традиционные методы обучения.** Практические аудиторные занятия проводятся с использованием наглядных и словесных методов обучения.

**Интерактивные формы работы.** Данные формы позволяют смоделировать ситуации профессионального общения в деловой сфере, что дает возможность активизировать и развить навыки английского языка делового общения. В пособии предусмотрены следующие интерактивные формы заданий: составление монолога (выступление с устным сообщением, анализ презентаций, участие в дискуссии и др.), составление диалогов, ролевые игры, разбор проблемных ситуаций, работа в группах и выполнение творческих заданий.

**Проблемная ситуация, или кейс-задача.** Представляет собой ситуацию, основанную на реальных или максимально приближенных к реальным событиях. Студенты должны проанализировать конкретную ситуацию, обозначить проблему, обсудить возможные пути решения и предложить не менее двух вариантов. Далее студенты в форме диалога озвучивают и обосновывают свои идеи, предлагая не только решение, но и предполагая дальнейший ход развития событий.

**Ролевая игра.** Этот этап промежуточного контроля оценки полученных студентом знаний охватывает весь пройденный по разделу материал. Ролевая игра позволяет студенту закрепить пройденную информацию и продемонстрировать свои навыки и умения, а преподавателю – определить формирование у студентов общих и профессиональных компетенций. В такой игре активизируется лексика

и клише, необходимые для общения в определённой коммуникативной ситуации.

**Учебный журнал.** Журнал заполняется студентом индивидуально по окончании изучения каждого раздела. Такая форма контроля позволяет преподавателю следить за процессом формирования профессиональных компетенций и объёмом полученных студентом знаний и навыков по разделу.

## МЕТОДИЧЕСКИЕ УКАЗАНИЯ ДЛЯ СТУДЕНТОВ ПО ИЗУЧЕНИЮ ДИСЦИПЛИНЫ И ОРГАНИЗАЦИИ САМОСТОЯТЕЛЬНОЙ РАБОТЫ

Настоящее учебно-методическое пособие состоит из пяти основных разделов. Блок «Everyday Business Communication» раскрывает базовые принципы делового общения (установление контактов и важность учёта культурной составляющей) и знакомит студентов со структурой, понятиями и основными видами делового общения: деловое письмо (письменная коммуникация) и телефонные переговоры (устная коммуникация). Блок «Job Interview» содержит информацию, необходимую для прохождения собеседования и подготовки к нему. Блок «Business Meeting» рассказывает об особенностях деловых встреч, о том, как нужно проводить совещание с коллегами, организовать встречу на своей территории и как подготовиться к деловой поездке и адаптироваться к социокультурным различиям. Блок «Presentations» содержит необходимую информацию о структурных особенностях презентаций, правилах их проведения, подготовки и о типичных ошибках, допускаемых в ходе презентаций и в процессе подготовки мультимедийного контента. Заключительный блок «Business Negotiations» формирует у студентов навыки участия в деловых переговорах и навыки составления и перевода делового контракта.

Все блоки содержат определенный набор заданий.

*План занятия.* План занятия помогает студенту определить ключевые моменты, которые будут изучены в разделе. Подробный перечень знаний, умений и навыков может сориентировать студента при заполнении индивидуального учебного журнала.

*Словарь по теме.* В начале некоторых тем раздела помещён словарь, который содержит основные и часто знакомые студенту слова. Задача в работе со словарём заключается в том, что студенту в качестве небольшого упражнения предлагается дать определение слову или термину своими словами на английском языке.

*Слова и выражения для запоминания.* Слова и выражения, представленные в данной секции, являются необходимым минимумом для пополнения профессионального словарного запаса. Активное



использование новых слов и выражений особенно учитывается при проигрывании диалогов.

*Вопросы для обсуждения.* В данном упражнении студентам предлагается ответить на вопросы, связанные с их личным опытом, предпочтениями или навыками.

*Чтение текста.* Данное упражнение развивает и закрепляет навыки чтения на английском языке и знакомит студентов с правилами, нормами, культурой и этикетом в рамках делового общения, принятыми не только в англоязычной среде, но и во всем мире.

*Аудирование.* В данном задании студентам предлагается прослушивать аудиозапись по изучаемой теме. После прослушивания студентам предлагается выполнить задание для проверки и закрепления услышанной информации.

*Работа с видео.* При работе с видео студент знакомится с медийным файлом, после чего происходит обсуждение увиденного. Вопросы к обсуждению не прописаны в задании, однако могут быть предложены не только преподавателем, но и самими студентами.

*Индивидуальная работа.* Данный вид работы предполагает самостоятельное выполнение упражнения в письменной или устной форме. Для небольших заданий, выполняемых в ходе аудиторной работы, студенту даётся время на подготовку. Упражнения для внеаудиторной работы (например, подготовка устного сообщения или составление документа) предполагают самостоятельную работу студента. Проверка выполненных заданий устного характера и некоторых тренировочных письменных упражнений производится в ходе аудиторных занятий. Письменные работы по составлению документов проверяются преподавателем.

*Работа в парах.* Работа в парах чаще всего направлена на составление и проигрывание диалогов. Студентам даётся конкретная речевая ситуация, в которой прописаны роли и коммуникативные условия общения. На составление и репетицию диалога студентам отводится от пяти до двадцати минут. Затем студенты проигрывают свои диалоги.

*Работа в группах.* Работа в группах, так же как и работа в парах, направлена на составление диалогов, только с большим количеством участников. Для того чтобы выполнить задание, студенты

должны распределить роли, определить их характеристики и на основании этих факторов и заданной коммуникативной ситуации подготовить и проиграть диалог.

*Ролевая игра.* Данное упражнение представляет собой сложный комплекс, при помощи которого преподаватель оценивает полученные студентом знания и сформированные навыки. Ролевая игра рассчитана на одну учебную группу (либо на две небольшие подгруппы). При подготовке к ролевой игре студентам необходимо внимательно ознакомиться с предложенным сценарием, распределить роли и составить диалоги. Работа над подготовкой и репетицией происходит в рамках самостоятельной работы студентов. При этом необходимо учитывать наличие драматической составляющей: использование соответствующей мимики, жестов, интонационной окраски высказываний. Приветствуется наличие аксессуаров, таких как офисная канцелярия, телефоны, элементы национальной одежды (при необходимости) и т. п. Студенты одной группы или подгруппы готовят ролевую игру и разыгрывают её в аудитории в ходе занятия.

*Проблемная ситуация.* Данное упражнение представляет собой работу над ситуацией, основанной на реальных или максимально приближенных к реальным событиях. В каждом разделе представлено по две проблемные ситуации. Задача студентов – работая в небольших группах, проработать обе ситуации. Необходимо внимательно прочитать ситуацию и предложить не менее двух путей решения проблемы, при этом обозначая доводы и предполагая дальнейшее развитие событий при условии выбора того или иного решения. После этого группа студентов готовит диалог, в котором отображается описываемая проблема, вариант решения этой проблемы и последствия предполагаемого варианта. Остальные студенты внимательно слушают диалог и делают собственные предположения о правильности/неправильности и возможности/невозможности предлагаемого развития событий.

*Учебный журнал.* Данный журнал помещён в начале учебного пособия и представляет собой форму самостоятельного контроля. Студент, отвечая на вопросы, после каждого пройденного раздела заполняет журнал и сдаёт его преподавателю.

## Learning journal

Business communication is a very important part of business life. But sometimes people, who are involved in business process, do not know about some rules, tips, etiquette and behavior features for such parts of business as writing letters or e-mails, holding telephone conversations or negotiation process, performing presentations, having a job interviews and so on. This book contains some useful information and exercises that can help you in your professional life. And after you work through each unit, you need to summarize some aspects. It is called learning journal and it looks like that:

Student's name:
Unit:
Focus area:
I learnt about:
It improved my professional skills:
To do this better, I intended to:
I mastered new information about:

You should fill this journal individually after each unit and then give it to your teacher.

## Part 1. EVERYDAY BUSINESS COMMUNICATION

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### Unit 1.1. Introduction as a first impression



**Objective – to learn how to make a first impression and how to start communication in business**

#### **Unit plan:**

1. Questions for discussion
2. Reading text about introduction rules in business
3. Exercise for making dialogues
4. Questions for discussion
5. Reading text about business etiquette
6. Exercises for business cards
7. Questions for discussion
8. Reading text about business cards' etiquette
9. Exercise for making a dialogue
10. Studying new words and expressions

#### **Knowledge:**

1. Learn about primary rules of business communication
2. Study common business etiquette
3. Learn about business cards' traditions around the world
4. Learn the general business vocabulary and word expressions

#### **Skills:**

1. Practice to introduce yourself and partners
2. Practice conversations on private and business topics
3. Practice to characterize mistakes in business cards
4. Practice personal business card design



When meeting new people and starting a conversation in English, what do you usually find the most difficult? In what situations might you have to use to introduce yourself or your company?

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## The Art of Business Introductions

Business etiquette rules for introducing people in a business setting are not much different from the accepted customs of personal introductions in a social setting. Unfortunately, the rules of introduction are not so straightforward and simple as one might think, and who you introduce first does matter.

For example, in most social settings in the U.S. it is still considered customary and preferred for women to be introduced to men (instead of men being introduced to women). But as women achieve more equality this rule is changing, particularly in the U.S. business world.

### ***Situations where social and business introduction rules are the same***

In both business and social situations, you should always introduce:

- Younger people to older people;
- Junior ranking professionals to senior ranking professionals;
- Business contacts and staff to clients;
- Personal acquaintances and family members to business professionals when attending a business function;
- Guests to their hosts.

### ***Social protocol for introducing people in a business situation***

In a business setting, always introduce people by saying their title and full name first, and then follow with a brief interesting or relevant piece of information about the people you are introducing.

If the person you are introducing has no title, or you do not know their title, or it would seem too formal for a particular setting, you can offer their name first, but still followed with information about what they do.

### ***How to respond to an introduction***

When someone has just been introduced to you, your response should be genuine, short, and simple. You should also repeat the person's name at the end of your greeting.

Repeating the name of the person you were just introduced to serves two purposes: it shows polite respect and it helps you to remember the person's name.

You can also add a brief comment about the person (not about yourself): "It is wonderful to finally meet you, Dr. Wilkins. I look forward to working with you."

### ***How to respond to an introduction if you do not know someone's title***

If someone was introduced to you without reference to their title you have to use some common sense in your reply. Your response should take into account why you are being introduced.

In most cases, introductions as a social courtesy demand a more formal reply (using titles and last names), while introductions to build business relationships between people of equal status can generally be more relaxed.

For example, if you are being introduced to someone you might work or partner with or someone who is of equal social or professional standing you can use their first name in your response: *“It’s a pleasure to meet you, Margaret.”*

If you are being introduced to a potential new boss or someone that is or will be your senior, be more formal and add their title: *“It’s a pleasure to meet you, Ms. Dixon.”*

***Introduction Etiquette Tip:*** Never respond to the initial introduction with a personal brag about yourself. For example, you would not respond to being introduced to Dr. Wilkins by saying, *“It is nice to meet you – I always wanted to be a doctor!”*

*www.thebalance.com*

*By Lahle Wolfe*

*September, 08, 2016*



***Task 1.*** Watch the video about business introduction etiquette. Note some important tips of how you should introduce yourself in formal situations.

Follow the link: <https://www.youtube.com/watch?v=csOAeTeihww>



***Task 2.*** Imagine that you represent your company on a trade fair. Prepare to introduce yourself and describe your job, your company and its product.



***Task 3.*** Work in pairs. Prepare and role-play short introduction dialogues according to the following situations:

- 1) Chief of a Marketing Department introduces himself/herself to subordinates;
- 2) A trainee introduces himself/herself to colleagues;

- 3) Director of “ABC” Company meets his potential client – Director of “XYZ” Company;
- 4) Chief of International Department meets an interpreter;
- 5) Director of “ABC” Company meets a representative of foreign customer’s company.



**Task 4.** What does small talk mean? What questions could be asked in case of first business communication? Work in groups of five and prepare dialogues.

**Student A.** You are an interpreter. It is your first working day in the company. You are young and it is your first work experience. You will be introduced to three different people separately. Have a small talk with them.

**Student B.** You are a General Director of the company and you are going to introduce your new interpreter to three key people he/she is going to work with: your deputy, your personal assistant and your secretary.

**Student C.** You are a Deputy of General Director of the company. You are an old man, very strict and unemotional. As a Deputy you work with some documentation on foreign language and have meetings with foreign colleagues. Meet your new interpreter and have a small talk.

**Student D.** You are a Personal Assistant of General Director of the company. You are middle-aged woman, kind and sociable. In the company you organize meetings with foreign partners, prepare PP presentations and law documentation. Meet your new interpreter and have a small talk.

**Student E.** You are a Secretary of the company. You are young girl, ambitions and very emotional. In the company you need to coordinate business correspondence and telephone calls with foreign partners. Meet your new interpreter and have a small talk.



Do you know something about business cards? What is it and what it is used for? Which information it should contain? What shape and colours it should be?



### **Business Card Etiquette**

Your business card is the first product a potential partner sees from you. It is also one of the best ways to let people know about you. Choose your

design well and your business card will make you look professional, build trust and set you apart from others in your field. If you are at a conference or business event, handing out your business card can be an ice-breaker and can help make networking a bit easier.

Having an effective business card is not as simple as listing your name and contact information on a small 3.5” x 2” card. In fact, there are thousands of ways you can format your business card, many options when it comes to the information you include, and even more ways you can make your business card stand out. If you fail in any of these areas, though, you could lose prospects.

**Make sure the contact details on your business card are correct.** We cannot stress enough the importance of clear contact details, correct spelling and choosing a readable font, in a readable size. Apart from your name and job title, make sure you mention your business, your telephone number, your website, your email and even social media handles. Make it easy for your customers to contact you, in the way they feel most comfortable with.

**Use the same design as your website and other promotional materials.** It will be easier for your customers to remember and recognize you. If you don’t have a website or other marketing materials but your business has an established logo or is well known for something in particular (your banner, the building, the uniforms of your staff etc.), try to integrate that into your business card.

**Give preference to simplicity.** Choose non-bright and common used colours such as dark blue, deep green or brown. Don’t use dark text on a dark background and light text on a light background. It is important to maintain contrast as between background and text as between colours itself. Ideal and classic variant for business cards is standard black-and-white coloring. Try not to use printed background.

**Don’t set experiments with fonts.** It is not always recommended to use large fonts. Remember that a business card is something that you read from close up. You can use a font size of 10–11 points for the body of the text and a font size of 7–8 points for the contact field (phone number, E-mail etc.). When you want to emphasize something on your business card it’s better to use a larger font than to make the letters bold. Bold fonts tend to be unclear when printed.



**Use separate business card for your foreign business partners.** Business card etiquette means that you should not fill both sides of your card by contact information. Let one side be empty at all or put some useful information about services provided by you or your company. If you need translate your business card, prepare separate set of it on language according to your business contacts (English, French, Arab, Chinese, etc.).

**Keep your business cards up to date and well stored.** Giving out wrinkled, stained or outdated business cards will make the same impression on your customer: that your business is disorganized, out of date and unsteady. And don't forget to update your personal information if you changed your surname or mobile phone number, get a degree or new position.

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**Task 5.** Look at the business card given below. Define which information it contains. Does this card satisfy business card design rules?

**B J Translations**  
*Translation | Interpreting | Typesetting*

**Ben Jones**  
Fellow of the Institute of Translation and Interpreting  
Member of the Translators Association

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**Task 6.** Look at the business cards given below and analyze them. Which mistakes their designers made? How can they improve these cards?



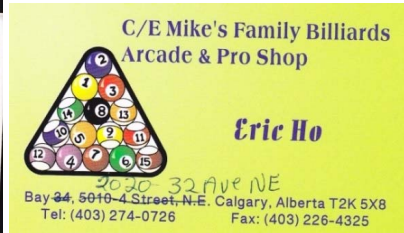
Business card 1



Business card 2



Business card 3



Business card 4



**Task 7.** Sum up all the information and rules about business cards. Make your own business card for your profession (future profession).



**Task 8.** Watch the video about business card etiquette. Note some important tips of how you should exchange business cards.

Follow the link: <https://www.youtube.com/watch?v=HePYomi139g>



Do you think there are some differences about business cards in different countries and cultures? If yes, what are they? From what are they depended?



## **Business Card Etiquette Around the World**

When doing business abroad it is important to understand the local culture. And one of the most important foreign culture areas for business person is business etiquette. Understanding it allows you to feel comfortable in your dealing with foreign partners.

One aspect of business etiquette that is of great importance internationally is the exchanging of business cards. Unlike in North America or Europe where the business card has little meaning other than a convenient form of capturing essential personal details, in other part of the world the business card has very different meanings.

As it happens everywhere, the meeting usually begins with the passing of the business cards. Good business etiquette requires you present the card so your partner's language is face up (if you have two sides business card). Make a point of studying any business card, commenting and clarifying some information on it. Give and receive cards with your right hand. This can make a big difference when doing business internationally. Always make sure you have enough business cards on you for the occasion. It is embarrassing to be caught without any.

**Business card etiquette in China.** It is preferable to present your own card before asking for another's business card. Hold out your card with both hands with the text facing the other party. Study the card for a moment before putting it away. It is then polite to greet the other party. When seated, place previously received business cards upon the table, in front of you. Never write on someone's business card. Gold is a lucky color in China, and gold print or embossing on your card is never a bad idea. When translating your card into Chinese, make sure the script for the characters is Simplified Chinese, as that is the most commonly used script today in most parts of China. Also, be sure that the right dialect is used in translating the words (e.g. Cantonese vs. Mandarin), and that it corresponds to the region of China that you will be doing business in. Your title should also be listed somewhat prominently on the card.

**Business card etiquette in Japan.** Business cards in Japan are an important part of not just business interactions but personal encounters as well. Make sure that your business and title are prominently printed on the card. The Japanese place great importance on rank and title. Hold out your

business card with both hands, and accept other's cards with both hands. Accept another's card by grabbing the bottom corners (the side facing you). After handing over your card, bow and present yourself by saying your name, company, and title. Present your business card to the highest ranked individual in the vicinity first. After receiving business cards, take a moment to look over them. Then put the card away in a card case or your wallet carefully. Don't just crumple it up into your pocket. Don't write on another's business card.

**Business card etiquette in India.** Business cards are exchanged after the initial handshake and greeting. If you have any university degrees or honors information, put it on your business card. Use your right hand to present and accept business cards. English is widely spoken so there's not as much of a need to translate your card into Hindi or the local dialect.

**Business card etiquette in Arab countries.** Always present and accept business cards with your right hand. Business cards are part of the course in the Arab world, so make sure to get yours printed in both Arabic and English. It is important to remember that Arabic is read from right to left meaning an Arab's eyes are automatically drawn to the right side of a piece of writing, so place your company logo accordingly on the card.

**Business card etiquette in the UK and the USA.** The exchange of business cards is quite informal and doesn't require a lot of ceremony. Business cards may be placed directly in your pocket if necessary. Cards should be kept neat and presentable. It is only necessary to hand out business cards to business contacts or those who present their card to you first. Business cards are not usually used in personal situations.

**Business card etiquette in Europe.** Having a deal with European business partner, it is necessary to pay attention that your business card has not only English side, but translated into local language. Like in the UK and in America, business card exchanging in Europe has little importance. In European countries you may give your business cards personally to everyone or just put it around the table before meeting with making some comments.

*www.intertrade.com.*



**Task 9.** Work in pairs. Using the information from the text and from other resources, prepare a small dialogue of introduction between business partners from two different cultures. Perform it to the class.



Words and expressions

**Introduction**

Let me introduce myself.  
Let me introduce my partner.  
This is...  
This must be...

**Check and clarify**

Could you say it again?  
Sorry, I didn't catch...  
Sorry, I didn't get that.  
Could you please repeat it for me?

**Tell about yourself**

I am from the company...  
I work as...  
I am responsible for...  
My job entails...  
I am in charge of...

**Make a feedback**

Nice to meet you.  
It sounds interesting.  
What about you?

## Unit 1.2. Cultural differences in up-to-date business



**Objective – to learn about the importance of cultural differences in business communication**

**Unit plan:**

1. Questions for discussion
2. Reading text about key factors in cultural differences
3. Exercise for preparing a report
4. Exercise for making a dialogue

**Knowledge:**

1. Learn about key factors of business communication's success in different cultures
2. Learn about different countries and cultures from the business point of view
3. Study to avoid cultural misunderstandings

### **Skills:**

1. Practice to prepare oral speech about business behaviour and customs in different countries
2. Practice to invent and role-playing a problem situation



What are the cultural differences? Are they important in business? Why or why not? Where in business you can face up with difficulties in culture area? How can you deal with them?

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### **Successful Business Communication with Foreign Partners**

A key to being successful in business internationally is to understand the role of culture in international business. Whatever sector you are operating in, cultural differences will have a direct impact on your profitability. Improving your level of knowledge of international cultural difference in business can aid in building international competencies as well as enabling you to gain a competitive advantage.

Common cultural elements include social structure, language, religion and communication. Beliefs about the role of business and how business activities should be carried out fall into this understanding of culture, since business partners interact within their own cultural context. Examples of cultural preferences in business might include the pacing of negotiations, level of formality between business partners and subtle versus direct conversation about money. Language is a very complex thing, and communication between people speaking different languages is difficult. Language is a way of looking at the world, and even skilled translators can find it tricky to convey complex emotions and concepts, which can lead to misunderstandings. When you think about how often you misunderstand someone speaking your language, you can imagine how hard it is to get the full meaning from something a person with a different cultural background is saying to you.

**Communication** is the key to success for any business, whether you are operating nationally or internationally, but when operating internationally it becomes even more important due to language barriers. In some countries, like the United States and Germany, it is common for people to speak loudly and be more assertive or aggressive when sharing ideas or giving direction. In countries like Japan, people typically speak softly

and are more passive about sharing ideas or making suggestions. When interacting with people from different cultures, speaking in a neutral tone and making a conscious effort to be considerate of others' input, even if it is given in a manner to which you are not accustomed, can help foster effective business communication.

**Body language** is another key factor in cultural difference. As different countries have different ways to convey or share their message, for instance in Germany people tend to speak loudly when sharing ideas, whereas in Japan people speak softly, it very important to know what your body language should be doing when interacting with people whether it's your business partner or an interviewer.

**Political influences**, both past and present, can potentially affect the way a person or company does business. Some cultures have a very strong sense of nationalism and government pride, and therefore, are more comfortable and willing to purchase from companies with some sort of government backing. Conducting business with those of differing cultures can also impact negotiations if there are on-going political disputes between the involved parties' countries of origin. To avoid conflict, it is best to avoid discussing any political matter that does not directly pertain to the business at hand.

**Behavioral differences** in different cultures can cause misunderstandings. Every culture has guidelines about what is considered appropriate behavior. In some cultures, looking someone in the eye when they are talking to you is considered rude, while in other cultures refraining from doing so is considered disrespectful. Getting right to the point at a business meeting may be considered impolite by some, who expect to have "small talk" before the business discussion. Likewise, in some cultures, people talking to each other give each other space, while in other cultures, they stand close. These differences can be barriers to effective communication if they are not recognized.

**Display of emotion** can differ from culture to culture. In some countries, displaying anger, fear or frustration in the workplace is considered inappropriate in a business setting. People from these cultures keep their emotions hidden and only discuss the factual aspects of the situation. In other cultures, participants in a discussion are expected to reveal their emotions. You can imagine what misunderstandings can arise if a businessperson displays strong emotion in the company of employees who feel that such behavior is out of place.

Ignoring culture in business communication can lead to problems and communication disruptions. Internal business communication can be disrupted or misinterpreted if workers don't share the same understanding of goals, expectations and processes. Understanding a culture can help businesses anticipate potential challenges or barriers in the adoption of new policies or processes before efforts break down. For example, some business cultures may thrive in an exchange and dialogue-based communication system while other cultures (for example, Japanese and Arab cultures) rely more heavily on subtext. If new information or ideas are suddenly imposed on employees accustomed to a more collaborative work culture, there may be a lack of buy-in and the project will fail.

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**Task 1.** Choose the country you like. It can be as an English speaking country, as any other. Within one group of students countries should not be repeated. Make a short message about the peculiarities of making business in a country you chose. The message should include points about business traditions, business etiquette, business rules and taboos. The message should be presented in oral way in English.



**Task 2.** Work in pairs. Make up a short dialogue between representatives of two different cultures. The main idea is to present a situation of misunderstanding. The other students should analyze what was wrong, what should be in a right way and how could two representatives avoid this misunderstanding.

### Unit 1.3. Business correspondence



**Objective – to learn key features of business correspondence and to study how to compose it**

#### Unit plan:

1. Work with vocabulary
2. Questions for discussion
3. Reading text about structure of business letters
4. Exercises for defining structure of business letters
5. Questions for discussion



6. Reading text about types of business letters
7. Exercise for work with sentences from business letters
8. Questions for discussion
9. Reading text about business e-mails
10. Exercises for business e-mails
11. Questions for discussion
12. Reading text about business letters' etiquette
13. Writing a business letter and e-mail
14. Problem solving

**Knowledge:**

1. Study the vocabulary and useful phrases used in business correspondence
2. Learn the structure of business letters, their content and writing style
3. Learn different types of business letters
4. Study the structure of business e-mails and define their difference with business letters
5. Learn key etiquette tips in business correspondence

**Skills:**

1. Practice to distinct and compose key blocks of business letters
2. Practice to work with the Internet sources and find required information
3. Practice to define content of business letter according to its purpose
4. Practice to distinct structure of business e-mail
5. Practice to write business letters and business e-mails
6. Practice to solve problem situations



**Useful vocabulary**

application	margin	adjustment
block style	opening	complaint
body	outcome letter	confirmation
certified mail	proofread	cover
closing	recipient	guarantee
data	reference	inquiry
enclosure	sender	order
formal	signature	proposal
heading	spam	reminding
income letter	subject	request
letterhead		



When was the last time you wrote a letter? What did you write about? Have you ever write a business letter? What is the importance of written communication in business?

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### **Structure of Business Letters**

Letter-writing is an essential part of business. In spite of telephone communication, the writing is continued process; in fact most telephoned conversations have to be confirmed by letters.

With a help of business letters, companies exchange information, make proposals, claim, give an appreciation and confirm agreements. The final success is fully depends on the correctness and clarity of the letter. In nowadays business communication it is very important to know letter-writing rules because types and stylistic features are different.

In general, business letter is usually a letter from one company to another, or between organizations and their customers, clients and other partners.

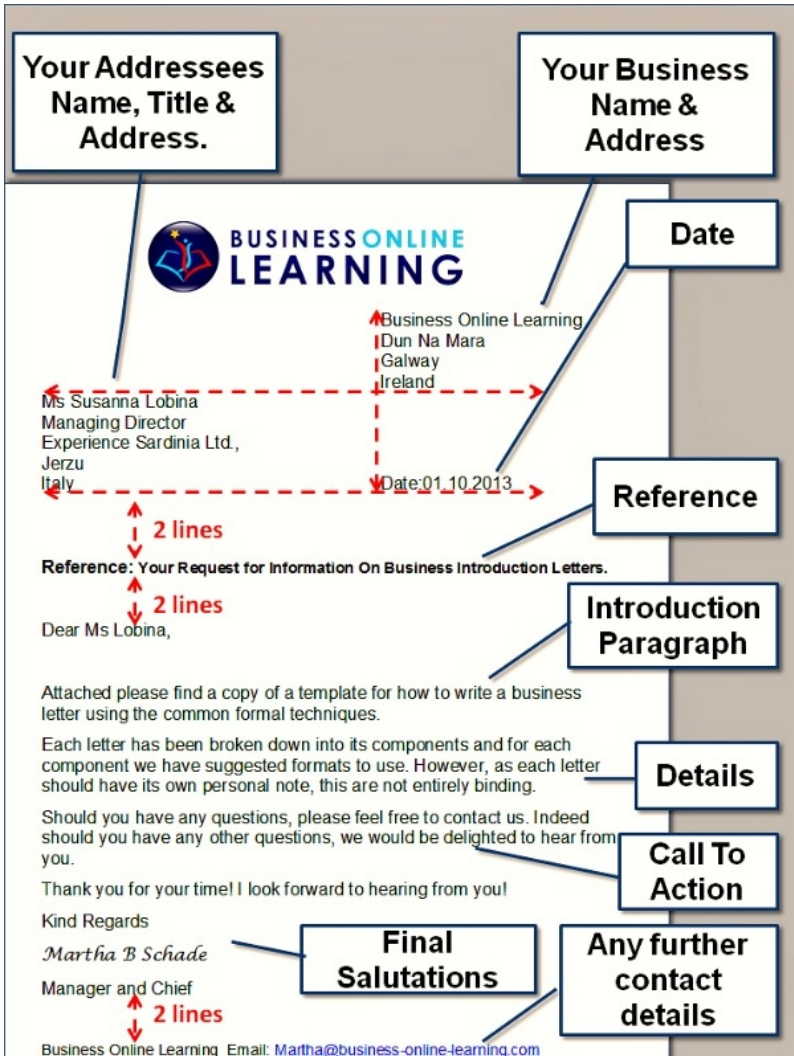
Business letter as an official document must be followed the required structure:

1. Sender's address. This is the writer's full address.
2. Date. This is the day, month and year that the letter is written on.
3. Inside address. The recipient's full name and address.
4. Income and outcome references. Income reference is put by the receiver of the business letter and outcome reference is put by the sender. It is necessary part of office workflow which helps to find appropriate letter after some time.
5. Greeting. Also known as the "salutation," this is the introductory phrase, "Dear [name of recipient]." Either a comma or a colon can be used at the end of this phrase. Today, a comma is more extensively used, with the exception of the use of a title (i.e. "Dear Member:") and not a proper name. In this case, the use of a colon would be more appropriate.
6. Opening. A sentence or some sentences which describes the idea of the letter or the reason of writing.
7. Body of the letter. The complete text of the letter; the subject matter content.
8. Closing. This is the farewell phrase or word that precedes the signature and is followed by a comma. Closing should reflect a type of farewell or goodbye as the writer signs off.

9. Signature. The signed name and position of the writer.
10. Enclosure (if required). This part of the letter provides full list of documents which are send with.



**Task 1.** Look at the following business letter sample and learn its structure. Think where you should put such components as references, enclosure and company logo.





**Task 2.** Look at the following business letter. Define its structure. Find your own examples of business letters in the Internet and analyze them.



**Liberty Mutual Group**  
2100 Walnut Hill Lane, Ste.100.  
PO Box 152067  
Irving, TX 75015-2067  
Phone: 972-550-7899  
1-800-443-2692  
Fax: 972-518-1923

July 3, 2007

Stan Handman, President  
NevaSlip  
271 Western Avenue  
Lynn, MA 01904

Dear Stan,

It was enjoyable meeting with you recently and I wanted to send you this letter. As we discussed, slips & falls are the largest source of injuries to the public and the second largest cause of worker injuries in the United States. Slips & falls inside stores, supermarkets, hotels and workplaces are a very large problem.

Various studies have shown that two-thirds of all falls can be traced to floor surface slip resistance problems. Your company has been on our list of well recognized suppliers for over the past fifteen years. Liberty Mutual provides this list to our customers so that they can use proven slip resistance treatments. A number of our clients have used your products and they have dramatically reduced or eliminated slip and fall injuries.

We appreciate your interest in safety and the prevention of slips & falls. Besides reducing serious injuries and their related costs, productivity and efficiency are improved when floor surfaces are kept in proper condition. If you have any questions, feel free to let me know.

Sincerely,

*John W. Russell*

John W. Russell - PE, CSP, CPE, CPEA, ARM, PCMH  
Technical Director - National Markets Loss Prevention



**Task 3.** Find Russian equivalents for the following English shortenings and abbreviations. Can we use the same tradition when use these words in Russian? Why or why not?

ASAP	BR	Qty	bus
Encl.	LLC	Thx	Corp.
Ref.	attn.	FAO	Co.
pp	cc	CEO	Inc.
PS	FIO	bal.	Pls
a/c	JSC	dtd.	Dept
dt	PTO	i.e.	Ltd.
e.g.	Re	FYI	HQ
GMT	Plc.	mo.	K



What types of business letters do you know? Why they are different?  
What are their specific features?

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### Types of Business Letters

In written business communication there are a lot of business letters' types and each of them has a specific focus. Below there are some examples:

**1. Proposal Letter.** Typical proposal letter starts with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, this letter includes strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

**2. Order Letter.** Order letter is sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. This letter must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

**3. Complaint Letter.** The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

**4. Adjustment Letter.** An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

**5. Inquiry Letter.** Inquiry letter asks a question or elicits information from the recipient. When composing this type of letter, keep it clear and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

**6. Cover Letter.** Cover letter usually accompanies a package or report. It is used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. This type of letters is generally very short.

**7. Guarantee Letter.** A letter of guarantee is a type of contract issued on behalf of a customer who has entered a contract to purchase goods from a supplier and promises to meet any financial obligations to the supplier in the event of default. It has very formal structure and is full of special financial terms and clichés.

**8. Request Letter.** This type of letter is usually written when you need certain information, permission, favor or service or any other matter. In this letter you should note all the points and questions which have great interest to you and your company.

**9. Reminding Letter.** This letter usually reminds the reader about and his/her expected action about meeting, feedback, document signing and so on. But commonly it is used when you need to remind your client about postponed payment. It's best to presume that your customer has made an honest mistake and send the first letter as a gentle reminder. If you do not receive a response or prompt payment from your customer after the first few reminder letters you have sent, you may wish to send additional reminders with strict legal language.

**10. Confirmation Letter.** This letter is a correspondence sent to confirm details, like oral agreements, appointments, and job interviews. The letter can also confirm a reservation, a response to an invitation, receipt of a various items or services, or travel arrangements. Confirmation letters are brief and can be easily written by a simple format.



**Task 4.** Look at the sentences given below. Define what type of business letters they can belong to.

1. With reference to your advertisement in the Silver Globe dated April 3, 2015, I would like to have a copy of your latest catalogue.
2. We are glad to inform you that your proposal for the project has been reviewed and accepted.
3. We would like to remind you about meeting on Monday morning.
4. I should be grateful if you would send us your brochure and price list about your translation services.
5. I have pleasure in enclosing our latest brochures and price list from which you can see that our prices are highly competitive.
6. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.
7. We look forward to seeing you at PJ's on Saturday. Please bring this invitation with you and present it at the door.
8. Your January invoice was for £550.00 and we have yet to receive this payment. Please find a copy of the invoice enclosed.
9. Mrs. Brown is a resourceful, creative, and solution-oriented person who was frequently able to come up with new and innovative approaches to her assigned projects.
10. We tailor these to the individual market and goals of each firm with which we do business. In your case, we would promote boat sales and marine services according to your objectives.
11. Please take 5 minutes to glance through the enclosed product leaflet. I'll give your secretary a ring next week to see when it might be convenient for you to see me.
12. As that is some 3 weeks ago and we have not yet received advice of delivery, we are wondering whether the order has since been overlooked.
13. We are sorry you did not receive your package as promptly as you expected. We experienced an unusually large number of orders, which disrupted our normal delivery schedule. To serve you better and faster, we are busy expanding our staff.
14. In case this discrepancy is the result of a simple oversight, I am resubmitting copies of the estimates I sent to you a month ago,

- including your own adjuster's statement of the damage. Please send me the correct amount as soon as possible, so I can complete the repairs.
15. Complications at work have forced me to put my personal plans on hold for a short time.
  16. This letter is to confirm my telephone order of 30 dryers, catalogue #12345. Please ship 15 of the dryers to the Springfield Plant and 15 to the Middleton Plant. We must have them for a project that begins May 1st.
  17. Please send me a certified copy of the plat map that encompasses 1600 South Main Street, Springfield, KS 12345, and mail it to that address. I have enclosed \$15.00 to cover the copying charges and \$2.50 for shipping.
  18. I just wanted to let you know that I have started a business of my own and am looking for people who are personable, open-minded, hard-working, and who are looking to make extra income or perhaps make a career change.
  19. Yes, we can custom-make waterproof aluminum boxes for mounting luggage on your motorcycle at a reasonable cost. You are welcome to visit our office at 1600 Main Street, where our design personnel have pictures of such custom-made boxes.
  20. We noticed that one of the outer edges of the wrapping has been worn through, presumably as a result of friction in transit. When we took off the wrapping it was not surprising to find that the carpet itself was soiled and slightly frayed at the edge.



How often do you write an e-mail? For whom do you send it and for what purpose? Do you believe that e-mailing is much more convenient than paper corresponding? What are advantages and disadvantages of business e-mails?

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## **Business Letter and Business E-mail – What Are the Differences?**

In the digital era, business e-mail is miles ahead of business letters in cost and convenience. And of course, there are differences between these two modes of communication from.

**Application.** Business e-mail lets you accomplish the same that you would with business letters. The advent of electronic signature technology makes e-mail the most convenient choice – even from a legal view – for various company-related communications. As laws differ from country-to-country, grey areas remain on whether e-mail contracts are legally binding globally. Such matters are a main exception for the continued use of business letters in the digital world.

**Tone and Style.** Business letters follow more or less a formal style and reserved voice. Some exceptions are documents like sales letters. In these, you find content that’s less formal and that uses an interactive tone. Business communication through e-mail typically takes the informal route and uses a less stringent style.

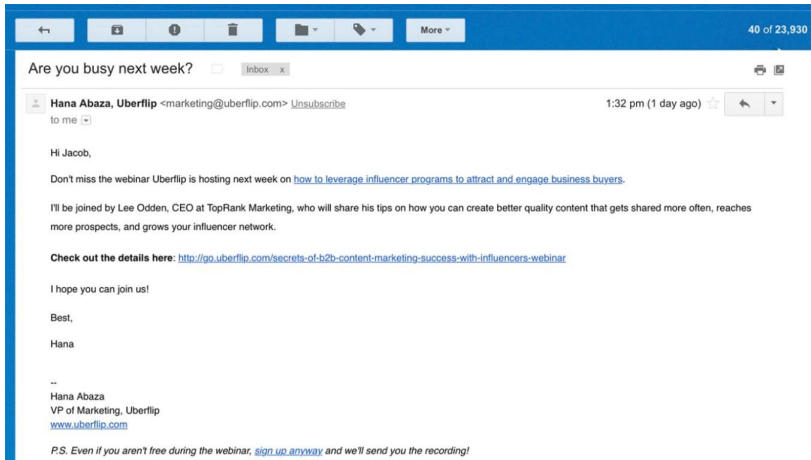
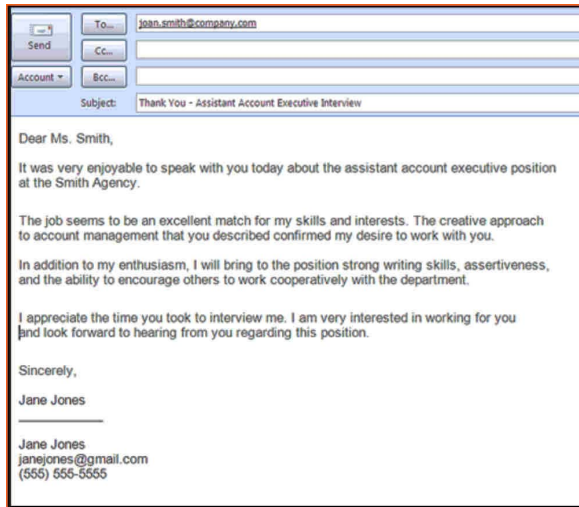
**Cost.** Business letters cost much money, especially for small companies. Here are the cost-components of a business letter: paper, envelope, postage, gum, tape, toner, computer, and printer electricity charges, and the content typing cost. Business e-mail has only the last two elements in the previous list and the modem electricity charges and Internet cost.

**Confidentiality.** Business letters, while in transit, maintain the confidentiality of their content better than business e-mail. In the latter case, the scope for someone to snoop on it is larger because the message travels to its destination via the Internet – the public network. With advancements in e-mail security technology like secure protocols and encryption, however, the potential for the wrong eyes to read a business e-mail is lowest.

**Acknowledgement.** If you need the proof of receipt of your communication, the business letter route serves you the best. True, today’s many desktop e-mail clients have the Return Receipts feature. If it will deliver an acknowledgement depends on whether your customer uses one of such e-mail software and if he has enabled the feature.



**Task 5.** Look at the following business e-mails. Define their structure. Do these business e-mails differ from business letters? What are the differences?





**Task 6.** Look at the following situations. Decide what type of letter you should write for each of them. Prepare a short plan of the letter which should include key points of the writing.

1. Your company changed bank details.
2. You received an order with damage package.
3. Your supplier sent a wrong good by mistake.
4. Your business partner forgot about meeting.
5. You want to invite textile companies for international trade exhibition.
6. You want to book a flight for you and your boss.
7. You didn't make payment for the order in time because of financial difficulties.
8. You want to get more information about the repair machineries of ABC, Inc.
9. You want to confirm the meeting on Monday.
10. You want to appreciate your business partners for the hostility during the business trip.
11. You want to get a job as an interpreter in manufacturing company.
12. You want to visit your foreign partners for prospective business cooperation.
13. You want to sign a contract with your business partner.
14. You have to confirm you will make a payment within 10 days.
15. You changed your workplace.



Do you think the word “etiquette” is used in connection with letters?  
How can you understand business letter etiquette?

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### **Business Letter Etiquette**

**Select a professional letterhead design for your business.** Your business letter is a representation of your company, so you want it to look distinctive and immediately communicate “high quality.” Your business letterheads should be the same colours as your company has.

**Respond to all personal messages promptly.** Sometimes income letter requires a detailed answer but you haven't enough time to answer immediately. Or sometimes the letter doesn't contain a subject you have to answer to. In this case you should write a short message to thank your

sender and tell him or her that you will answer it as soon as you can or after specifying some details. If the letter doesn't require an answer at all (it is for informational letters, advertisement, non-personal invitations and so on), you need just to appreciate the sender.

**Check outcome message before sending.** When you have written a letter, read it through carefully; see that you have put in everything you intended and expressed it well. Read your letter again trying to put yourself in the place of the receiver to find out what impression your letter would make.

**Use the subject line to indicate the topic.** Some people totally forget about subject line in their letters. But it's quite important to fill it especially in e-mail correspondence because with empty subject line your letter can be recognized as spam and the recipient wouldn't see it. Subject line shows the main idea of your letter so it would be easier for the addressee to define it.

**Express business requests politely.** Even if you know English language well enough, sometimes it can be that you translate some phrases from your own language literally. These phrases may convey quite a different meaning from that intended. You should remember that each language has its own idioms. It is very important to use such words as "could", "would" and "please" for making requests, orders and even in complaint letters because without them your letter may seem very direct and sometimes even rude for English speakers.



**Task 7.** Choose two of the following situations and write a business letter and a business e-mail from your side. Don't forget about the structure of business letters or e-mails and use appropriate words and phrases. Print your letters on appropriate templates. As supporting material use the following literature:

1. Бод, Д.-. Kind regards: Деловая переписка на английском языке. [Электронный ресурс]. – Электрон. дан. – М. : Альпина Паблишер, 2016. – 318 с. – Режим доступа: <http://e.lanbook.com/book/88363>.
2. Воскресенская, Е.Г. Деловой английский: деловая переписка = Business English: Business Correspondence : учебное пособие. [Электронный ресурс] / Е.Г. Воскресенская, О.В. Фрезе. – Электрон. дан. – Омск : ОмГУ, 2012. – 228 с. – Режим доступа: <http://e.lanbook.com/book/13244>.

3. Мазурина, О.Б. Переписка с деловым партнером на английском языке. [Электронный ресурс]. – Электрон. дан. – М. : Проспект, 2015. – 104 с. – Режим доступа: <http://e.lanbook.com/book/54945>.

### ***1. Proposal letter***

You work as a Senior Business Manager in “Jameson Advertising”. Your company edits weekly advertising magazines for wide audience. General Editor asked you to find new clients in repair sphere. Write a letter to your potential clients and tell about the following: your audience, results of your publishing for your other clients, prices and conditions for editing, possibility of discount.

### ***2. Inquiry letter***

You are an Assistant of General Director, and you work in a company “Auto Plus”. In the Internet you found the information about business conference for Executives in automotive industry. The conference will take place in the Czech Republic from 10<sup>th</sup> till 15<sup>th</sup> April. Your boss wants to visit the conference but you have not enough information about it. Write a letter to William Sklenarzh, Manager, and ask for detailed information about the following: special guests, sections, day schedule, hotels and necessary data for registration.

### ***3. Claim letter***

You are an Assistant of General Director in company called “Olympia”. A week ago your company has ordered a big lot of office automation consisting of printers, copy machines, computers and fax machines. Yesterday evening you received your order but after unpacking you found out that one of copy machines was seriously damaged. Write a letter to “Office Master” and ask them for solving problem in two ways: give the money back or change the damaged copy machine.

### ***4. Guarantee letter***

You are a Purchasing Manager in a company “D cor Lux”. Your company produces fabric for sewing clothes. Usually you buy yarns from Indian company “Agarwal and Co”. But because of financial difficulties your company couldn't pay for last order. Vibhuti Mishra, Sells Manager of “Agarwal and Co”, wrote you a letter and asked for payment for ready goods. Write him an answer, explain the current situation, ask to ship your order and give a guarantee that you will pay for it during the month.

### ***5. Information letter***

You work as an Assistant of Sells Manager in “Medical Pro, Ltd”. You should write a letter to all your clients and inform them that your company changed the bank you work with for receiving payments. Note the name of the bank and new bank details.

### ***6. Reminding letter***

You are an Assistant of Developing Manager Andrew McCoy. Your company “Servo Motor Parts” produces spare parts for light vehicles. You are going to sign the contract with American company “K-Techno” which produces tools for repairing of machineries. Three weeks ago you have sent a text of the contract to “K-Techno” Sells Manager Ann Cross. You want her to discuss the text with her boss and give you an answer with some corrections. But she still has not answered you. Write her a letter and remind about your request.

### ***7. Confirmation letter***

You are a Buying Manager and you work in company “Fashion Look” which sells different exclusive men and women clothes. Two days ago you have received a big lot of order from Italian fashion room “Venice”. After detailed examination you made certain that you have got all the clothes your company had ordered. Write a letter to your Italian partner Francesco Del Marino and confirm the receiving according to the list of goods in details.

### ***8. Request letter***

You are a Secretary of General Director in manufacturing company “Merix Corporation”. Some representatives from your company are going to trade exhibition in Beijing from 11<sup>th</sup> to 15<sup>th</sup> of April. Write a letter to the travel agency “Around the world” and ask agent Julie Tuno to book a flight and hotel rooms for your General Director Andrew Brian, Marketing Director Ivan Markowitz, Purchasing Director Antony Power and Personal Assistant of General Director Samantha O’Neil. Be attentive with conditions of flight and accommodation.



## PROBLEM SITUATION

**Situation 1.** For last seven years you work in big and successful company providing different special training courses for other companies. You are an Assistant of General Director and you have very close business relations with your boss. You sometimes help him to take important decisions and he usually encourages your initiative. Now your boss is in business trip abroad and you can't contact with him too often. Looking through e-mail income box you find a mail from a potential client: General Director of big industrial company with huge staff. He asks you about your company, your services, cooperation conditions, list of courses and prices. You send him this information, but after that he asks to send him detailed CVs of your coaches. By the way, all the information about coaches is presented on web-site of your company. But for potential client it's not enough. You have no additional information and politely explain it in your answer. Finally, after long-term typing your client refused from cooperation with you. When your boss comes back from the business trip, you tell him about the situation. Your boss gets in bate because he knows the client well and it was vitally good for your company to cooperate with him. Now you must return the trust of your boss and the client too.

**Situation 2.** You work as an Executive Manager in a big company which produces fabric. Your company cooperates with different yarn suppliers from Russia. Current economic situation makes you to refuse from services of your Russian partners because of high price level. Your boss takes a decision to find new suppliers from abroad. As you work in the company for a long time, you know everything about goods you need: price limit, technical requirements, quantity and weight. Searching for the Internet, you find several companies. You write e-mails to their representatives but there is no answer. You call them by the phone but there are some difficulties: someone doesn't speak English, someone doesn't hang the phone. But your boss can't wait and ask for the result.

## Unit 1.4. Telephone conversations



**Objective – to learn how to make and to receive telephone calls and solve problems and appoint meetings by telephone**

### **Unit plan:**

1. Work with vocabulary
2. Questions for discussion
3. Reading text about telephone conversations
4. Training exercises
5. Work with sub-units

### **Sub-units plan:**

1. Questions for discussion
2. Work with vocabulary
3. Exercise for preparing and role-playing dialogues

### **Knowledge:**

1. Study basic telephoning rules and etiquette tips
2. Learn how to open a call
3. Learn how to close a call
4. Learn how to take a message
5. Learn how to make a plan on telephone
6. Learn how to deal with communication breakdown
7. Learn how to solve problems on telephone
8. Learn how to handle a complaint on telephone
9. Study useful telephoning vocabulary and phrases

### **Skills:**

1. Practice opening a telephone call
2. Practice closing a telephone call
3. Practice taking a message
4. Practice making a plan on telephone
5. Practice dealing with communication breakdown
6. Practice solving problems on telephone
7. Practice handling a complaint on telephone
8. Practice role play





## Useful vocabulary

answering machine	cell phone	hang up
area code	collect call	hold on
busy signal	conference call	international call
call back	cordless phone	long-distance call
call diversion	desk phone	pick up
call hunting	dial	put down
call waiting	handset	subscriber



How often do you make phone calls during the day? What is their purpose? Do you use different language style for different conversations? If yes, give some examples.

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## Telephoning Rules

Communicating on the telephone is a very difficult task for English language learners. The issue is the clarity of the phone call – often there can be some troubles with connection or sometimes even native English speakers can have poor pronunciation and speech defects.

Another problem is the lack of visual confirmation. We can't see the person we are talking to directly – so we have lost some important information for helping us understand what is being said. We don't know if the person we are talking to is nodding his or her head in understanding or not – or looking confused and frustrated.

**Speak slowly and clearly.** Listening to someone speaking in a second language over the telephone can be very challenging because you cannot see the person you are trying to hear. However, it may be even more difficult for the person you are talking with to understand you. You may not realize that your pronunciation isn't clear because your teacher and fellow students know and understand you. Pay special attention to your weak areas when you are on the phone. If you are nervous about using the phone in English, you may notice yourself speaking very quickly. Practice or write down what you are going to say and take a few deep breaths before you make a phone call.

**Make sure you understand the other speaker.** Don't pretend to understand everything you hear over the telephone. Even native speakers ask each other to repeat and confirm information from time to time. This is especially important if you are taking a message for someone else. Learn the appropriate expressions that English speakers use when they don't hear something properly. Don't be afraid to remind the person to slow down more than once.

**Learn telephone etiquette.** The way that you speak to your best friend on the phone is very different to the way you should speak to someone in a business setting. Many speakers make the mistake of being too direct on the telephone. It is possible that the person on the other line will think that you are being rude on purpose if you don't use formal language in certain situations. Sometimes just one word such as "could" or "may" is necessary in order to sound polite. You should use the same modals you would use in a formal "face-to-face" situation. Take the time to learn how to answer the phone and say goodbye in a polite manner, as well as all the various ways one can start and end a conversation casually.

**Practice dates and numbers.** It only takes a short time to memorize English Phonetic Spelling, but it is something that you will be able to use in any country. You should also practice saying dates and numbers aloud.

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**Task 1.** Divide into three separate groups: Group A, Group B and Group C. Work in these small groups. Write down all the letters of English alphabet from A to Z in your notebooks. Find three words for each letter according to the requests: Group A can write only persons' names, Group B can write only names of countries or cities and Group C can write only simple nouns. Check in the class.



**Task 2.** Follow the instructions given by your teacher and write down the information you will hear: dates, telephone numbers, names and key words from the text. Compare your notes with your partner and then check it in the class.

## Unit 1.4.1. Opening a call



What do you do before you make a telephone call to someone you have never called before? How do you feel about receiving unexpected telephone calls? What sort of telephone calls do you make? Why do you make these calls?



### Words and expressions

#### Introduce yourself

(Company), can I help you?  
Good morning, (company)  
This is Mr. X from (company)  
Mr. X speaking

#### Identifying the caller

Who's this, please?  
Who's calling, please?  
Who's that speaking?  
May I ask who's calling?  
I'm sorry, I didn't catch your name.

#### Ask for connection

I'd like to speak to...  
Could you put me through to...?  
Could I have extension..., please?  
Could I speak to someone in the...  
department?  
Can I have a word with...?

#### Making the connection

Just a moment.  
I'm putting you through.  
Hold on, please.  
Hold the line, please.  
Still trying to put you through.  
Trying to connect you.  
You're through now.  
Go ahead, please.

#### Explaining the purpose

I'm calling about...  
The reason I'm calling is...  
It's about...  
It's in connection with...  
It's concerning...

#### Asking about the purpose

Could you tell me what it's about?  
What's it in connection with?

#### Spelling/repeating

Shall I spell it for you?

Could you spell that, please?  
You'd better spell that, please  
(informal)...  
Could you just go over that again?  
Let me just repeat that...



**Task.** Work in pairs. Prepare to make and receive the following calls.

1. **Student A:** Phone to a medical center and ask to make an appointment to see a dentist.  
**Student B:** You work at reception in medical center. Receive a call from a client, ask about date and time of appointment and name the doctor.
2. **Student A:** You would like to reserve a table in a restaurant for your birthday dinner on June 12<sup>th</sup> at 7 p.m. Make a call and book a table.  
• **Student B:** You work on reception in a restaurant. Receive a call from Student A.
3. **Student A:** Tomorrow morning you feel bad. You know that your illness is not serious and you don't want to take a sick day. Phone to your boss and explain him a situation. Ask to stay at home for couple days.  
**Student B:** You are Student A's boss. Receive a call from him/her and ask about his/her state of health. Let him/her to stay at home.
4. **Student A:** A week ago you have sent a dispatching to your friend in America by express air mail. Phone to delivering company and ask about the state of your dispatching.  
**Student B:** You are an operator of a call-center in delivering company. Receive a call from your client. Ask for date of delivering and recipient's address and inform about dispatching state.

### Unit 1.4.2. Closing a call



What kind of problems do you have closing telephone calls? Do your calls sometimes either end very suddenly or continue too long?



**Task 1.** A major reason why some people find it difficult to end telephone calls is that they don't want to appear rude or abrupt. How do you usually end calls? How abrupt or direct can you be? Discuss how you would normally end these types of call:

- ✓ a call to your boss;
- ✓ a call to a colleague;
- ✓ a call to a friend;
- ✓ a call to a customer.



## Words and expressions

### Confirmation

So, let me just go over that...  
Can I just make sure I've got your name right?

### Closing signals

I think that covers everything.  
Is there anything else?  
I'm afraid I've got a meeting now.  
I'm sorry, I must leave it there.  
Could you please leave your telephone number?  
... e-mail address?

### Looking forward

I look forward to seeing you soon ...  
meeting you ...  
hearing from you ...  
our next meeting ...  
Have a good weekend/journey/  
holiday.  
See you soon.  
I'll get back to you.



**Task 2.** Work in pairs. Prepare to make and receive the following calls.

1. Student A: Student B will call you to try and sell advertising space in a new business magazine. You are not interested.  
Student B: You work for The Leader, a new business magazine. Call Student A to see if he/she is interested in advertising at a special rate for the next issue.
2. Student A: Student B will call you about an appointment you have next week with PJ Maxwell. You should note the details and then get off the phone as quickly as possible.

Student B: You work for PJ Maxwell, who has an appointment with Student A on Wednesday next week at 9.30. Mr. Maxwell needs to change the appointment to a later date – if possible on Thursday at the same time.

3. Student A: You work for Café Mexicana, a new take-away Mexican restaurant. Phone Student B and see if you can interest him/her in a free introductory meal.

Student B: You will receive a call from a take-away restaurant. You like Mexican food but don't have time to arrange anything now. Ask for details to be sent through the post.

4. Student A: You work for a travel firm, Global Star. Student B has booked a flight to Miami next Sunday. Phone him/her with the information about a change of schedule.

Student B: You have booked a flight to Miami next Sunday. You are in a meeting at the moment. Ask for details to be faxed through to you.

### Unit 1.4.3. Taking message



Imagine you have just received a phone call from somebody you don't know. When you put down the phone, what do you expect to have noted? Compare your ideas with the information below.

When you take a message on the phone, what information should you note down?

#### Message structure

1. Name of the caller
2. Time of message
3. Purpose of the call
4. Message details



#### Words and expressions

##### Excuses

I'm afraid he/she is in a meeting at the moment.

I'm afraid he/she is out of the office at the moment.

I'm afraid he/she is on holiday at the moment.

He/she won't be back until Monday.

He/she is away for a week.

I'm sorry, the line's busy. Will you hold?

## Messages

Could I leave a message?

Could you take a message?

Could you tell him/her I called?

Could you give him/her a message?

Can I take a message?

Will you leave a message?

Let me take/write that down.

Is there any message?

I'll just get a pen.

### Reassuring (during the conversation)

I'll make sure she gets the message.

I'll tell him you called.

I'll get someone to ring you first thing in the morning.



**Task.** Work in pairs. Prepare to make and receive the following calls.

1. Student A: You are a purchaser. You need to buy some computer hardware. You've heard that a new distributor called Compusave are offering some very good trade discounts. Call them and try to speak to their Sales Manager.

Student B: You work for a company called Compusave as a sales representative. Your Sales Manager is out at the moment, but you should be able to tell the caller about trade discounts.

2. Student A: Your secretary has made a provisional appointment for you to see a management consultant called Peter Kindale from Hill & Samuel. You have decided you have no time to see him. Phone his office and cancel the appointment.

Student B: You work for Hill & Samuel, a firm of management consultants. One of the team, Peter Kindale, is out of the office at the moment. Take a message for him.

3. Student A: Your colleague Jane Austin is out of the office. You will receive a call concerning an appointment.

Student B: You recently made an appointment to see Jane Austin concerning some legal advice. You are unable to keep the appointment. Phone her to cancel it.

4. Student A: Your boss Mr. Franklin has not arrived to the office yet. You will receive a call for him concerning a meeting.

Student B: You would like to speak with Oliver Franklin, boss of your partner company, for private talk. Call to his office and ask secretary to connect you.

### Unit 1.4.4. Making plans



How much business do you do over the phone? What are possible dangers of doing business over the phone?



#### Words and expressions

##### **Suggesting a meeting**

Could we fix a meeting?

Shouldn't we get together in the near future?

I'd like to see you before the end of the month.

##### **Negotiating a time**

Let me have a look at my diary.

Could we manage next Tuesday?

I could shift things around a bit.

Maybe I could manage Thursday afternoon.

How would 10.00/Friday/next week suit you?

Thursday's fine. Shall we say 2 o'clock.

##### **Excuses**

It's not ideal, I'm afraid.

This is a very busy time of year.

I'm afraid Mr. Smith is tied up tomorrow.

##### **Places**

Your place/office or mine?

I'll come to your place/office, if you like.

##### **Confirming**

OK, then, Thursday 2 o'clock at my place/office.

Right, in the meantime shall we just pencil in? Wednesday, the 5<sup>th</sup> of December?

All right, I'll do that and we'll confirm nearer the time.





**Task.** Work in pairs. Prepare to make and receive the following calls.

Student A: Your name is Kim Gardener. You are a Production Editor for *Meridian Publishing*. Use the diary page below as a basis for making or receiving the following calls:

1. Call Tim Kingston (Safety Officer) and try to arrange for a plant inspection on Wednesday morning. Otherwise try to fit it on Thursday afternoon.
2. Call *PGA Group* (a potential supplier) and cancel your appointment on Friday at 13.00 make a good excuse and say you will arrange it later next month.
3. Call *Ruscome Park Hotel* and arrange for dinner to start by 18.00 on Thursday evening. You want to leave by 22.00 in order to drive home.
4. You will receive a call from a member of the *DTI Safety Committee*.
5. You will receive a call from your boss, Terry Piper.

### April

	24 Monday	25 Tuesday	26 Wednesday	27 Thursday	28 Friday
8		<i>train to London (08.50)</i>			
9	<i>works meeting</i>			<i>dentist (09.05)</i>	<i>meeting with F. Kelso</i>
10					
11	<i>drive to plant</i>	<i>DTI safety committee</i>			
12					
13	<i>lunch with Will Hatton</i>		<i>lunch with trainees</i>	<i>seminar at Ruscome (13.30–18.00)</i>	<i>meeting with PDA Group</i>
14		<i>train home (14.35)</i>			
15					
16					<i>presentation for Peter</i>
17	<i>return to HQ</i>				
18				<i>dinner with participants</i>	
19					

**Student B:** Make or receive the following calls:

1. Your name is Tim Kingston (Safety Officer). You will receive a call concerning a safety inspection. You are already booked up from the middle of next week but you could do a standard inspection (2 hours) on Monday or Tuesday.
2. Your name is Jamie Cross (PGA Group). You have scheduled a meeting with Kim Gardener (Meridian Publishing) for next Friday. This is an important meeting, as you are hoping to confirm a big order from Meridian.
3. You work at the Ruscome Park Hotel. You will receive a call concerning a dinner booking for Thursday the 27th. It has been provisionally booked for 18.30. You can't manage any earlier.
4. Your name is Sam Taylor. You are a member of the DTI Safety Committee. Phone Kim Gardener (Meridian Publishing) to arrange lunch following the Safety Committee meeting on Tuesday.
5. Your name is Terry Piper. Phone your Production Editor, Kim Gardener, to arrange an emergency meeting for Monday morning as early as possible.

### Unit 1.4.5. Communication breakdown



What kind of things lead to misunderstandings on the phone? Are there some messages which are better communicated face to face?



#### Words and expressions

##### Technical reasons

It's a terrible line.  
You sound miles away.  
There's terrible echo on the line.  
I'm afraid we've got a crossed line.  
I can hear you, but not very well.  
It's very noisy here. I can hardly hear you.

##### Offering to call back

I'll call you back.  
Can I call you back?  
Let me call you back.

**Requests**

Could you speak a little slower  
(please)?

Could you speak up/a little louder  
(please)?

**Wrong numbers**

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

I'm afraid you've got the wrong  
extension.

I'll try to transfer you.

**Checking the line**

Is that any better?

Can you hear me all right/clearly?

Excuses (closing signals)

Sorry, I've got someone on the  
other line.

I'm in a meeting (at the moment).

I've got to go out.

**Calling back**

This is ... returning your call.

You called earlier.

Hello, this is ... again.

**Thanking**

Thanks for calling back.

Thank you for getting back to me so  
quickly/promptly.

**Returning to the subject**

The reason I called you was ...

As I was saying ...

Anyway ...



**Task.** Work in pairs. Prepare to make and receive the following calls.

1. **Student A:** You are Lily Preston and you need to call to you Chinese partners and ask about the dates of their arriving. But it seems there are some problems on the line. Try to know the information you need.

**Student B:** Your name is Jane Cheng and you work in Chinese company. You will receive a call from your American partners. But you can't hear the caller well. Ask him/her to call back later.

2. **Student A:** Your name is Maya Oliver and you work as a secretary in a small company. You will receive a call from your partner who would like to speak with Max Spencer, your Production Department Chief. You try to connect but the line is busy. Ask the caller to call back later.

**Student B:** Your name is Morgan Swenson and you call to your partner Max Spencer. Ask secretary to connect you.

3. **Student A:** You are Lucy Freeman, a travel agent. You have received a request to find air tickets to New-York from Mary McDonald. Call her and inform that there are no tickets on October 18th.

**Student B:** You are Mary McDonald. You will receive a call from travel agent but the line was interrupted. Try to call back.

4. **Student A:** You are Michele Connor and you are going to business trip for two days on April 21st. Call to your lawyer and ask to re-schedule the consultation.

**Student B:** You are a lawyer and you will receive a call from a client who asks you to re-schedule the consultation. You are very busy now. Ask to call back later.

### Unit 1.4.6. Solving problems



Have you ever lost your temper on the phone? Do you think displays of emotion on the telephone are problematic?



### Words and expressions

#### Making questions sound polite

Why do we have to do it? (direct form)

Could you tell me why we have to do it? (indirect form)

Do we have to leave? (direct form)

Would you mind telling me whether we have to leave? (indirect form)

#### Open questions

Why do we need to invest?

I'd like to know where we can contact you.

How is this going to work?

#### Closed questions

Do you think you'll finish on time?

Do you mind telling me whether you're ready?

Have you finished?

#### Leading questions

Don't you think we shall leave?

We've been talking too long, haven't we?

#### Probing questions

What exactly do you mean by...?

Could you expand on that, please?

#### Reflexive questions

So you think we should...?

If I understand you correctly, you are saying...



**Task 1.** Make the following questions less direct.

- a) What do you mean by that?
- b) Do you need to travel first class?
- c) Don't you think you should save the company money?
- d) Why can't you use economy class?
- e) Have you ever travelled second class?



**Task 2.** Make the following questions more direct.

- a) Could you tell me whether you deliver daily?
- b) Do you mind telling me the average price?
- c) I'd like to know how many people you employ.
- d) I wondered whether you had an office in Dublin?
- e) Could I ask you when you are planning to leave?



**Task 3.** Work in pairs. Prepare to make and receive the following calls.

1. **Student A:** You are Miranda Olsen and you work as a secretary in small office of Alfa Company. Two weeks ago you sent a printer to repair and still couldn't take it back. Call to repair company Print Master and ask about the state of your printer.  
**Student B:** You are James King, office manager in Print Master. You will receive a call from Miranda Olsen. Explain your client that their printer is still repaired because there were some difficulties during the diagnostic. Promise to give the printer back within couple of days.
2. **Student A:** You are Melissa Brown and you are clothing shop manager. You received your order from Italy today morning. When unpacking you notice that one of the set isn't your order and you didn't receive 10 dresses. Call to your Italian supplier and explain the situation.  
**Student B:** You are Julia Blanco and you work as a Sells Manager in Italian fashion house. You will receive a call from Melissa Brown. Try to explain politely that you confuse the order. Find a way to solve the problem.

3. **Student A:** Your name is Pit Everton and you are organizer of a business seminar in Washington City Hall. Receive a call from Martina Wilson and explain that you just missed the name of her boss by accident.  
**Student B:** Your name is Martina Wilson and you are personal assistant of Brad Hill, General Director of PR-company. Your boss has gone to the business seminar in Washington City Hall. He called you and told that his name wasn't in guests' list. Phone to organizer of the seminar and ask about the situation.
4. **Student A:** You are Sam Kingston, Credit Specialist in a bank. One of your borrowers, Ms. Alice Kerr, isn't pay for credit during several months. Your boss insists that you must contact her and know about the reason. But Ms. Kerr doesn't hang her mobile phone and you phone to her work. Secretary's refuses don't make you to stop calling.  
**Student B:** You work as a secretary in a small company. Every day you receive a call from a bank. Sam Kingston, Credit Specialist, call you to speak with Alice Kerr, one of your employee, about her debts. You can't connect Mr. Kingston with Alice because you have no rights for it.

### Unit 1.4.7. Handling complaints



Have you ever made a complaint over the phone? How did the other person respond? Have you ever received a complaint over the phone? How did you respond?



**Task 1.** Work in pairs. Give some examples of the types of complaints people make in business. Then role-play some typical complaints with a partner using the phases below.



### Words and expressions

#### Expectations

We expected delivery..  
 We were led to believe...  
 You promised...

#### People

He's not reliable. (You can't rely on him).  
 He never turned up (arrived).

**Time**

It's late.

There's a (serious) delay.

The schedule has slipped a bit.

We're very short of time.

It's a matter of some urgency.

**Quality**

It's below standard.

The goods are damaged.

There's a fault with...

We can't accept these...

**Apologizing**

I'm very sorry.

I'm sorry about the delay.

I'm afraid there's been a mistake.

**Reassuring**

Don't worry, we'll ...

You have my word. We'll...

I'll see to it right away.

I can assure you, it'll never happen again.



**Task 2.** Work in pairs. Prepare to make and receive the following calls.

1. **Student A:** Your company, ABC Alarms, recently installed a new burglar alarm system for a local firm XYZ Ltd. You will receive a call from them.  
**Student B:** Your company, XYZ Ltd, recently had a new burglar alarm system fitted. The alarm keeps on going off for no apparent reason. Phone the suppliers, ABC Alarms, to complain.
2. **Student A:** Your company have sent a very important dispatching to your partner by shipping company to the other city. But when your partner received the dispatching, he/she found serious damage and informed you. Call to shipping company to complain.  
**Student B:** You are manager in shipping company. Receive a call from your client.
3. **Student A:** You work in a travel agency on probation. Receive a call from your client and find a solution for complain.  
**Student B:** You are coming to go to Milan for business trip. It is going to be your first trip to Europe and you need visa. One month ago you have called to travel agency and have asked to organize your trip. A month later after your call you receive documents and see that there is a mistake in your surname on tickets and visa. Your departure is within a week. Call to travel agency and complain.

4. **Student A:** You work as an editor in a publishing house. You receive a call from Jim Backer, an owner of a furniture store. By order of your boss, you have played a role of usual buyer in its store and then wrote an article about staff, goods and general situation. Speak with Mr. Backer and deal with the conflict.

**Student B:** You are Jim Backer, an owner of a furniture store. You phone to a publishing house to complain to an article about your store. You think that it was an invited article and you want to know whose initiative it has been.



### PROBLEM SITUATION

**Situation 1.** You work for a big and perspective company which has a lot of business partners in different European and Asian countries. As a Personal assistant of General Director you always have mountains of paper and other work. But one of your important business partners from Germany likes to get in touch with you from time to time – not necessarily to do business, just maintain the relationship. Now it is 6 p.m. and you would normally be getting ready to go home. But your boss has some problems with one of foreign suppliers and asks you to sort a solution right now. The last thing you need is any interruptions. But the phone rings and your German partner wants a little chat.

**Situation 2.** You are a Customer Manager in company producing medicine for drugstores. You have a list of customers, but also you need to work with new one. It is usual day in the office and you work on your plan. The phone rings. You pick up the phone. A person presents himself as a Director of drugstores chain and asks you some questions about potential cooperation. You answer his question and end the talk. After some time the same person calls you and ask questions again. You give him information in details, send the information by e-mail, but he continuous to call you from time to time. This client can make huge order and you can't leave him but your patience's wearing thin.





## ROLE PLAY FOR PART 1

### 1. *Rearranging plans*

*Linda Grant.* You are a Secretary at *AC Fabrics*, a UK based company. At the end of this month, your boss had planned to visit some suppliers in Vietnam with your new agent in Ho Chi Minh. You have just received this e-mail from your agent:

*E-mail*

*Re: visit: 20–23 November*

*Hello, Linda!*

*Following discussions with a number of clients and contacts, I would like to re-schedule the above visit. We'll be able to have many more meetings if you arrive on Wednesday 16<sup>th</sup> rather than on the 20<sup>th</sup>. I'm sorry for the inconvenience but please let me know whether this is possible ASAP.*

*Best regards,  
Kwan Do*

There would be a busy day. You will need to do the following:

1. Your boss had already arranged some meetings on the 16<sup>th</sup> and 17<sup>th</sup>. Speak with him and explain the situation.
2. Call your travel agent to re-schedule the trip – depart in the morning of the 16<sup>th</sup> and return in the afternoon of the 19<sup>th</sup>.
3. Write an e-mail to Kwan Do and approve new meeting date. Call him and check the receiving.
4. Inform the Chiefs of Finance, Production and Marketing Departments that the weekly meeting on Wednesday will be postponed on Monday.
5. Call to your partner in *WMB Company*. Speak with a secretary and arrange a meeting of your bosses today in the afternoon. Meet the boss of *WMB Company* in your office.

*Kevin Maxwell (Boss).* Speak with your secretary and approve new dates of your business trip. Make an offer to inform your foreign agent, postpone the weekly meeting with the Chiefs of Finance, Production and Marketing Departments and ask your secretary to invite Phoebe Warner – a Director of your partner's company who were going to come to Vietnam with you.

*Alyson Franklin (Travel agent)*. When Linda Grant calls, the line is bad. Offer to call back. You have already booked her on flights to Ho Chi Minh, departing on the 20<sup>th</sup> and returning on the 23<sup>rd</sup> of November.

*Kim Bao (Kwan's colleague)*. Receive a call from Linda Grant and tell her that Kwan is out of the office now. Ask to call back later. When Kwan comes back, tell him about the call.

*Kwan Do (Agent in Ho Chi Minh)*. Receive a call from Linda Grant and approve receiving an e-mail as soon as you will come back to the office.

*Thomas Cook (Chief of Finance Department)*. Receive a call from a secretary and tell her that on Monday you are going to the bank and it was a boss' order. Ask Linda to see the Director.

*Edward Bishop (Chief of Production Department)*. There was an accident on a workplace and you were injured. When Linda calls, tell her about it and say that you are going to take sick days from today.

*Anne Terry (Chief of Marketing Department)*. Receive a call from Linda and approve new date of the weekly meeting.

*Phoebe Warner (Director of WBM)*. You are very busy when Linda phones. Ask her to call back.

## **2. Organizing meetings**

*Martha Smith (Secretary)*. You are a Secretary and today you should organize two meetings:

1. Your company *Toy & Toy* has recently merged with a foreign company *World of Toys*. You are looking for a location to hold a three-day strategy meeting for the senior managers from the two companies. There will be a total of six directors plus two assistants. You plan to arrive on Thursday on the 9<sup>th</sup> of October in the evening and depart on Sunday 12<sup>th</sup> at midday. The location should offer all the usual facilities, but above all should be remote and quiet to ensure an interrupted meeting. Make necessary calls.
2. At 2 p.m. your boss is waiting a very important potential customer – representatives of toy supermarkets' chain *Giraffe*. When the customer comes with his colleagues, you need to meet and accompany them to the conference room.

*Catherine Fox (Receptionist of Taj Hotel)*. You will receive a call from Martha Smith enquiring about rooms and conference hall. Ask for all the

necessary information and specify the availability of rooms and conference hall. Also ask to send all the details via e-mail.

*Wendy Wood (Receptionist of Imperial Hotel)*. You will receive a call from Martha Smith enquiring about rooms and conference center. Ask for all the necessary information, tell that in your hotel there is no conference hall and specify the availability of rooms. Also ask to send all the details via e-mail.

*Ann Cooper (Receptionist of Royal Conference Centre)*. You will receive a call from Martha Smith enquiring about conference room. Ask for all the necessary information and specify the availability of room. Also ask to send all the details via e-mail.

*Cathleen Tucker (Director of Toy & Toy)*. You will have a meeting with Bradley Hopkins. Meet him and his colleague and make a short introduction of yourself and your company.

*Bradley Hopkins (Director of Giraffe)*. You were invited to *Toy & Toy* to discuss potential partnership's conditions. Come to the office and introduce yourself and your colleague.

*Mitchell Wells (Marketing Assistant of Mr. Hopkins)*. You will come to the meeting with your boss. Participate in introduction.

## Part 2. JOB INTERVIEW

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### Unit 2.1. Preparing resume



**Objective – to learn how to write perfect resume/curriculum vitae (CV) and covering letter**

#### **Unit plan:**

1. Work with vocabulary
2. Questions for discussion
3. Reading text about rules for writing a resume
4. Exercises for defining and characterizing student's personal skills
5. Questions for discussion
6. Reading text about common mistakes in resume
7. Learning small texts about rules and formats of resume
8. Exercises for work with job advertisement

#### **Knowledge:**

1. Study the vocabulary and useful phrases used in resume
2. Study how to define personal's strength and weaknesses
3. Learn formats and structure of resume
4. Learn rules for writing resume
5. Learn how to define and avoid mistakes in resume
6. Study the content of job application
7. Learn purpose and structure of covering letter

#### **Skills:**

1. Practice to define and characterize personal's strength and weaknesses
2. Practice to work with resume
3. Practice to write personal resume
4. Practice to read job advertisement
5. Practice to write covering letter
6. Practice to appoint meetings by e-mail



#### **Useful vocabulary**

achievement	freelance job	reference
allowance	full-time job	resignation

applicant	job advertisement	responsibility
application	internship	skills
candidate	length of service	to hire
certificate	lose one's job	to fire
degree	lump-sum allowance	to go bust
dismissal	marital status	to go on the dole/to be on the dole
dole	part-time job	to have a degree in/diploma in
education	position	unemployed
employee	qualification	work experience
employer	recruiter	



What does CV stand for? What is the main purpose of a CV? How many sections are there in a CV and what are they? What information should be contained in a good and successful CV? Have you ever made a CV?

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### Rules for Making Good Curriculum Vitae

The job market continues to remain highly competitive for candidates with employers often overwhelmed by the numbers of applications received for every vacancy. In today's tough economic climate, finding a new job is onerous for most but fine-tuning your CV can help secure the next step: a job interview. So, there are 10 Golden Rules for making a good and eye-catching CV.

**1. Presentation.** Don't format your CV in a way that will distract from the content or confuse the reader – keep it simple and consistent throughout. A garishly designed CV may stand out and grab the recruiter's attention, but this could be for the wrong reasons. Don't use colorful and unusual fonts and frames: it's better to keep it in a black and white style with bold or italic for key points.

**2. Length.** Try to keep your CV to two sides of A4 as anymore is unlikely to be read; recruiters simply don't have the time. This is tough if you have had an extensive career history, so try limiting the amount you write on your earlier positions to key achievements. Employers tend to be more interested in your most recent and relevant career history.

**3. Tailor your CV – not just your covering letter.** It is important to tailor your CV to the job you are applying for and not just the covering letter. To do this well thoroughly read the job description and understand what the recruiter is looking for in terms of competencies, skills and experience. Where you have the necessary attributes, make sure you include examples of them on your CV. If you have skills gaps then make the most of the skills you have and adapt them as best as you can for the position you are applying for.

**4. Start your CV with a personal profile.** This should be a short paragraph at the beginning of your CV that covers your personal information like home address, mobile phone number, e-mail address, birth date, marital status and so on. Here you may also put languages you know including your native language.

**5. Education.** It is very important for recruiters to know about your education. Put your university degree or degrees with noting of qualification and studying dates.

**6. Career history.** Write your career history in chronological order, starting with the most recent role – and include dates. Identify the key skills and experiences you have had in each of the jobs you have held and summarize these starting with what you think would be the most relevant to the recruiter.

**7. Achievements.** Include your key achievements in the different posts that you have had. If you are invited to an interview, make sure you are ready to talk about them in detail. As a separate point of your CV you may put your personal and professional skills.

**8. Address career gaps.** It is better to address a recent lengthy career gap than leave a questionable hole in the chronology of your CV. If you have had a year off to go travelling or time off to raise a family, then detail this in your CV.

**9. Hobbies and interests.** This section is used very rarely but sometimes some recruiters ask candidates to fill this section too. So, if you need to include a section on hobbies and interests then only include things that might differentiate you in a positive light from other applications. Avoid the obvious as it won't add anything to your application.

**10. Don't forget to run a spell check!**

*www.independent.co.uk*



**Task 1.** Using the phrases given below tell about your strength and weaknesses to the class.

**Strength**

I'm excellent in...

I'm quite good at...

I'm able to...

I'm interested in...

**Weaknesses**

I'm not very good...

I can sometimes find it difficult...

I could be better...

I would like to be able to...



**Task 2.** Work individually and write your own examples of behaviour for the following transferable skills.

*Example: analytical skill – I am good at data analysis. I can interpret data to see cause and effect and I am able to use this information for making decisions.*

accurate

ambitious

attentive

broad-minded

businesslike

capable

confident

cooperative

creative

dependable

flexible

hardworking

honest

organized

result-oriented

teachable

team worker

tolerant



Identify three key transferable skills of your own, which you have used at work or university. In pairs, tell each other about your skills, giving examples of your behaviour.



How can we understand that CV would make a good impression for our potential employer? If there could be some redundant information? What is it? What should we do to avoid mistakes in our CV?



**The 10 Most Common CV Mistakes And How To Avoid Them**

**1. Including irrelevant personal information.** On average, recruiters spend just 6 seconds looking at CVs, so you don't want to clog yours up with irrelevant information that's not going to help your application – and may cause them to miss the really important contents.

**2. Hiding important information.** It's vital to highlight the key points that may help swing an interview for a particular job. So think about the design

of your CV and ways you can bring important details, for example by putting key achievements in bullet points or bolding your previous job titles.

**3. Being unclear.** Using phrases like “several”, “a few” and “numerous” can come across as too unclear on a CV. So if you spent three years working on a project, say so. Or if you exceeded a sales target, include how much it was by. And if you say you delivered more than a client was expecting, briefly explain how.

**4. Mysterious gaps in employment.** If for any reason you’ve taken a break for employment – whether it’s for travel, study, volunteering, redundancy or simply to care for your child – explain it. If you don’t, recruiter may jump to his own, less flattering conclusions and pass your CV over without a second thought.

**5. Lying or manipulation of the truth.** While your CV should absolutely be the best of you, making up qualifications, experiences or achievements will invalidate any of your real, hard won successes. So be honest and ensure that you give your real attributes a fair chance of getting you the job you want.

**6. Throwing in the kitchen sink.** Your CV should be as short as it possibly can, while delivering the information a recruiter is looking for. Recruiters are very busy people, and they don’t have time to wade through pages of long winded explanations.

**7. Unnecessarily elaborate design.** These days, the chances are your CV is going to be judged on a screen. So don’t take the opportunity to play with fancy fonts and colours – stick to typefaces that are screen friendly (like Ariel, Times New Roman or Verdana) and use a font size of 10 or 12 for body copy and slightly larger for subheads. And avoid backgrounds and ornate borders.

**8. A meaningless self-introduction.** If you include an introduction in your CV, make sure it’s to the point, and accurately sums up the key qualities the recruiter is looking for. Avoid meaningless phrases like ‘Dynamic, results-oriented, driven, personable team player’ and instead clearly outline your key qualification for the role. For example, ‘Part time sales manager with 16 years’ experience in the commercial sector’. If a recruiter looks at one thing on your CV, it could well be your introduction so ensure it tells them as much as possible.

**9. Including references.** You’ve little enough space on your CV to ensure you are able to portray yourself as the full package, so don’t waste any with lengthy references. Most recruiters don’t expect them, and a simple note



saying 'References available on request' is enough. If a job advert specifically requests references, you can include them on a separate sheet.

**10. Poor spelling and grammar.** Before you send your CV out, use spell check and then proofread it thoroughly. If you're not confident in your grammar, ask a friend to check it over.

*www.talentedladiesclub.com*

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## Resume Formats

- 1. Chronological format** demonstrates continuous and upward career growth. It does this by emphasizing employment history beginning with the most recent and working back. The focus is on time, job continuity, growth and advancement and accomplishments.
- 2. Targeted format** is used when you are seeking a specific position. The focus is on your skills, abilities and qualifications that match the needs of your target.
- 3. Functional format** also emphasized your skills, but doesn't correlate these characteristics to any specific employer. The focus is on what you did, not when and where you did it.
- 4. Combination format** offers a quick synopsis of your market value followed by your employment chronology. This format is very well received by hiring authorities.
- 5. Alternative format** is written as a detailed letter to a concrete employer. You focus on those areas in which you can be helpful and valuable to that employer. You demonstrate your abilities, not only describe them.



## The 5 P's of Resume Writing

- 1. Packaging** is a vital component to sales success. Paper stocks, graphics, desktop publishing and imaginative presentations are part of the packaging process.
- 2. Positioning of information** means organization. Organize the data on your resume so that it's easily accessible to the reader and the reader is able to quickly grasp significant information.
- 3. Punch or Power info** is by far the most important. Here you deliver the information that the hiring manager wants to see. Power info is the information that matches your skills, abilities and qualifications to a prospective employee's needs.

4. **Personality** means a lot for hiring managers. Change neutral and dull words to eye-catching and bright ones. In other words, lighten up your resume and let it dance and sing a bit. But displaying a personality, you display emotion.
5. **Professionalism** in presenting your resume is important because you want to make a good, lasting and professional first impression. Remember you are the product and you are the salesperson. Your resume is your brochure. Would you hire yourself based on the professionalism of your resume? Professionalism will lead you to more and more interviews. That means more opportunities.

### Let's work with job advertisement!



#### English Interpreter / Translator

"Mr. Car & Co", Ltd.

Togliatti, Russia

Posted 10 days ago

#### Job Snapshot

Full-Time    Experience – 1-3 years    \$370 per month  
Benefit package    Relocation – No    Age – 20-35

#### Job Requirements

We are very interested in talking to candidates with the following qualification:

- Ability to communicate in fluent English, written and verbally
- Second language will be your advantage
- Interpreter / Translator experience in the manufacturing industry
- Proficient computer user
- Excellent written and verbal communication skills
- Knowledge in business language and etiquette

#### Benefits

- Full-time working day (from 9 a.m. to 18 p.m.)
- Social package (medical insurance, official employment, vacation)
- Free lunch
- Possibilities of business trips

#### Contacts

Maria Petrova, Personal Assistant of General Director  
8(8482)44-22-44  
m.petrova@mrcar.ru



**Task 3.** Look at the job advertisement given above. Imagine that you want to find a job and try this position. Make up a CV based on real and truly information (you just allowed to make up your private information like mobile phone number and address). The following structure and requirements for the content are must.

1. Personal details: name, date and place of birth, home address, mobile number, e-mail address, marital status.
2. Objective: some words for one or two sentences about what kind of a position you are seeking.
3. Studies in chronological way back: period of studying, the name of the university and diplomas or degrees.
4. Work experience in chronological way back: period of work, name of the company, location of the company, job title, short job description or list of professional responsibilities.
5. Knowledge of languages: native language and foreign languages with indication of level.
6. Computer skills and professional skills.
7. Personal qualities.
8. Additional information: driving license and personal car, passport for travelling abroad, possibility of business trips and etc.



**Task 4.** Study the following text about the structure of Covering Letter and look at the example on the next page. Define the structure of the letter.

Write down your own Covering E-mail to Maria Petrova from “Mr. Car & Co.”, Ltd.

A CV gives information about the educational qualifications and professional experience you have, whereas a cover letter explains why you want the job. A cover letter should not duplicate your CV. The main purpose of a personalized cover letter is to persuade the reader to read your CV and consider you for the vacant position.

A cover letter is often your earliest written contact with a potential employer, creating a critical first impression. A well-written, well-focused cover letter demonstrates your written communication skills and will help you to get that all-important interview.

The letter of application should follow the general guidelines for all business letters. It should have an introduction, a main body, and a final paragraph.

The first paragraph of your cover letter should detail the job you are applying for and, if relevant, where you heard about the job (for example an advertisement, or personal recommendation).

In the main body of the letter you need to show why you are the right person for the job, by highlighting your most relevant experiences and skills as they relate to the position you are applying for. It is important to demonstrate evidence of your skills clearly. It is not enough to claim that you are ‘a hardworking, flexible team player, with excellent IT skills’; you need to be able to provide evidence.

In the body of your cover letter it is essential that you are able to demonstrate how your work experience and skills match the specific position you are applying for. To do this you need to: read the job description carefully; identify the skills and experience the company is particularly interested in; show any parallels with previous posts you have held or other experience.

The final paragraph of your cover letter should round the letter off, leaving the reader with a positive impression of your application and a desire to interview you. Don’t forget to enclose your CV and some useful and important documents like copy of diploma, copies of certificates, references and so on.

Whether applying online or sending your cover letter through the post, it is important to write using appropriate language. Although informal language may sometimes be acceptable in cover letters, more formal alternatives will create a more professional impression.



Match rules to the parts of the cover letter.

1. Your contact information and current date.
2. Your name and your signature.
3. Brief information about you and the reason of your writing.
4. Your sign-off.
5. Your appropriateness for the sorts of skills that are seeking.
6. Your previous employee.

7. Your hobbies and leisure.
8. Results and achievements you have made during your previous work experience.
9. Name, title and full address of recipient.
10. Information about the source where you saw this job advertisement.
11. Your motivation for applying.
12. Your readiness for improving additional useful skills.

Jane Nuttall  
71 Lambert Road  
Brixton  
London  
SW2 5XL  
jane.nuttall@kcl.ac.uk  
1 December 2008

b → Ms Diana Allsopp  
Recruitment Manager  
McClure and Company  
Russell Square  
London WC1C 9SE

c → Dear Ms Allsopp,

e → 1 I am a final-year student at King's College London reading Economics, and would like to apply for an Associate Consultant position with McClure and Company, as advertised on [www.monster.com](http://www.monster.com).

f → 2 Management consultancy appeals to me because it combines analytic research across a wide range of business situations with frequent client contact. I recently attended a McClure and Company workshop run by Charlotte Penton-Smith, and she gave a very positive impression of the company. I was particularly impressed by the excellent in-house training programme which she described, and I would welcome the opportunity to work in such a close-knit team of supportive colleagues.

g → 3 During my time at King's College I have employed a variety of different research methods, and am familiar with the analytical applications of spreadsheets. For example, for my recent dissertation, I used Excel to compare the effects of tax increases on alcohol and tobacco consumption. In addition, when I was working at the Williton branch of Costcutter over the summer, I presented suggestions for improving the layout of the store to the regional management team. They decided to put these ideas into effect and sales rose by 7% over the autumn quarter.

j → 4 During my free time, I sing in and manage a jazz band, arranging concerts and gigs and managing the band's accounts. I very much enjoy collaborating with a team of people with similar interests and working towards shared goals. I am also learning Italian by attending weekly evening classes and studying on my own towards the A-level exam next June.

k → 5 I enclose a copy of my CV and hope very much to be invited for interview.

l → Yours sincerely,  
*Jane Nuttall*  
Jane Nuttall

a → (points to Jane Nuttall's address)

d → (points to [www.monster.com](http://www.monster.com))

h → (points to the paragraph about King's College)

i → (points to the paragraph about hobbies)



**Task 5.** Congratulations! You successfully dealt with the first stage and received a following letter from “Mr. Car & Co.”, Ltd. Write a reply and be ready to go for a job interview.

To: Student

From: Maria Petrova

Re: English Interpreter/ Translator CV

Dear Student,

As a result of your application for the position of English Interpreter / Translator, I would like to invite you to attend an interview on June 3, at 9 am at our office on Komunalnaya str, 25.

You will have an interview with our General Director, Aleksandr Mikhailovich Belov. Please bring your diplomas, certificates and references to the interview.

If the date or time of the interview is inconvenient, please contact me by phone 44-22-45 or by email [m.petrova@mracar.ru](mailto:m.petrova@mracar.ru) in order to arrange another appointment.

We look forward to seeing you.

Best regards,

Maria Petrova,

Personal Assistant of General Director



## **Words and expressions**

### **Introduction**

I saw your job advertisement in...

I see from your advertisement in...

Please send me further details of the post.

### **Talking about your career experience**

As you will see from the enclosed CV..

I have considerable experience in this type of work.

I am currently working for...

I spent... years abroad...

I was trained as a bilingual secretary.

### **Talking about your education**

I speak fluent French and German.

I have qualifications in...

I have a diploma in...

I have a degree in...

I went to University in...

I studied... as my major.

And... as my minor.

### **Career expectations**

I am looking for a similar post.

Now I wish to change my job.

I wish to work for a larger organization with international links.

I wish to improve my career prospects...

I wish to improve my chances of promotion.

I wish to make use of my knowledge of languages.

### **Appointing an interview**

If you wish to invite me for an interview, I can come to be interviewed at any time.

Could I come to interview at a later date?

I enclose copies of references from my last two employers, and copies of my diplomas.

I would be pleased to provide you with any further information you may require.

I enclose a CV, which gives full details of my qualification and work experience.

## **Unit 2.2. Business interview**



**Objective – to learn how to prepare for business interview and how to pass it successfully**

### **Unit plan:**

1. Questions for discussion
2. Reading text about important tips to be regarded before the job interview
3. Exercises
4. Questions for discussion

5. Reading text about important tips to be regarded in the office
6. Exercises for making dialogues
7. Reading text about important tips for successful business interview
8. Questions for discussion
9. Exercise for defining questions from employer
10. Exercise for making dialogues
11. Studying new words and expressions

### **Knowledge:**

1. Study common rules for preparing to business interview
2. Learn how to be successful on job interview
3. Learn some questions can be asked by potential employer
4. Study how to find information about a company
5. Study the vocabulary and phrases for job interview

### **Skills:**

1. Practice to be prepare for a job interview
2. Practice to search for necessary information
3. Practice to think about personal strength, weaknesses, achievements and expectations
4. Practice to ask and answer questions during job interview



Have you ever been interviewed? What did you feel about it? How did you prepare?

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### **Before the Interview**

**1. Be clear that this is a job you want.** Only accept the interview if there is a possibility that you will accept the job offer after you get it. Otherwise, you will only be wasting their time and your time – plus it creates bad will if you reject an offer later on without a valid reason. You never know when you might want to join this company in the future.

**2. Research on the company background.** What does it do? What products do they have? How is their performance in the past few years? What is the status of the company now? What are the latest news surrounding the company? How is its culture? How is its structure? How many regions and countries is it in? Which are its biggest markets? Find



out as much relevant information as you can about the company that you feel will come in handy for your job interview.

**3. Research on the job you are interviewing for.** What is your role about? How many people will you be working with? What will you be doing? Does it require traveling? As you think about these questions, think about what you have to offer that will be a perfect fit for this role as well as the company.

**4. Dress right.** An interview may be the only shot you have to impress the decision-maker in person, so make sure you're dressed impeccably. A dark suit (jacket and pants or skirt) and a crisp white shirt, manicured nails, simple make-up, and clean, professional shoes will be perfect in most cases. And definitely avoid dangling earrings, too much perfume, and multiple, clanking bracelets.

**5. Think about your best sides.** Be prepared to market your skills and experiences as they relate to the job described. Work at positioning yourself in the mind of the employer as a person with a particular set of skills and attributes. Employers have problems that need to be solved by employees with particular skills; work to describe your qualifications appropriately.

**6. Be ready for the test.** If you are going to take some active positions as, for example, translator or interpreter, manager, layer or journalist, you may be asked to perform your skills. Employer may ask you to solve some difficult imaginary situation, write a short article or translate small text. Don't be confused and show the best you can.

**7. Bring extra resume and portfolio.** Take your diplomas, certificates and award papers which are suitable for the position. So, if you have been awarded as the winner of school competition on history or literature, or if you received a prize for your dramatic or sport skills, it wouldn't give you any priorities.

**8. Make a list of questions for an employer.** After the interview you may be asked about any questions you have. Be clear and think for advance what could you ask. Your questions must be smart and to the point.

*www.personalexcellence.co*

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**Task 1.** Work in pairs. Discuss the following tips. Which ones do you think are most important? Why do you think so?

- Predict the questions you are likely to be asked during the interview.
- Find the information about a company you are applying for a job with.
- Learn about duties of the position you are going to get.
- Analyze your skills and experience – whether they meet requirements.
- Decide what you are going to wear.
- Prepare a list of questions to ask at the end of the interview.



**Task 2.** Look at the job advertisement on p. 56. Think why you could be hired for this position. Give some arguments.



**Task 3.** Think of a company you would like to work in. It should be a real one but it can locate anywhere (in Russia or an abroad). In the Internet find some useful information that can help you to know some details about this company.



**Task 4.** Listen to the following conversation between a boss and a candidate and answer the questions:

1. For what position is Anna going to be interviewed?
2. What are the right things according to the narrator's opinion?
3. What kind of experience Anna brought to the company?
4. What was Anna's role in the university debating society?
5. What key phrases did Anna use talking about her personal qualities?
6. How many times the interview was interrupted?
7. What can Anna say about the reason of applying?

*Source: BBC Learning English – English at Work – Episode 1: The Interview*



How should we behave when coming for an interview? What should we ask secretary or receptionist about?

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### **At the Door**

**1. Be 5 minutes early for the interview.** The worst thing you can do is be late for the interview. It sets the wrong tone and you don't want to be entering your interview hot, sweaty and flustered either. Be early rather

than late; make sure you set off for the place earlier by 10-15 minutes. Reaching earlier helps you to cool down and prepare yourself mentally. If you reach much earlier, just walk around and enter the office 5 minutes before your interview time.

**2. Check how you look before your interview.** Just a quick check to ensure your hair is in its place, there's nothing on your face and nothing stuck in your teeth. The last thing you want is to finish an interview smiling and grinning, then realize there's a big piece of vegetable stuck in your front tooth afterward!

**3. Don't afraid to be informed.** Usually receptionists or secretaries are very busy people and they can miss some things. Don't hesitate to ask something that is really important to you, for example, the full name of your interviewer or where you can leave your bag or coat. But never asked private question about the employer, for example, is he/she a kind person or not, how many candidates he/she has already interviewed, what does he/she like and so on.

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**Task 5.** Work in pairs. Role play the following situation: you arrive at job interview and need to make small talk with the secretary. Swap roles and practice it again.

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### **On the Interview**

**1. Be confident in yourself.** The company wants to hire someone who is self-assured and can perform, not someone who lacks self-worth and seems doubtful of his/her own abilities.

**2. Be positive.** During the interview, always be positive and focus on the good things, not the bad things. Do not ever badmouth anyone or complain about anything because it comes across as very unprofessional. Whenever you think about saying something negative, quickly flip it around in your head and talk about the upsides instead.

**3. Be truthful.** Be true to your integrity with all your answers. Don't try to over exaggerate your contributions or falsify them. When you tell the truth, you don't need to be worrying about what you said before. Also, be honest about the minimum pay you are willing to accept as well as your starting date.

**4. Be enthusiastic.** Let your enthusiasm and passion flow through with your answers. If you exude enthusiasm, the energy will flow through to your interviewers as well.

**5. Think before you speak.** For every question that they ask you, think about your answers for 2-3 seconds in your mind before you speak. This is going to be better than if you jump straight into the answer in a fluster and go off a completely wrong tangent. Structure the key points mentally then convey them one by one in your answer.

**6. Be conscious of your body language.** Be aware of what you're communicating through your posture and stance. For example, sitting with your arms and legs crossed sends a message that you are closed-off or feel defensive. If you keep your hands in your lap the entire interview, you could signal that you lack self-confidence. And twirling your hair can make you look nervous or juvenile.

**7. Don't speak too fast.** This makes it hard for the interviewers to capture what you are saying. Be conscious of your rate of speech – you may practice this before the interview.

**8. Smile regularly.** Remember to smile from time to time. Be amiable and approachable. Don't look too serious because it might alienate people. Apart from hiring competent people, interviewers also look to hire people they like.

**9. Ask smart questions at the end of the job interview.** Typically at the end of the job interview, your interviewers will ask you if you have any questions. Asking questions which express your interest in the job, such as details of the projects you will be handling if you have the role, lets them know your sincerity in the role. Asking questions about the interviewers, such as how they came to join this company, their most challenging assignment in the company, what they feel about their experience there, is a great way for you to build a personal connection and to get more valuable insights about the company too.

**10. Learn from the interview.** Regardless of what happens during the interview, be sure to learn from it afterward. Which questions stumped you? Which answers do you think can be improved upon? Identify them and work on them for your own learning purposes.

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What questions do you expect to be asked in any job interview?  
What advice would you give someone about dealing with interview questions?



**Task 6.** Look at the following common interview questions. Define the type of question with the question itself.

- A. Questions about yourself, your ambitions, your personality, your hobbies and interests.
- B. Questions that show you've researched the job and company you have applied for work with.
- C. Questions that require demonstrating you have the skills and experience required for the job.
  - 1. Can you tell us something about yourself?
  - 2. What experience do you have?
  - 3. What did you learn during your time at university?
  - 4. What do you see as your strengths?
  - 5. What attracted you to the position?
  - 6. How would your colleagues describe you?
  - 7. What sorts of projects did you work on in your last position?
  - 8. What do you know about our company?
  - 9. Where do you see yourself in five years' time?
  - 10. Do you have any weaknesses?
  - 11. What type of a position you are looking for?
  - 12. Why should we hire you?
  - 13. Why do you want to find a new job?
  - 14. What salary are you seeking?
  - 15. What is your greatest professional achievement?
  - 16. What do you want from this job? What are your expectations?
  - 17. How do you deal with pressure or conflict situations?
  - 18. Are you going to get married and have children?
  - 19. What do you usually do in your free time?
  - 20. Why do you want to work here?

Now, think of list of questions that a candidate may ask to a potential employer.



**Task 7.** Watch the video of bad job interview example. Note which things were wrong and how a candidate could avoid them.

Follow the link: <https://www.youtube.com/watch?v=YRbtXb9fWmI>



**Task 8.** Work in pairs and role play a job interview in the office of “Mr. Car & Co” Company. As a supporting material, you may use questions from the Task 6 and Words and phrases from the end of the unit. Swap the roles and practice dialogues one again.

Student A: You are a Director of a manufacturing company “Mr. Car & Co”. Hold the job interview with a candidate on the position of Interpreter / Translator (see p. 56) and ask questions.

Student B: You are candidate to the position of Interpreter / Translator. You will be interviewed. Tell about yourself and answer questions.



### Words and expressions

#### Describing yourself

I was born in...

I attended the University of...

I have graduated the University of...

I know... languages.

I have certificates on...

#### Describing your experience

I have worked in...

I have experience in...

I was a trainee in...

I had an internship in...

#### Talking about your expectations

I'm looking for a position in which I can...

I want to change my current work because...

I want to take on more responsibility.

I want to further my career in...

#### Talking about your achievements

I'm really proud of the fact that I...

The greatest thing I've done was...

I reached...

I was able to...

#### Talking about your strengths

I'm excellent in...

I'm quite good at...

#### Talking about your weaknesses

I'm not very good...

I can sometimes find it difficult...

I'm able to...

I could be better...

I'm interested in...

I would like to be able to...



### **After Your Job Interview**

Keep your chin up and be positive regardless what happens. Even if you didn't get shortlisted for the next round or for the role, all it means is you are not a right fit for the position at the moment. Don't take it as an assessment of your competency or your worth, because it isn't. If you don't get this particular job, then it means you will get a better job elsewhere. What's most important is you learn from what happened and put the lessons to good use next time.



### **ROLE PLAY FOR PART 2**

*Helen Gordon (Secretary).* You work in “NetCracker” – IT-company providing telecommunication products. Your boss is a Chief of International Department and he is very busy man. Now he is looking for a new assistant. Make calls to Emma Porter, HR Manager, and ask her to invite candidates your boss chose. Receive calls from Emma Porter and arrange meetings between candidates and your boss.

*Emma Porter (HR Manager).* Make calls to the candidates. Invite them to a job interview and put them in a schedule. Prepare the CVs of these candidates, bring them to Helen Gordon and have a small talk with her.

*Henry Harrell (International Department Chief).* You are very busy man. But you found some time to choose a candidate for your assistant's position. Make a call to your secretary and ask her to invite five people. When everything will be ready, hold interviews: ask some typical questions, make notes and finally tell your secretary who was chosen.

*Kerry Elliot, 22 (Candidate 1).* You have graduated Boston University 6 months ago and still can't find work. Being a student you have trained as an assistant of Office Manager in IT-center and it was your only job experience. Give some reasons why you should take the assistant's position.

*Sandra Watts, 38 (Candidate 2).* You are a single mother and you have two children of 6 and 9 years old. You work as an assistant of Sells Manager

but now you are looking for a new workplace with higher salary. Give some reasons why you should take the assistant's position.

*Jacob Fowler, 54 (Candidate 3).* You were hired two months ago because of staff reduction. You worked as Deputy of Customer Manager in big advertising company for 10 years. Give some reasons why you should take the assistant's position.

*Robert Waters, 29 (Candidate 4).* You are a young man with a good university qualification on management. You know three foreign languages. You are very ambitious and you are looking for self-development. For five years you have worked as a manager in seven different companies and left them on your own free will. Give some reasons why you should take the assistant's position.

*Nora Rose, 32 (Candidate 5).* Ten years ago you have graduated the Oxford University on IT programming qualification. After that you have been hired on a position of a Manager in international company but after three years of work you left it. You started travelling and for six years you made a world-round tour. During this time you sometimes got freelance work. Now it is almost a year you are at home and trying to find a job. Give some reasons why you should take the assistant's position.



## Part 3. BUSINESS MEETING

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### Unit 3.1. Company's meeting



**Objective** – to learn what preparations should be done before the company's business meeting and how to hold this meeting

#### Unit plan:

1. Work with vocabulary
2. Exercise for defining types of business meetings
3. Questions for discussion
4. Reading text about how to prepare for a business meeting
5. Listening exercise
6. Exercise for making a dialogue
7. Practice exercise for how to run a business meeting
8. Exercise for making a dialogue within the whole group
9. Studying new words and expressions

#### Knowledge:

1. Study useful vocabulary used in business meeting preparation
2. Learn different types of business meetings
3. Study stages of business meeting's preparation part
4. Learn what agenda is and how to make it
5. Learn how to hold a company's business meeting

#### Skills:

1. Practice to make an agenda of the meeting
2. Practice to discuss an agenda of the meeting
3. Practice to make preparations for company's meeting
4. Practice to hold business meeting and to participate in it



#### Vocabulary

accomplish	follow-up	opening remark
agenda	gather	refine
allocate	item	time allotment
boardroom	main point	wrap up
conference	minutes	wind up
designate	objective	



**Task 1.** What kinds of business meetings do you know? Look at the following list and match types of meetings with their description. Think what can be the membership for the meeting and what kind of problems can be discussed.

1. Project meeting
  2. Staff meeting
  3. Sales conference
  4. Emergency meeting
  5. Collaborative meeting
- a) Close work with suppliers, customers or business partners.
  - b) Discussion of a serious problem and the changes it will occur.
  - c) Sales team meets with other members of the company who affect their success.
  - d) Meeting brings together people from different departments working on a specific task.
  - e) Regular departmental meetings to update employees on progress or deal with any issues.



How important do you think a preparation for a business meeting is?  
How could you prepare for a meeting?

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### **How to Prepare For a Business Meeting**

A well run meeting can be used to effectively train employees, set business goals and keep major projects on the right way. A successful meeting starts well before everyone is gathered in a conference room. The person running the meeting needs to make arrangements, gather materials, send out invitations and allocate and coordinate the activities. Participants need to be prepared to handle any required tasks, provide feedback, make presentations or brainstorm ideas. Doing the groundwork ahead of time will keep the meeting running smoothly and help you meet your goals.

**1. Determine** if you are running the meeting or expected to participate. If you are in charge of arrangements, be ready to coordinate scheduling, materials and the pacing of the meeting.

**2. Set a goal** for the meeting. Decide if you are trying to make a sale, bring an investor on board, train employees about company policies or brainstorm new product ideas.

**3. Set an agenda** for the meeting. Create your meeting agenda by listing the meeting's objectives and developing a rough outline of what you will need to discuss or do to accomplish them. Forward your agenda to people you know need to be there and ask them to refine it. A good agenda should consist of an opening remark of a chairperson in which he or she sets the main point of the meeting, then it should include the list of topics for discussion, presenter for each topic and a time allotment.

**4. Make arrangements** for a boardroom. Book a time and a place for meeting (if necessary). Call or email the group to make sure that the chosen time works for everyone.

**5. Send out** time and location **details** to all participants. If you are dealing with employees, let them know if attendance is mandatory or optional.

**6. Prepare** for any needed **equipment**. For example, if you are going to have a computer presentation, be sure that the conference room has a screen and projector. Know how to hook your laptop up to the projector so that you don't have to waste valuable meeting time dealing with technical details.

**7. Take** your presentation for a **test drive** before you do it in front of clients. Make sure your sales or investment pitch is professional and interesting. Understand your audience, how you can meet their needs and what goals you want to reach.

**8. Gather materials.** Print off handouts. Make sure there are enough chairs for everyone. Prepare refreshments or make catering arrangements if necessary.

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**Task 2.** Making an agenda is the most important and the most difficult preparation part of the business meeting. Listen to Anna reporting a team meeting agenda and answer the following questions:

1. What way can Anna use for saying “things”?
2. How can she list topics of the agenda?
3. What does “any other business” mean?
4. Which word means “to finish”?
5. What was the second item on the agenda?
6. What does company need to do for stock management systems?

*Source: BBC Learning English – English at Work – Episode 20: Team Meeting*



**Task 3.** Work in pairs. Imagine that you and your partner work in a translation agency. Following the role task, prepare and role play the dialogue.

**Student A:** You are Director and you are going to hold a very important business meeting with your subordinates. Recently you have got an idea to implement training courses for employees with technical and economic education. Ask your personal assistant to prepare an agenda for the meeting where you would like to know if your subordinates with English, French, German, Spanish, Italian, Chinese, Japanese, Arabic and Hindi languages can run such courses (it means they should share some organization ideas and know special terms). Discuss the agenda.

**Student B:** You are personal assistant of Student A. Your boss is preparing to hold a meeting with his/her subordinates. Prepare an agenda and discuss it with your boss.



When the whole class performed their ideas, sum it up together and compose a common agenda.



**Task 4.** Read the following rules about how to conduct a business meeting and put sentences in right order according to the stages.

1. Summarize the purpose of the meeting and what you want to accomplish at the very beginning. Then start with the first item in your agenda.
2. Leave time at the end of the meeting for a short question and answer session to clarify points of confusion during the meeting or to allow a particularly vocal participant who has a relevant and important point to voice his thoughts briefly.
3. Call the meeting to order at the scheduled start time even if someone is running late. The late-comers will have to catch up during or after the meeting is finished. If a member of your group is regularly late, pull him aside to discuss the matter.
4. Pass out a written meeting agenda to each participant to clarify the direction of the meeting. Provide an estimate of how many minutes you will spend discussing each item on the agenda if you've had issues with going over your meeting end-time in the past.
5. End your meeting on a positive note. Summarizing what each member must do from this point forward to accomplish the goals and issues discussed.

6. Follow your agenda closely and do not allow meeting participants to veer off of the order of issues to discuss.
7. Ask a secretary or other meeting participant to take minutes at every business meeting so that everyone will recall what was discussed and decisions made.



**Task 5.** Work in groups. According to the rules of running a business meeting and based of your previous agenda, prepare and role play a business meeting. Before you start, look at the following roles, required to be performed, and brainstorm together how this person could express his/her ideas.

❖ A Director – is a chairperson, who has an opening remark and asks follow-up questions.

❖ A Secretary – is a person, who introduces minutes, distributes agenda and makes some notes.

❖ English, French, German, Spanish, Italian, Chinese, Japanese, Arabic and Hindi teachers – are persons, who should explain the relevance of preparing technical and economic specialists with knowing of such languages, brainstorm educational programs and ideas and define if their knowledge is enough for this training program.



### Words and expressions

#### **Welcoming participants to a meeting**      **Saying who can't attend the meeting**

It's nice to see everyone.

I have apologies from ...

It's great to see everybody.

... has sent his apologies.

I'm glad you could all make it today.

... can't make it either.

Thanks for being here today.

... wasn't able to make it today.

It's good to see you all.

... can't be with us today.

#### **Introducing the meeting agenda**

#### **Allocating roles**

Have you all received a copy of the agenda?

... has agreed to take the minutes.

Shall we take the points in this order?

... has agreed to give us a report on...

There are three items on the agenda. First, ...

... will lead point number one, then...

### **Objectives of a meeting**

We're here today to...

The purpose of this meeting is to...

The main objective is to...

I've called this meeting in order to...

### **Inviting people to speak**

Would you like to open the discussion?

What about you?

What do you think about this?

What are your views on this?

### **Stating what the meeting's about**

... will be examining ...

... will present an analysis of ...

... is going to give us an overview of ...

... will be giving us an overview of ...

### **Asking for comments**

What do you think about that?

Do you want to start us off?

Does anyone want to say anything on that?

Would you like to make a point here?

### **Confirming what the meeting has decided**

Just to confirm, we're going to ...

Well, it seems that we are all agree we should ...

We've decided that ...

### **Saying that it's time to close a meeting**

Let's wind things up here.

We have to bring this to a close.

I think we've covered everything.

I don't think there's anything else left.

Ok. That's everything on the agenda.

Is there any other business?

Are there any final questions?

It's getting late. Let's call it a day.

### **Thanking someone for a meeting**

Thanks for coming in today.

Thank you very much for your time.

Thank you for your hard work.

I think we've come up with a lot of ideas.

Thank you very much for meeting.

Saying your goodbyes.

I look forward to seeing you again soon.

I look forward to meeting you again soon.

## How to set up the next meeting

Let's set a time for our next meeting.

Is ... a convenient day for our next meeting?

I'll inform you the time of our next meeting.

## Unit 3.2. Meeting with foreign business partner



**Objective – to learn how to prepare for meeting with foreign business partner**

### Unit plan:

1. Questions for discussion
2. Reading text about making up a business meeting program
3. Questions for discussion
4. Exercises for defining entertainment part
5. Exercise for making business meeting program
6. Exercise for making a dialogue
7. Studying new words and expressions
8. Problem solving

### Knowledge:

1. Learn how to make a preparation for meeting business partners
2. Learn tips of a business meeting program
3. Learn how to plan days with business partner
4. Learn how to choose an entertainment event
5. Study new words and phrases

### Skills:

1. Practice to make a business meeting program
2. Practice to discuss a business meeting program
3. Practice to plan a business entertainment event
4. Practice to solve problem situations with formal and informal business meetings



How important do you think having a meeting with your business partners? Are there any differences for having a meeting with partner from your city, other city of your country and other country?

Excluding the first one, what preparations should we have?



## **How to Make Up a Business Meeting Program**

We need to divide each day for three parts: business part, cultural part and entertainment part.

Business part should be held on the first half of the day – from 9 a.m. to 2 p.m. It may include business meetings, factory tours, negotiations, presentations, conferences and etc. Don't forget about business dinner in quiet café or restaurant.

If your business partner has enough time for cultural part, you may plan city excursions, visiting of sightseen and museums. Also excursions can be organized during the meetings. If negotiations are too long and difficult, such cultural programs will help to clear the air. After the rest people can change their point of view in a better way. If you haven't got enough time for cultural part, plan some events in the office such as dinner, coffee break and informal small talk.

Entertainment part usually includes going out event like dinner in a restaurant, visiting of night club or some sport event. While making plans for this part, you may also make up some topics for informal conversation. Note the name of a restaurant or a club, number of people and visiting time.

You may agree your program with your partner and ask if he wants some changes or additions. It is better to carefully plan each hour and think about unforeseen circumstances.

### **How to choose an entertainment event**

Think about the most interesting places of your city and things that could be interesting for your partner. Also specify the activity sphere. For example, if your partner has routine office work, he would be glad to walk down the city or go to the party. If your partner meets different people and has a lot of business trips and meetings, it would better to offer him something calm and quiet.

For foreign guests it is not necessary to show national colour. You may visit interesting exhibitions or festivals. Or you may invite your partner to music concert or at the theatre.



Have you had experience of entertaining a visitor or of being entertained? What was good about this experience? What was difficult?





**Task 1.** Imagine a situation when you might entertain your business partner. Make notes on what you could say of:

- making an invitation
- advice visiting something
- braking the ice in the conversation
- asking an opinion



**Task 2.** Look at the following list of entertainment ideas for your business partner. Think of which ideas are good and which are bad. Give arguments. Who do you think should pay for it?

- Business lunch in café
- Business dinner in a restaurant
- Night in a pub
- Hockey match
- Snack in McDonalds
- Trade fair
- Back yard party
- Walking in a park
- Shopping
- Movies in a cinema
- Exhibition in local museum
- Play in a theatre
- Open air games
- Karaoke bar
- Sightseeing
- Rock concert
- Concert of classical music
- Swimming
- Snooker game
- Evening in a café



**Task 3.** Work in small groups. Make up a full business meeting program for your potential business partners in your city. It should be for four days and it should include your partners' arrival (1<sup>st</sup> day) and departure (4<sup>th</sup> day). Pay special attention to the city of origin and take cultural features into consideration. Each group has its own business partner:

Group 1 – Marseille

Group 2 – Munich

Group 3 – Milano

Group 4 – Beijing

Group 5 – Tokyo

Group 6 – Delhi



**Task 4.** Work in pairs. Make up and perform a short dialogue between business partners discussing an entertainment event.

Student, whose role is being a guest, should choose whether he/she is an active person (who likes games, clubs, cafés) or a calm one (likes to go shopping, sightseeing or have a calm dinner). For support, use phrases given below.



### Words and expressions

#### Inviting

How about going to a Chinese restaurant?

I was wondering if you'd like to go out for a Russian meal.

Would you like to go for a drink?

Do you feel like going out for a meal?

We could go to an Italian restaurant.

#### Suggesting and offering

Can I get you something to drink?

Would you care for another drink?

What can I tempt you will?

Can I top you up?

#### Responding to invitations and offers

I'm afraid I'm not very hungry.

I'm not very keen on Indian food.

I really couldn't manage any more to eat.

I'd rather not have any alcohol.

If you don't mind, I'd prefer..

That'd be great / suit me.

Would you recommend it?

I'd better not...



### PROBLEM SITUATION

**Situation 1.** You work as a Personal assistant of General Director in big industrial company. Your boss is a night owl – he usually starts his working day after 2 p.m. and can stay at work till midnight. Not so long ago you received a letter where one of your good business partners wrote that they would like to visit your company to hold negotiations. You agree this information with your boss and he asks you to fix meeting in the second part of the day. But your business partners are morning birds and it's better

for them to work before mid-day. Try to explain it to your boss and arrange the meeting.

**Situation 2.** You work as an Executive Manager in big and successful company. Now you are at your company's annual dinner for the last five hours and you are utterly exhausted. This annual dinner is performed at the same time when your important business partner visits you. So, he is sitting next to you seems to want to talk non-stop about the same boring topic. As he is an extremely important client, you can't just ignore him. So, be polite, but keep trying to steer the conversation towards something more interesting in spite of your client's persistence and desire to talk about thing he wants.

### Unit 3.3. Business trip



**Objective – to learn how to organize a business trip and how to write a business trip report**

#### Unit plan:

1. Questions for discussion
2. Reading text about how to prepare for a business trip
3. Preparing a short oral message
4. Questions for discussion
5. Reading text about steps for writing a business trip report
6. Exercises for business trip report
7. Writing a business trip report
8. Problem solving

#### Knowledge:

1. Study words for business trip
2. Learn what preparations should be done before the business trip
3. Learn tips for finding useful information about a country
4. Study steps for writing a business report

#### Skills:

1. Practice to search the Internet for finding required information
2. Practice to compose a structure of a business trip report
3. Practice to write a business trip report
4. Practice to deal with problem situations



## Vocabulary

arrival details

book

business invitation

business trip

business visa

currency

destination

exchange rate

expire

itinerary

passport for travelling abroad

reservation

there and back ticket

tourist visa

trip number

trip report



What do you think business trip is for? Are there any differences between business trips within a country and for abroad? What are they? What information we should get before the business trip?

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## How to Prepare for Business Trip

Your business may take you all over the city, country, or world. Business travel doesn't have to be drudgery, and although some stress is inevitable, it doesn't have to make you miserable. Get used to preparing for your business trips using these tips:

**Be sure that you have all documents.** When planning your trip, always make sure you have at least six months until your passport for travelling abroad expires and that there are 2-4 blank pages – some countries won't let you in otherwise. If a country you are going in, required a visa, ask your travel agency or embassy's representatives to prepare it for all the travelers. You may draw up a tourist visa or a business visa. For the last one you need your business partner to send you a special invitation. So, attend about it as early as you can. And, by all means, make sure you bring your documents with you to the airport. This seems like common sense, but it can be an easy thing to forget.

**Make travel and accommodation arrangements.** Car rentals, airline tickets, train reservations, and hotel rooms don't get any cheaper the longer you wait, and they don't become more available. When you're planning the dates of a business trip consider religious and local holidays because businesses and restaurants could be closed. Also, you may ask your business partner to help you with arrangements. He or she can advise you

good hotels or even book it instead of you. Moreover, you may kindly ask your partner to send a car in the airport. For this purpose, email the name of your company and arrival details (date, time, trip number, airport or railway station's name if there are several of them).

**Specify information.** Don't be lazy to look through the Internet sites of hotels and air companies thoroughly. For air travel find out the price of tickets (is it there and back or only one way), required size and weight of hand baggage and suitcases, things you can bring with you on the plain and things you can export and import. For hotels, specify the information about accommodation conditions (bed, air-conditioner, TV and etc.), special features (conference hall, restaurants and cafés in the hotel, Wi-Fi, breakfast included) and other things. Look at the pictures on web sites and read some comments.

**NB!** When you check in at your hotel, ask for two things – a map and a business card. A local map will help you orient yourself in the city and will be useful for getting to meetings or if you have time for sightseeing. A hotel business card is also very valuable. If you get lost, you can show it to a local or a taxi driver, and they can help you find your way back to the hotel.

**Put together an itinerary.** In this itinerary, list flight information, ground-transportation information, the hotel name, address, telephone number, and reservation number, meeting times and places – with telephone numbers, if possible, host names, telephone and fax numbers, and e-mail addresses, meal arrangements and scheduled entertainment. It would be great if you leave some copies of itinerary in your office.

**Have the right currency on a business trip.** If you're taking a business trip overseas, be sure to stop in at your bank ahead of time and get enough currency from your destination country to pay for small expenses before you get a chance to go to a hotel's or bank's exchange window. Also, ask your bank or host whether your ATM card is going to work for getting your destination currency at the hotel where you'll be staying or at a nearby bank.

**Prepare to avoid cultural misunderstandings.** Some countries practice certain etiquette methods, which may be crucial to making the proper business impressions. Certain physical gestures and body movements are also interpreted differently and vary in each country. Remember that you'll be representing yourself, your company, and your country of origin. Learn about your destination's culture ahead of time by researching online,

reading books, and checking out travel guides. Find out what can you bring for gifts, is smoking and drinking alcohol available or not, what informal questions you may ask and some other cultural tips which can be useful for your trip. Make some notes in your notebook or buy a “pocket” book about culture and traditions of country you are going to visit.

**Learn some phrases on local language.** On the Internet, you’ll see a lot of advice that you need to learn the local language to the point of fluency to blend in – all before your next business trip. It’s probably unnecessary. It’s polite to pick up a handful of phrases (hello, please and thank you), and people will be appreciative that you made the effort. But learning more than that is probably impractical.

**Pack only what you need.** Leave everything else at home. You have to take your laptop, cell phone, charging unit, reports, contracts, brochures, pen drive, clothes and shaving kit or cosmetic bag. Don’t forget your medication. Take a credit card with an open balance and cash if you’ll be in a rural area. Girls should pay a special attention on clothes. So, you may bring some official clothes for meetings and negotiations and some casual clothes for walking or going out. But remember that some countries (especially in Asia) don’t required women to wear mini-skirts and shorts, sleeveless shirts, dresses with décolleté and so on. So, even if your business trip is in summer, bring light trousers, long skirts or dresses and high-necked T-shirts.



**Task 1.** Work in pairs or small groups. Choose a country and a month you like. Following the questions and tips below, tell about what preparations do we need to do before visiting this country (order isn’t required).

- Do I need a visa?
- What vaccinations are required? Do I need anti-malaria pills?
- Is the city water drinkable?
- What are the local currency and the currency exchange rate now?
- What is the time difference?
- What is the dress code?
- What are some of the business customs in the country?
- What are some of the laws of the country? (In Singapore, gum chewing is illegal)

- Are handshakes or bows acceptable when greeting someone?
- Is a gift appropriate for the people I'm working with? How should I give and receive gifts?
- Who can I contact in case of an emergency?
- What is the weather like here in this month?
- How can I say Hello, Goodbye, Thank you, Please and Excuse me on local language?
- Is there any religious or national holidays here in this month?
- Are there any prohibited topics for discussion?
- What food can I try here?



Have you ever written a report? What sections do you think should be put into the report?

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### How to Write a Business Trip Report

When you come back from the business trip, you usually bring not only positive experience, nice gifts for your colleagues, but also some results of your work. Some companies require their employees to write a business trip report. Following this simple rules, you may easily do it.

**1. Start with general information.** Use a memo format if the document will only be a few pages long, and use a heading that lists the date, topic of the report, your name and position. Use section heads to organize the report, such as Trip Purpose, Overview, Benefits, Cost and Summary.

**2. Make a short overview.** Start the report with an overview that states facts but does not provide support or detail. Let the reader know when, where and what the trip was, why you were sent and the expected results. For example, you might write that you went to a trade show in California to meet with important clients, prospect new ones and check out the competition.

**3. Come to details.** Describe whom you met there, what were the topics of your discussion and what happened at the event in terms of how or if you met your goals for going there.

**4. Summarize.** Use the summary to recap the highlights of the trip, including your expected benefits, whether or not you attained them or any others and any expected benefit to the company. The more specific you

can be about the benefits of your trip, the easier it is for your superiors to calculate a return on their investment.

**5. Attach documents.** During the visit don't lose important documents such as boarding passes, hotel and restaurant bills and other travel costs for the expense report.

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**Task 2.** Look at the following parts of a business report and put them in a right order.

1. Key contacts: Brenda Stevenson – General Director of ABC, Ltd.; Karl Mercury – Deputy of General Director; Alex McDowell – Head of Developing and Cooperation Department.

2. Location visited: Dallas, Taxes, USA

3. XYZ Inc.  
22 Pushkin Street, Moscow, Russia

TRIP REPORT

18 Dec 2015

4. Purpose: To set up cooperation with our American partners who are going to be our primary suppliers. The main objective of the visit was to examine production conditions, conditions of cooperation and signing the contract for the first experimental delivery.

5. Maria Antonova,  
Foreign Cooperation Chief

A handwritten signature in black ink, appearing to read 'Maria Antonova'.

6. On the second day, Dec, 5, we met with General Director again. In her office we discussed our requirements and their possibilities of production goods, outline the sections of the contract, but it was a real problem with Legal and Shipment Sections because of Taxes' policy in these fields. We arranged a meeting on the next day to sum up our ideas and sign the primary version of the contract for experimental delivery.

7. From: Maria Antonova, Foreign Cooperation Chief



8. On the first day, Dec, 4, we met Karl Mercury, the Deputy of General Director of ABC, Ltd. First of all, he brought us to the factory for a small tour. There we saw production process in general and examined the condition of machineries, lab experiments' process and packing process. We also inspect the quality of ready goods. Mr. Mercury kindly answered all our questions. So, we were sure that production process is satisfied. Then we came to the office of ABC, Ltd, where we met General Director Brenda Stevenson and Head of Developing and Cooperation Department Alex McDowell. We exchanged brief presentations of our companies, had some small talks and then started to discuss the conditions of potential cooperation. Making some short points, we finished our meeting and appointed it for the next day.

9. Overall, we signed the contract between our companies for an experimental delivery. So, it means that in case of goods' appropriateness, we will continue our cooperation and will have a new business partner and supplier of qualified goods. This fact leads our company to the better place and makes some economic benefits for us.

10. On the last day, Dec, 6, we met with Mr. Mercury who was in charge to sign the contract instead of Ms. Stevenson who was unexpectedly called for the board meeting. With Mr. Mercury and Mr. McDowell we finished our discussion according to argued sections of the contract in our maximum possible benefits. After all, we signed the contract for experimental delivery.

11. Dates of travel: 3–6 December, 2015



**Task 3.** Imagine that you work in a production company. You were sent to \*a country you like\* to work as an interpreter on business meeting and negotiations with your potential supplier. You accompanied Marketing Chief and Development Director. Your business trip continued for 4 days including arrival and departure. Your tasks were to interpret and to coordinate schedule. Following the structure given below, write a business trip report.

1. General data: your name, job title and date of writing report.
2. Business trip overview: travel destination, travel period, the purpose of the trip.

3. Details of the trip: people you met, topics for discussion (preferably day by day).
4. Summary: small conclusion of your deals.



## **PROBLEM SITUATION**

**Situation 1.** You work in a small company as a Personal Assistant of General Director for two months. Your boss is going to France for business trip. It was a spontaneous decision caused by business circumstances. You need to prepare all the documents for your boss in very short term. Personal Assistant, who worked before you, hadn't left any contacts and information about travel agencies she usually worked with. You have a lot of current paper work and haven't enough time to learn necessary information carefully. Your boss also doesn't know any information and have never been in France as you haven't been there too. Your task is to book cheap air tickets, book good hotel in Paris, prepare plan of meetings and find good places for rest. Your boss has got Schengen visa, so you don't need to open visa for him.

**Situation 2.** Working in a big industrial company as a translator you came to India with Marketing Director to meet potential suppliers, visit their factories and sign contracts. It was your first experience of coming to India that is why before the business trip you learnt in details all the possible information about making business, culture and traditions of this country. You know that India is a poor and dirty country, that there are a lot of homeless people on the street. You know that Indian men can wear ear-ring and bracelets as confessional symbols. You now that in July here is a hot and rainy weather. After some days of your coming you notice that Marketing Director is really dissatisfied. He neglects food and drink during visits. Sometimes he can show his displeasure of surrounding or people's look. You try to explain to Marketing Director that all of this is cultural peculiarities and values of Indians. But he refuses to understand it and continues to show his negative attitude.



## ROLE PLAY FOR PART 3

### 1. Meeting with foreign partner

*Helga Miller (Secretary)*. Your company *Fenox Automotive* has recently negotiated by e-mail with American company *Delphi*. Your boss decided to invite potential clients to Germany, show them production department and sign the contract in case of agreement.

1. Make some calls to *Delphi* to arrange meeting and agree it with your boss.
2. Call to hotel and book two rooms for Director and his assistant.
3. Call to Felix Meyer, Personal Driver of your boss, and organize guests' transportation from the airport.
4. Ask Lena Hoffman to help you with visiting program and to prepare the conference hall in your office.

*Hans Becker (General Director)*. You will receive a call from your secretary. Arrange meeting with your American partners.

*Lena Hoffman (Personal Assistant of General Director)*. You know that Helga, your boss's secretary, has a lot to do for important meeting. But you have a day-off now and spend it with your little children. Receive a call from Helga and ask how you can help her in details.

*Felix Meyer (Personal Driver)*. Receive a call from Helga who will ask you to meet American partners.

*Coral Lee (Receptionist of Plaza Hotel)*. Receive a call from Helga Miller and take the details about rooms she would like to book. Specify the availability and call her back.

*April Cook (Secretary)*. You work in American company *Delphi*. Receive a call from your German partners and inform your boss about visit. Arrange possible dates and call to *Fenox Automotive* to inform.

*David Patterson (Director)*. You will receive a call from your secretary. Choose the dates you want and ask your secretary to arrange meetings.

### 2. Business trip

*Nicole Thomas (Secretary)*. You work on a small cosmetic factory *Jeunesse*. Your director, Pierre Martine, wants to visit his potential client in Moscow to present new line of cosmetic goods for young people. You have a list of calls:

1. Call to your travel agent and ask her to arrange business trip for your boss and his deputy. Tell that you need Russian visa, tickets to Moscow for March 11<sup>th</sup> and March 15<sup>th</sup> and two separate one-bed rooms in a good hotel. When she calls back and prove, inform your boss.
2. Call to your Russian customer and ask them to arrange meeting on March 12<sup>th</sup>. Inform that your boss and his deputy will arrive on March 11<sup>th</sup> at 4 p.m. and depart on March 15<sup>th</sup> at 8 a.m. Tell that you have already book hotel.

*Pierre Martine (General Director)*. Receive a call from your secretary and confirm the dates of your business trip.

*Anna Kovaleva (Secretary)*. Your small private company *Glyanets* is going to meet your French cosmetic suppliers. You receive a call from Nicole Thomas with information about your guests' visit. Inform your boss about dates.

*Mikhail Petrov (General Director)*. Receive a call from your secretary and confirm meeting. Call to your friend Ivan Komarov and cancel your private meeting on March 12<sup>th</sup> explaining the situation.

*Julie Durand (Manager in travel agency)*. Receive a call from Nicole Thomas and ask her to send you all the necessary documents for visa. Book a flight by the Internet and call to Borodino Hotel to book rooms. Call back to Nicole and confirm the information.

*Svetlana Orlova (Receptionist of Borodino Hotel)*. Receive a call from France and book two rooms asking for all details.

*Ivan Komarov (Mr. Petrov's friend)*. Receive a call from your friend Mikhail Petrov.

## Part 4. PRESENTATION

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### Unit 4.1. Presentation rules



**Objective – to learn preparation rules for a successful presentation**

#### **Unit plan:**

1. Work with vocabulary
2. Questions for discussion
3. Exercises for defining some presentation tips
4. Reading exercise for summarizing the preparation rules
5. Questions for discussion
6. Exercises for defining rules of PowerPoint presentation
7. Discussion of PowerPoint presentations

#### **Knowledge:**

1. Study the vocabulary used in presentation tips
2. Learn how to structure a presentation
3. Learn what questions should be asked and answered before the presentation
4. Study the rules of PowerPoint presentations

#### **Skills:**

1. Practice to structure the information
2. Practice to summarize the information
3. Practice to analyze information
4. Practice to find correctness and mistakes in presentations
5. Practice to perform the analysis



#### **Vocabulary**

audience	presentation
body language	presenter
content	rapport
delivery	slide
eye contact	slide show
handout	speaker
notes	structure

overhead transparency  
performance

venue  
visual aids



How often do you make presentations? What do you usually present? When was the last time you gave a presentation? Was it success or not? Explain your answer.



**Task 1.** Look at the questions given below. Define which question belongs to which tip.

- | WHY   | WHO | WHAT | HOW | WHERE | WHEN |
|---|-----|------|-----|-------|------|
| 1. Who will I be speaking to?   |     |      |     |       |      |
| 2. What do I want to say?   |     |      |     |       |      |
| 3. Is the structure of my presentation clear?                                     |     |      |     |       |      |
| 4. What do I want people to know by the end of my talk?                           |     |      |     |       |      |
| 5. Do I have visual aids? Are they enough?  |     |      |     |       |      |
| 6. What is the main objective of my presentation?                                 |     |      |     |       |      |
| 7. Does the presentation correspond with the needs and interests of the audience? |     |      |     |       |      |
| 8. At what part of the performance / negotiations my presentation will be?        |     |      |     |       |      |
| 9. Can I perform in public?   |     |      |     |       |      |
| 10. What do the people know about my topic already?                               |     |      |     |       |      |
| 11. Should I make some written notes for myself? What are they?                   |     |      |     |       |      |
| 12. Do I have enough information?   |     |      |     |       |      |
| 13. Is the information I am going to present correct?                             |     |      |     |       |      |
| 14. Could the audience see me and hear me?  |     |      |     |       |      |
| 15. What equipment should I check before the presentation?                        |     |      |     |       |      |
| 16. Are there specific cultural rules I should obey?                              |     |      |     |       |      |



**Task 2.** Delivery refers to the techniques used by the speaker to have an impact on the audience. Look at the following tips of delivery and put them in the order of importance on your opinion. Give arguments for your answer.

- Voice – Is there enough variety of volume and tempo to maintain audience interest?
- Body language – Does the speaker appear open, confident, interested, etc.?

- Eye contact – Does the speaker establish rapport with the audience?
- Visual aids – Is there sufficient support to reinforce the speaker’s message? Does the speaker make good use of the support chosen?
- Length – Does the speaker know when to stop?
- Humour – Can the speaker keep his/her audience with him/her? Are the jokes polite and appropriate?
- Notes – Are there some notes the speaker made? Does he/she read the full text from the screen?
- Confidence – Does the speaker know and understand what he/she is talking about?



**Task 3.** Read the following text about how to plan a presentation. After reading, make step-by-step plan of preparation and highlight some the most important tips as, for example, language, ways of delivering and so on.

### **Planning Your Presentation**

Before you start to prepare your presentation, first of all bear in mind what you want to achieve and what you want your audience to take away with them. Once you have decided upon your objectives, you are in a much better position to make strategic decisions about the design and tone of your presentation.

Your audience will have a variety of different experiences, interests and levels of knowledge. A powerful presenter will need to acknowledge these and prepare for and respond to them accordingly. You should have enough information to ensure that you have targeted your material at the right level for needs of your audience. This might involve avoiding technical jargon or explaining abstract concepts with clear practical examples.

When you define your audience and your topic, think about the very exact content and the structure of your presentation. Point out, what you should say at first, at second and so on till the very end. Once you have thought about the design of your presentation, you can define your main points. Don’t forget about the introduction and conclusion.

A powerful presentation delivers information in a logical, structured manner, building on the previous point and avoiding large jumps in sequence. In an effective presentation, the content and structure are adjusted to the medium of speech. A presentation can easily be ruined if

the content is too difficult for the audience to follow or if the structure is too complicated. As a general rule, expect to cover much less content than you would in a written report. Make difficult points easier using plenty of examples and going back over them later. Leave time for questions within the presentation.

The supporting information helps your audience understand, believe in and agree with your main points. This evidence might take the form of factual data, points of detail or an explanation of process. It might be presented in imaginative ways using diagrams, pictures or video segments. The two most common forms of visual aid are overhead transparencies and computer slide shows. Objects that can be displayed or passed round the audience can also be very effective and often help to relax the audience. Some speakers give printed handouts to the audience to follow as they speak.

Good speakers vary a great deal in their use of notes. Some do not use notes at all and some write out their talk in great detail. If you are not an experienced speaker it is not a good idea to speak without notes. You should also avoid reading a prepared text aloud. You may write down key sentences. Your notes should always be written large enough for you to see without moving your head too much.

But defining your goals, searching for the information and preparation of the speech are not the most difficult part of the presentation. People vary in their ability to speak confidently in public, but everyone gets nervous and everyone can learn how to improve their presentation skills by applying a few simple techniques.

The main points to pay attention to in delivery are the quality of your voice, your rapport with the audience, use of notes and use of visual aids. Voice quality involves attention to volume, speed and fluency, clarity and pronunciation. The quality of your voice in a presentation will improve dramatically if you are able to practice beforehand in a room similar to the one you will be presenting in. Rapport with the audience involves attention to eye contact, sensitivity to how the audience is responding to your talk and what you look like from the point of view of the audience. These can be improved by practicing in front of one or two friends or video-taping your rehearsal.

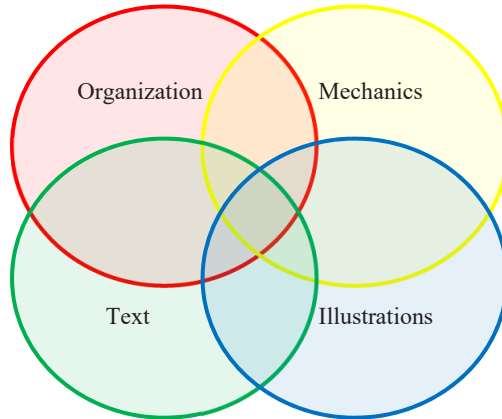


What do you like the most: present the information or be presented? Do you like performances with PowerPoint slides? If such visual aids are always well done? What do you find the most terrific when looking at slides?





**Task 4.** Work in pairs. Look at the following diagram. Below there are some tips of organization, mechanics, text and illustration rules for PowerPoint presentation. Complete the diagram and sum up – what PowerPoint presentation is supposed to be the perfect one?



- Start with introduction slide. Put the topic of your presentation and name or names of authors.
- Have a very clear introduction, to motivate what you do and to present the problem you want to solve.
- Give people time to think about the important facts by slowing down, or even stopping for a moment.
- Spell-check. A spelling mistake is an attention magnet.
- Use uniform capitalization rules.
- Use only one idea per slide.
- Slides should have short titles. A long title shows something is wrong.
- Put only the most important information on the slide. It would be better to present in in thesis way using numbers or special marks.
- Do not use fancy animation effects and don't overload your presentation with it. Use animation only for the information you are going to present by parts.
- Do not use bright and flashy colours. Do not use colours that are not match. Use your “company” colours if there are so.
- Put very little text on a slide; avoid text completely if you can.

- Have a good conclusions slide: put there the main ideas, the ones you really want people to remember. Use only one “conclusions” slide. Do not put other slides after conclusions.
- Do not go overtime under any circumstance.
- All the text on one slide should have the same structure.
- Do not put in the figures details you will not mention explicitly.
- Use minimum five rehearsals for an important talk.
- Rectangles with shadows seem to look much better than without.
- Don’t use small fonts.
- Use suggestive graphical illustrations as much as possible. Prefer an image to text.
- Give your audience a high-level overview first, and then plunge into the details.
- Do not put useless graphics on each slide: logos, grids, affiliations, etc.
- Use strong colors for important stuff, pastel colors for the unimportant.



**Task 5.** Watch the PowerPoint presentations which will be shown.

Analyze their structure and content. Point out all the mistakes and tell how we can correct them. Use the table as a supporting material.

	Presentation name	Structure		Content		Visuals	
1		✓		✓		✓	
		✗		✗		✗	
2		✓		✓		✓	
		✗		✗		✗	
3		✓		✓		✓	
		✗		✗		✗	
4		✓		✓		✓	
		✗		✗		✗	



**Task 6.** Choose one of your own PowerPoint presentations or find it on the Internet. The only requirement for the second variant is for the content – it should be a PP presentation of a company. The task is to analyze the presentation to the audience and find its positive and negative sides according to the rules for making presentation. The analysis should be performed in English.

## Unit 4.2. Holding presentations



**Objective – to learn how to start, hold and finish your presentation**

### Sub-units plan:

1. Questions for discussion
2. Listening, reading and speaking exercises for working out the topic
3. Performing the part of the presentation
4. Studying new words and expressions

### Knowledge:

1. Study the vocabulary and useful words and phrases used in presentation
2. Learn how to start the presentation
3. Learn how to hold the presentation
4. Learn how to finish the presentation

### Skills:

1. Practice to welcome people, talk about the topic and the structure of the presentation
2. Practice to work with slide shows and visual aids
3. Practice to thank the audience, answer the questions
4. Practice to check knowledge on a checklist
5. Practice to analyze presentation's performance

### Unit 4.2.1. Introduction



What do you do before you make a presentation to someone you have never seen before?

How do you feel about presenting in English language? What do you find the most difficult?



**Task 1.** Listen to three different presenters starting their speech. Complete the table. Which presentation is formal and which is less formal?

	Presentation 1	Presentation 2	Presentation 3
Presenter's name			
Presenter's position			
Topic of presentation			
Audience			

What sentences were used for:

- |                             |                                 |
|-----------------------------|---------------------------------|
| a) saying what the topic is | c) saying who you are           |
| b) welcoming the audience   | d) saying why topic is relevant |

*Source: M. Grussendorf. English for Presentations. Oxford University Press [2]*



**Task 2.** The greeting and the purpose of the introduction are obligatory part of any presentation. But also you may tell the audience how it is structured. Look at the following sentences and put them in the right order.

- Oh, and here are some copies of the PowerPoint slides.
- I will end with some ideas of how to improve your language learning techniques.
- My talk will take about 25 minutes. And please don't hesitate to interrupt me if you have any questions.
- At the end of my presentation I will be glad to answer your questions.
- I will start with some difficulties people face to when learning foreign languages.
- First of all, let me thank you for coming here today. I hope that the information I prepared to you would be useful and interesting for everyone.
- Then I will move to some secrets of memorizing foreign words and phrases and show it on real examples.
- Good afternoon to everyone.
- I have divided my presentation into three parts.
- For those, who don't know me, my name is Piper Swift and I am a Doctor of Philology, Professor of Cambridge University and also a polyglot.
- Today I would like to share with you some secrets which can help you to memorize more than 500 words on any language and improve your learning techniques.



**Task 3.** Think of a talk you have given or would like to give. Use the checklist and Words and expressions section to prepare an introduction of your own. Present it to the class.



1. Welcome the audience
2. Introduce yourself (name, position)
3. Set your topic
4. Explain why your topic is important for the audience
5. Outline the structure
6. Tell about supporting material (if there is)
7. State a feedback



## Words and expressions

### Welcoming

Good morning / afternoon ladies and gentlemen

Hello, everyone

Let me thank you for coming here today.

### Saying about the topic

I plan to say some words about...

I am going to talk about...

The subject of my talk is...

The theme of my presentation is...

I'd like to give you an overview of...

### Saying the purpose

We are here today to decide / learn about...

The purpose of this talk is to...

### Introducing yourself

So, let me introduce myself. My name is...

I'm here in my function as...

For those, who don't know me, my name ...

### Saying about the relevance of your topic

My talk is relevant for those who...

Today's topic is of interest to those of you...

My topic is very important because...

### Structuring

I've divided my talk into three parts.

My talk will be in three parts.

In my presentation I'll focus on three issues.

First, I'll be looking at...

After that / Then I'll go on to...

Finally / At the end...

### Timing

My talk will take about 10 minutes.

This will take about half an hour.

The presentation will take about two hours.

There will be a 20-minute break in the middle.

We'll stop for lunch at 12 o'clock.

### Handouts

Does everybody have a handout?

Please, take one and pass them on.

I'll be handling out the copies.

### Questions and feedback

Please interrupt if you have any questions.

After my talk, there'll be time for a discussion and any questions.

If you have any questions, I'll be glad to try to answer them at the end of my talk.

Could we leave the questions till the end?

## Unit 4.2.2. Main body



How could you make your presentation effective, interesting and easy to follow?



**Task 1.** Signposting phrases are used to help guide the audience through the presentation. Make the signpost sentences using element from each column.

The next topic	let me remind you of	I would like to
Let's consider	briefly	the main points
To illustrate	to come back to	focus on
Finally	to the next	this question later
Let's summarize	I would like to	some of the issues
This brings me	sum up	more detail
I would like	this point	what we've looked at
I want just	this in	point



**Task 2.** Watch the video of a presentation performance. Write out all the signposting words and phrases you will hear.

Follow the link: <https://www.youtube.com/watch?v=59bYTTg--uc>



**Task 3.** Think of a talk you have given or would like to give. Use the checklist and Words and expressions section to prepare a main body of your own. Present it to the class.

1. State your topic again
2. Explain your objective
3. Signal the beginning of each part
4. Talk about the topic
5. Signal the end of each part
6. Outline the main ideas
7. Signal the end of the presentation



## Words and expressions

### Starting a new section

Moving on now to...

Turning to...

Let's turn now to...

The next topic/issue I'd like to focus on...

I'd like to expand on...

Now we'll move on to...

I'd like now to discuss...

Let's look now at...

### Finishing a section

That's all I have to say about...

We've looked at...

So much for...

### Summarizing and concluding

To sum up...

To summarize...

### Analyzing a point

Where does that lead us?

Let's consider this in more detail...

What does this mean for...?

Translated into real terms...

Why is this important?

The significance of this is...

### Giving examples

For example, ...

A good example of this is...

As an illustration, ...

To illustrate this point...

### Paraphrasing and clarifying

Simply put...

In other words...

Let's summarize briefly what we've looked at... So what I'm saying is...

If I can just sum up the main points... To put it more simply...

Finally, let me remind you of some of the issues...

To conclude...

In conclusion...

In short...

I'd like now to recap...

### Unit 4.2.3. Visual aids



Imagine you are giving a presentation and using some visual aids. What phrases might you use to draw your audience's attention to them?



**Task 1.** Revise name of these media and tools used in presentation.







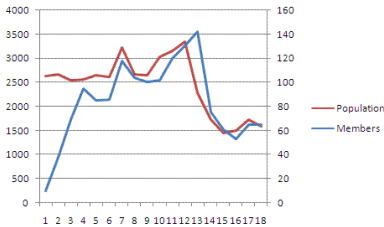
**Task 2.** Listen to two examples of people giving presentations. As you listen, point out all the phrases for referring to visual aids.

Source: BBC Learning English – Talking Business – Presentations – Body

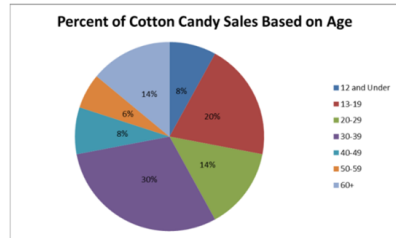


Using the words and expression given below, describe the graphs and charts.

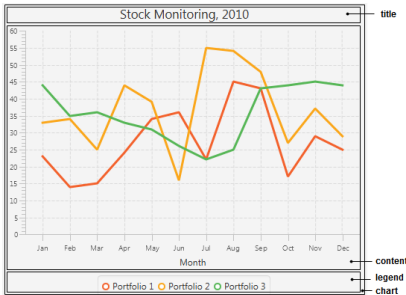
**Chart 1**



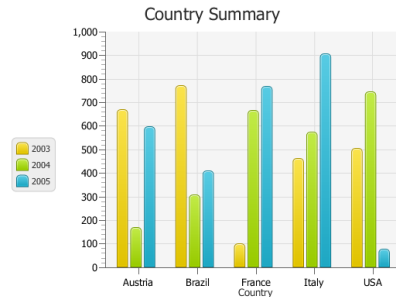
**Chart 2**



**Chart 3**



**Chart 4**



**Words and expressions**

**Types of charts and graph**

Pie chart (segment)

Bar chart (bars)

Line graph (solid line, broken line, dotted line)

Table graph (X/horizontal axis, Y/vertical axis)

**Introducing a visual:**

I'd like to show you...

Have a look at this...

This (graph) shows / represents

Here we can see...

Table (rows, columns)

Let's look at this...

Here you see the trend in...

### **Describing change**

#### **Upward movement**

To increase

To rise

To go up

To grow

To expand

To rocket

To boom

#### **Downward movement**

To decrease

To fall

To drop

To decline

To go down

To slump

To collapse

#### **No change**

To remain constant / stable

To stay the same / at the same level

#### **Degree of change**

Dramatically

Considerable

Significantly

Moderately

Slightly

#### **Speed of change**

Rapidly

Quickly

Suddenly

Gradually

Steadily

Slowly



**Task 4.** Prepare a graph or a chart based on your own data. Present your idea for the class.



1. Prepare each visual carefully
2. Check whether the visual really shows what you are saying
3. Make sure the audience can read the visual
4. Keep design and content simple
5. Reduce text to a minimum
6. Prepare audience for visuals
7. Present information clearly and logically



## Words and expressions

### Explaining a visual

Let's now look at the next slide...

Let me explain the graph.

The different colours have been used to...

### Highlighting information

I'd like to draw your attention to...

I'd like to point out here...

Let's look more closely at...

## Unit 4.2.4. Closing and questions



What phrases can you use to finish your presentation? Could you brainstorm effective and not effective ending?



**Task 1.** Look at the sentences given below. Put them into correct category:

- |                       |                          |
|-----------------------|--------------------------|
| A. Signaling the end  | C. Inviting questions    |
| B. Summarizing points | D. Thanking the audience |
1. That's all I want to say for now on...
  2. Right. Now, you are welcome with questions.
  3. Let me just run over the key points again.
  4. Thank you for listening.
  5. I'd be glad to try and answer any questions.
  6. That completes my presentation.
  7. I'll briefly summarize the main issues.
  8. That brings me to the end of my presentation.
  9. Thanks for listening. Now I'd like to invite your comments.
  10. That covers all I wanted to say today.
  11. Any questions, please?
  12. Thank you for your attention.



**Task 2.** Think of a talk you have given or would like to give. Use the checklist to prepare a conclusion of your own. Present it to the class.



1. Signal the end of your talk
2. Summarize the key points
3. Highlight one important point
4. Make your final statement
5. State a follow-up session



How do you feel about question session after the presentation? How do you usually deal with it?



**Task 3.** Listen to someone asking if there are any questions. Complete the sentences.

**Tim:** Ladies and gentlemen, \_\_\_\_\_ any questions, I'd \_\_\_\_\_ to answer them now.

**Carrie:** Yeah, \_\_\_\_\_, graph number 3, that last one you showed us, \_\_\_\_\_ to me where you're intending to find the extra \_\_\_\_\_ to increase the designer range in the maternity \_\_\_\_\_?

**Tim:** Yes, a \_\_\_\_\_ question. I've looked at the office wear range and it's quite \_\_\_\_\_, holiday wear tends to be much lighter, much smaller amounts of \_\_\_\_\_ and I...

*Source: BBC Learning English – Talking Business – Presentations – Questions*



**Task 4.** Practice words and phrases given below following the checklist.



1. Listen carefully
2. Make sure you have understood the question correctly
3. If you want to postpone the question, say why politely
4. If you don't know the answer, say why and offer to find out
5. Answer irrelevant questions politely but briefly
6. Check that the questioner is satisfied with your answer



## Words and expressions

### Asking for clarification

I'm sorry. Could you repeat your question, please?

I'm afraid I didn't quite catch that.

I'm afraid I don't quite understand your question.

Do you mean...?

If I have understood you correctly, you mean...? Is that right?

### Avoiding giving an answer

If you don't mind, I prefer not to discuss it today.

Perhaps we could deal with it after the presentation.

I'm afraid that's not really what we're here to discuss today.

That's a difficult question to answer in a few words.

I'll have to come to that later, perhaps during the break as we're short of time.

### Admitting you don't know the answer

Sorry, that's not my field.

I'm afraid I don't know the answer to your question, but I'll try to find it out for you.

I don't think I'm the right person to answer that.

### Checking that your answer is sufficient

Does that answer your question?

Is that ok?



## PROBLEM SITUATION

You work for a big industrial company and have just given a presentation to an important Japanese client. The presentation didn't go very well from the beginning till the end: you were wearing improper clothes, the PowerPoint slides were not working well, the most important video wasn't played, you spoke too quiet and your guest hardly ever understood your pronunciation. Unfortunately your boss was in the audience. You are meeting your boss now, and there are not expecting very good feedback. Make it clear that the disaster wasn't entirely your fault.

## Part 5. BUSINESS NEGOTIATIONS

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### Unit 5.1. Time to negotiate



**Objective – to learn how to take part in negotiation process as an interpreter**

#### Unit plan:

1. Questions for discussion
2. Exercise for defining places of negotiation's participants
3. Exercises for preparation part
4. Exercise for defining tips of interpreter's behaviour during negotiations
5. Exercise for role playing of short dialogue
6. Exercise for unilateral translation

#### Knowledge:

1. Learn what place an interpreter and other participants should take on negotiations
2. Learn about tips of preparation for negotiation process
3. Study rules of interpreter's behaviour during negotiations

#### Skills:

1. Practice to role play dialogue on required scenario
2. Practice unilateral interpretation



What role do you think an interpreter plays on negotiations? What he or she should know before taking part in negotiation process?



**Task 1.** “The Company” is going to have a negotiation with “The Corporation”. There is a list of people who will take part in it. Put them on the appropriate place on the table. There can be more than one variant of placing available. Check your guess in the class.

The Company:

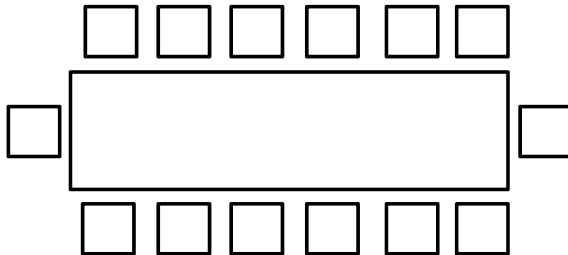
- General Director
- Deputy of General Director
- Head of Production Department
- Head of Marketing Department

The Corporation:

- General Director
- Deputy of General Director
- Head of Marketing group
- Designer

- Personal Assistant
- Interpreter
- Secretary

– Interpreter



**Task 2.** Read the following text about preparation tips for negotiations. Which one do you think is the most important? Which is the most difficult? Why?

A successful outcome to a meeting depends very much on the quality and quantity of preparation for it. There are a number of issues that should be addressed before any interpreted event:

- information on the agenda of the meeting, purpose of the trip, content of the speech, etc.;
- information on the timing and location of the meeting or event and any possible back-up arrangements;
- information on the level of formality of the event and on the participants;
- the desired interpreting style for the event (consecutive, simultaneous or whispering);
- confirmation of the presence or absence of other interpreters during the event;
- a list of any technical vocabulary, specialized language and acronyms likely to be used during the meeting;
- a copy of the script or outline of the presentation, should there be one;
- information on appropriate cultural courtesies and any other preliminary comments to assist mission members in achieving the best results from the event.



**Task 3.** Imagine that you are going to be an interpreter on negotiations. Choose one of the following sets of situations and using the preparation rules from the Task 2 make up an outline of the negotiations that will be held.

		Situation 1	Situation 2	Situation 3	Situation 4	Situation 5
Counter-part 1	Country Role	Russia Customer	Germany Supplier	Russia Customer	UAE Participant	Russia Supplier
Counter-part 2	Country Role	S. Korea Supplier	Russia Customer	Italy Supplier	Russia Participant	China Customer
Issue		Automotive spare parts	Medicines	Fashion clothes	Joint manufacture	Raw material (plastic)
Host		Russia	France	Italy	UAE	China
Who will negotiate		Directors	Representatives	Purchase Managers	Directors	Marketing Managers
Number of participants		8	4	2	20	5



**Task 4.** Look at the following interpretation tips and behaviour. Put them in the appropriate place on DOS or DON'TS



1. Edit information.
2. Request clarification whenever necessary.
3. Have private discussion with members during a negotiation.
4. Omit unimportant information.
5. Make some written notes.
6. Repeat information during the pauses.
7. Interpret jokes and humorous stories.
8. Initiate small talks depending on partner's culture.
9. Agree a signaling system with your participants (e.g. when you need a pause, the pace is too fast and etc.).



10. Add comments, questions or responses to interpreted statements.
11. Be “invisible” part of negotiation process.
12. Comment business cards.
13. Correct your participants in case of their language or behaviour fault.
14. Interpret every single word.
15. Correct yourself in case of mistakes immediately.



**Task 5.** Work in group of three. Prepare for a conversation based on the following scenario and role information. You have 15 minutes for preparation and 5 minutes for performance.

**Scenario:** A meeting has been arranged in the Russian office between directors of Russian and Indian IT-companies which are going to merge in the nearest future. The Directors will exchange some information about the number of his/her employees, the produced items, some concepts and future developments. This is hoped to be a preliminary meeting upon which a solid working relationship can be built.

**Interpreter:** Just do your work and interpret. Ask any questions for clarification. Listen to what is said and repeat it in the first person, word for word.

**Director of the Russian company:** Welcome your potential partner and introduce your interpreter. Have some small talk (no too private or political issues). Tell about your company and give some information about items you produced (show slides or catalogues). Tell about number of employees you have briefly list their positions. Share your future ideas and concepts.

Practice the key skills of working with an interpreter: short, simple, clear sentences; appropriate business language; appropriate body language; support for integrity of interpreter.

**Director of the Indian company:** You are very polite businessman, attentive listener and trustful business partner. But this is your first experience of working with European-oriented culture and moreover you have never worked with an interpreter. So, tell your business partner about your company, your employees and your prospect projects.

Also you should: give full names of your employees with fast pace; use long and unclear sentences; interrupt interpreter from time to time; mutter some words.



**Task 6.** Work in group of three. Allocate the roles of the Counterpart 1, the Counterpart 2 and the Interpreter. Imagine that there is a negotiation process. Role-play the situation. Counterparts should negotiate on their native language and interpreter should perform his/her role and interpret from/into Russian/English.

### **Situation 1**

**Michael Brown:** Good afternoon, Mister Smirnov! I'm very glad to see you! You are looking well, I can say. How are you?

**Дмитрий Смирнов:** Прекрасно, спасибо. А как Вы поживаете?

**МВ:** I'm fine, thank you. I always feel well in cool weather like this. And also I'm glad to visit the beautiful city of Moscow again. So, shall we get down to the business?

**ДС:** Да, конечно. Я надеюсь, Вы готовы продлить наш контракт, не так ли?

**МВ:** That's right. For one year more.

**ДС:** Вас устраивают наши обычные условия поставок и платежей?

**МВ:** Yes, quite. But honestly, I have come here to talk about the price. I would like to say that the volume of business in the construction industry in England has increased. This affected the prices of a number of construction materials. In this situation we expect you to bring down your prices for cement.

**ДС:** Я прекрасно понимаю сложившуюся ситуацию, но боюсь, что это недостаточная причина для снижения имеющейся цены. Вы же понимаете, что мы не берем цемент из воздуха. У нас, помимо прочего, есть затраты на транспортировку, а в этом году тарифы увеличились почти втрое.

**МВ:** Yes, I see. But may I draw your attention to the fact that we are going to increase the purchases by a few thousand tons if you could kindly offer us reduction of the price.

**ДС:** К моему огромному сожалению, мистер Браун, мы будем не в состоянии организовать какие-либо дополнительные поставки за рубеж, поскольку в этом году мы планируем реализацию большего количества строительных проектов. Кроме того, мы уже связаны контрактными обязательствами с другими партнерами, которые также увеличили объем поставок. Учитывая все эти обстоятельства,

мы можем предложить Вам такие же условия, на которых мы работали ранее.

**MB:** Mister Smirnov, we have been in business with you for a long time. Also we have doubled our purchases over the past year. Therefore we would be grateful to you if in view of all this you could reduce the price.

**ДС:** Хорошо. Я думаю, мы могли бы уменьшить цену на 5 % за каждую тысячу единиц товара.

**MB:** That's fine. I appreciate you so much for your understanding.

## Situation 2

**Антонина Антонова:** Добрый день, миссис Смит. Безгранично рада видеть Вас снова. Как Вы добрались?

**Rebecca Smith:** Oh, it was exhausted trip because of the snow and traffic-jams, but nevertheless I'm so happy to be here today.

**АА:** Замечательно. Ну что ж, я думаю, мы не будем терять время и сразу приступим к основному вопросу нашей сегодняшней встречи. Вы не возражаете?

**RS:** Yes, let's get straight to the point.

**АА:** Вы хотите обсудить наш новый контракт?

**RS:** That's right. Have you seen our latest price-list?

**АА:** Да, мы уже успели с ним ознакомиться. В целом нас все устраивает, однако есть один пункт, который вызвал у нас небольшое недоумение — это двукратное увеличение цены. С чем связано такое неожиданное изменение?

**RS:** Well, you should try to see the price from our point of view. Over the past half a year our government had increased prices for yarn and our cloth suppliers had had to grow their prices too. Therefore we had to increase the final price for clothes.

**АА:** Да, мы понимаем эту ситуацию, но тем не менее ваши цены кажутся нам очень высокими. Мы сотрудничаем с Вашей компанией уже очень много лет, ваша одежда пользуется огромной популярностью среди молодёжи, и именно поэтому мы надеялись, что Вы предложите нам лучшие условия.

**RS:** I suppose if you could accept new deliveries of accessorizes in addition to you usual orders in this year, we would reduce the price by 3%.

**АА:** Это замечательно, нас устраивает такой компромисс. Большое Вам спасибо.

**RS:** Are you satisfied with the new terms and conditions of our contract?

**AA:** Да, вполне.

**RS:** So, I think we can start signing up our contract.

## Unit 5.2. Signing the contract



**Objective – learn what the contract is and how to work with it**

### Unit plan:

1. Work with vocabulary
2. Questions for discussion
3. Exercise for matching sentences from the contract with its sections
4. Exercise for translation of the part of the contract
5. Problem solving

### Knowledge:

1. Study the vocabulary and useful phrases used in a contract
2. Learn the language, the structure and the content of a contract

**Skills:** Practice to translate the contract from Russian into English



### Useful vocabulary

agreement, contract	договор, контракт
appendix	приложение, дополнительное соглашение
arbitration	арбитраж
article	пункт, параграф
bank details	банковские реквизиты
be in force	вступать в силу
bill of credit (B/C)	аккредитив
bill of lading (B/L)	коносамент
breach of contract	нарушение контракта
claims	рекламации (жалобы)
clause	пункт, условие
commodity	товар
conditions	условия

consideration	рассмотрение
consignee	грузополучатель
covenant	пакт
dispatch	посылать, отправлять
due diligence	экспертиза юридической безопасности
exclusion clauses	исключения
expenses	затраты, издержки
force majeure	форс-мажор
fulfill	выполнять
going concern	непрерывность, действующее предприятие
herein	здесь, при этом
hereinafter	в дальнейшем
hereto	к этому
heretofore	ранее, до этого
implied terms	подразумеваемые условия
in behalf of	от лица
indemnity	возмещение
injunction	предписание, судебное постановление
insolvency	неплатежеспособность
insurance	страхование
invoice	счёт-фактура
liability	обязательство
liability	гражданская ответственность
misrepresentation	искажение, введение в заблуждение
null and void	недействительный
party	сторона
payment	платёж
ratification	разрешение
receivership	банкротство
referred	именуемый
shipment	отгрузка
stipulate	ставить условием
terms	сроки

underwriter	гарант
warrant	гарантировать
whereas	тогда как
without prejudice	без ущерба, предубеждения



What is a contract? What purpose does it usually have in business?  
Why it is important for translator to know some features of the contract?



**Task 1.** Look at the sentences given below and match them with the following sections of a contract:

- |                        |                      |
|------------------------|----------------------|
| 1. Subject and Price   | 6. Insurance         |
| 2. Payments            | 7. Arbitration       |
| 3. Packing and Marking | 8. Force Majeure     |
| 4. Warranties          | 9. Claims            |
| 5. Terms of Delivery   | 10. Other Conditions |
- The Seller is responsible for damage due to the improper packing.
  - The party, for whom it becomes impossible to meet their obligations under the Contract, shall immediately advise the other Party.
  - All disputes and differences, which may arise out of the Contract or in connection with the same, are to be settled through friendly consultations between both Parties.
  - The total amount of the Contract is 1.000.000 USD.
  - The documents sent by fax or e-mail are to be considered valid.
  - The Buyer shall pay penalty to the Seller at the rate of 0.3% of the amount each day starting from the 11<sup>th</sup> day.
  - Each case need to be marked with indelible paint as follows...
  - All expenses connected with the return and/or replacement of the defective Commodity and/or additional delivery of the Commodity shall be at the Seller expense.
  - Delivery of the Commodity under the Contract shall be effected by lots according the Appendixes on delivery terms conformed in Appendixes to the Contract.
  - The Seller has sold and the Buyer has bought...
  - By the shipment the Seller is obliged to send together with the Commodity the following accompanying documents...

12. 30 % of the Contract amount shall be paid in 30 days before shipment.
13. The arbitration award shall be final and binding upon both Parties.
14. None of the Parties has the right to assign their right and obligations under the Contract without written consent of the other Party.
15. Claims, concerning quality and quantity, may be submitted in case of their non-correspondence to quality and quantity specified by the Contract.
16. ABC, hereinafter referred to as the Seller, in the person of Director S.A. on the one hand, and LLC, hereinafter referred to as the Buyer, in the person of General director A.A. on the other hand, have concluded the present Contract as follows.
17. Tare and inner packing shall secure full safety of the Commodity and protect the Commodity from any damages.
18. The Russian version of the Contract is exactly the same as the English version.
19. The prices for the Commodity are fixed in USD.
20. If any quality problem arises, the Buyer should send the Seller the samples of the defected production and received from this production defected fabric for the examination.



**Task 2.** Work with the part of a contract. Translate it into English. As supporting material use the words and expressions from the previous task.

## **КОНТРАКТ № 2606**

г. Москва «\_\_\_\_\_» \_\_\_\_\_ 20\_\_ г.

ООО «Авто+», Москва, Россия, далее именуемое Продавец, с одной стороны, и «Servo Motors», Inc., Детройт, США, далее именуемое Покупатель, с другой стороны, подписали настоящий контракт о нижеследующем:

### **1. Предмет и сумма контракта**

1.1. Продавец поставит товары, перечисленные в Приложении 1 к контракту, которое является его неотъемлемой частью, на сумму, указанную в пункте 1.1, в течение двух месяцев с даты подписания настоящего контракта.

Количество: 360 метрических тонн.

Цена за тонну: 1,500 долларов США.

Общая сумма: 540,000 долларов США.

Поставки будут осуществляться на условиях СИФ, порт Детройта.

1.2. Дата коносамента, выписанного на данную партию товара, считается датой поставки товара. Товар, поставленный по данному контракту, считается принятым:

- по качеству — в соответствии с качеством, указанным в сертификате качества, выписанном производителем;
- по количеству — в соответствии с количеством предметов и весом, указанными в коносаменте.

## **2. Платежи**

2.1. Платежи за товар, поставленный по настоящему контракту, осуществляются Покупателем в долларах США.

2.2. Для производства платежей Покупатель, в течение 30 дней с даты получения от Продавца извещения о готовности товара к отгрузке, откроет во Внешэкономбанке, Москва, через Госбанк США безотзывный подтвержденный аккредитив в пользу Продавца на сумму, указанную в пункте 1.1. Аккредитив будет действовать в течение трех месяцев с даты его открытия.

2.3. Аккредитив не должен содержать никаких других условий, кроме оговоренных настоящим контрактом.

## **3. Упаковка и маркировка**

3.1. При отгрузках товара Покупателю должны отправляться следующие документы:

- а) коносамент — 3 оригинала и 4 копии;
- б) отгрузочная спецификация — 6 экземпляров;
- в) сертификат качества — 2 экземпляра;
- г) упаковочный лист — 4 экземпляра;
- д) страховой полис со счетом — 1 экземпляр.

3.2. Упаковка товара, поставляемого по данному контракту, должна обеспечить его сохранность как при железнодорожной, так и при морской перевозках, а также при перевалках при обычном обращении с грузом.

3.3. Покупатель обеспечит разгрузку товара с судов в порту выгрузки за свой счет.



#### **4. Гарантии**

4.1. Продавец гарантирует качество отгруженного товара в течение 6 месяцев с даты доставки в порт назначения.

4.2. Если какое-либо количество товара окажется дефектным в течение гарантийного срока, то Продавец заменит дефектный товар на соответствующий товар надлежащего качества за свой счет. Гарантии не распространяются на товары, поврежденные в пути, поврежденные из-за несоблюдения инструкций по складированию или из-за неосторожного или неправильного обращения с товаром при его использовании.

4.3. Любые претензии в отношении дефектов товара, выявленных в течение гарантийного срока, должны быть представлены Продавцу не позднее 30 (тридцати) дней после истечения гарантийного срока.

4.4. Любые дефекты, обнаруженные в поставленном товаре в течение гарантийного срока, оформляются Актом, который составляется не позднее 30 дней после обнаружения дефекта. Кроме того, участие представителя Продавца или назначенного Поставщиком лица при составлении Акта обязательно. К уведомлению Покупателя о дефекте должно быть приложено подробное описание и фото обнаруженных дефектов.

4.5. Продавец обязуется урегулировать такие претензии в течение 3 месяцев с даты их получения.

#### **5. Страховка**

5.1. Продавец застрахует товары, поставляемые на условиях СИФ, порт Детройта, против обычных морских рисков в Ингосстрахе, в соответствии с «Правилами транспортного страхования». Страхование производится на всю стоимость товара на условиях «от всех рисков».

5.2. Любой риск утраты, поломки или повреждения товара переходит от Продавца к Покупателю с момента погрузки товара на борт судна в порту погрузки.

#### **6. Арбитраж**

6.1. В случае какого-либо разногласия между сторонами по вопросу, возникающему или связанному с выполнением настоящего контракта, Продавец и Покупатель должны немедленно прокон-

сультироваться друг с другом и попытаться достичь мирного урегулирования такого разногласия.

6.2. Любой спор или разногласие, которые могут возникнуть из настоящего контракта или в связи с ним, за исключением подсудности общим судам, передаются на рассмотрение в арбитраж, как изложено ниже:

а) если ответчиком в таком споре или разногласии является Продавец, то дело рассматривается в Москве, в арбитражном суде Торгово-промышленной палаты в соответствии с процессуальными нормами этого суда;

б) если ответчиком в таком споре или разногласии является Покупатель, то дело рассматривается в Американском арбитражном суде в соответствии с процессуальными нормами этого суда.

Решение арбитражного суда является окончательным и обязательным для обеих сторон по настоящему контракту.

## **7. Форс-мажор**

7.1. Если выполнение этого контракта нарушится из-за военных действий, эмбарго, блокад или какими-либо другими непредвиденными событиями, которые находятся вне контроля сторон контракта, то стороны не будут нести ответственности за невыполнение контракта, и представители сторон должны немедленно проконсультироваться и согласовать необходимые действия.

7.2. Забастовки не считаются форс-мажорными обстоятельствами.

## **8. Другие условия**

8.1. Ни одна из сторон не имеет права передать свои права и обязанности по настоящему контракту третьей стороне без письменного согласия на то другой стороны.

8.2. После подписания настоящего контракта все предыдущие переговоры и переписка, связанные с контрактом, должны считаться недействительными.

8.3. Все изменения и дополнения к настоящему контракту будут считаться действительными при условии, что они оформлены в письменном виде и подписаны уполномоченными на это представителями обеих сторон.

8.4. Вся переписка, связанная с исполнением настоящего контракта, должна вестись на английском языке. Настоящий контракт подписан в двух экземплярах на английском языке – один подписанный экземпляр должен находиться у Продавца, а другой – у Покупателя.

### 9. Юридические адреса сторон:

ПРОДАВЕЦ	ПОКУПАТЕЛЬ
«Servo Motors», Inc.	ООО «Авто+»
В 205, International Trade Centre, Ring Road	115093, Россия,
Детройт, Мичиган, США.	г. Москва, ул. Павловская, 21.
Тел.: 001-0261-256143	Тел.: 007-495-975-12-44
Факс: 001-0261-256144	Факс: 007-495-975-12-45
Эл. адрес: servomotors@icloud.com	Эл. адрес: avtoplus@mail.ru
Банковские реквизиты:	Банк бенефициара: СБЕРБАНК
SWIFT BIC: BOFAUS3N	СВИФТ: 9174523021
BANK OF AMERICA.	Счет бенефициара: 4123590000245
UID NO: 3952	
Счет No.: 52100000364587100265	



### PROBLEM SITUATION

You work in big industrial company in which automotive parts are produced. During several months your boss has had negotiations with Italian company which production line is repair tools and machineries. Finally, the representatives of this company agreed to visit you to discuss the conditions of cooperation and sign the contract. From your side, you prepare the text of the contract with all the points described in details. Your foreign partners learn the text and in general it suits them except for Terms of delivery and Claims points. Your potential partners insist on changing it, but your boss categorically disagrees. Find the compromise solution because this cooperation is vitally important for your company.



## ROLE PLAY FOR PART 5

### 1. Guest negotiations

#### German-speaking roles

*Andreas Shultz (General Director)*. Your company *DEUTSCHPARTS* is a very famous producer of automotive spare parts. You had decided to enlarge your business and came out to the British market. But the very first step you need to do is to set a factory building. Having some searching, you have found a British construction company *Green Construction*, which designs and coordinates projects and also works with trustful contractors. You immediately decided to meet your potential partner and discuss the terms of cooperation.

*Hans Becker (Deputy of General Director)*. Accompany your boss in his business negotiations with your potential British partner and take an active part in the negotiation process. Share some information about your company and your ideas of cooperation.

*Petra Weber (Interpreter)*. Work as an interpreter from English into German and from German into English during the negotiations.

#### English-speaking roles

*Alisa Anderson (Secretary)*. Meet your guests, organize the meeting and serve everything your boss asks you.

*Simon Francis (Director)*. You are very glad to have your first international business contacts. Your company is quite respectful in England and you performed a lot of successful construction projects. But as it is your first international experience, you are a bit nervous. Run the negotiation process.

*Elizabeth Drew (Assistant of Director)*. Visit negotiations with your boss and take part in discussion. Be his right hand and help him to calm down where it will be necessary. Tell your partners about your company and show some photos (or PP presentation) of your finished projects.

*Peter Weaver (Head of Construction Department)*. Visit negotiations with your boss. Ask your potential partners a lot of different questions about their production power, their desires and preferences of the factory. Sketch a drawing and discuss it face-to-face with your boss and then present your idea to your German partners.

*Sara Walsh (Interpreter)*. Work as an interpreter from German into English and from English into German during the negotiations.

## **2. Host negotiations**

### **English-speaking roles**

*Madison Glenn (General Director)*. Your company *Happy Cow* produces milk products. You want to enter to international market and have already found your first customers in France. Now you are at negotiations and with your subordinates you hold a presentation.

*Sophie Fisher (Secretary)*. You should serve negotiations and help with presentation.

*Robert Lambert (Deputy of General Director)*. You are on negotiations and you sometimes answer for questions of your French guests. But it is quite difficult for you to answer question about the production process and quality control process that why you decided to call your Chiefs.

*Harry Show (Production Department Chief)*. You hold a presentation and tell about your production department. Tell about the chain in details from animal breeding to packing of ready goods.

*Nicholas Evans (Quality Control Department Chief)*. You also hold a presentation and you tell about modern technologies on quality control.

*Sharon Lee (Interpreter)*. Work as an interpreter from English into French and from French into English during the negotiations.

### **French-speaking roles**

*Pierre Leroy (Director from France)*. You want to buy British milk products for your supermarkets. Ask your potential suppliers about cow species, number of pots on cows' backs, type of feed and some other unusual questions.

*Christophe Dupont (Deputy of Director)*. Ask your potential suppliers some simple and usual questions about peculiarities of production and quality control processes.

*Monique Bonnet (Financial Department Chief)*. Discuss price of your first order and terms of payment and shipment.

*Jacqueline Fournier (Interpreter)*. Work as an interpreter from French into English and from English into French during the negotiations.

## ПОЛЕЗНЫЕ ССЫЛКИ

### **Бизнес-этикет и коммуникация**

[www.4resumeformat.in](http://www.4resumeformat.in)

[www.businessculture.org](http://www.businessculture.org)

[www.businessenglish.com](http://www.businessenglish.com)

[www.businessenglishpod.com](http://www.businessenglishpod.com)

[www.businessenglishsite.com](http://www.businessenglishsite.com)

[www.cyborlink.com](http://www.cyborlink.com)

[www.independent.co.uk/student/career-planning](http://www.independent.co.uk/student/career-planning)

[www.smallbusiness.chron.com](http://www.smallbusiness.chron.com)

[www.thebalance.com](http://www.thebalance.com)

[www.worldbusinessculture.com](http://www.worldbusinessculture.com)

### **Деловые письма**

[www.101businessletter.com](http://www.101businessletter.com)

[www.4hb.com/letters](http://www.4hb.com/letters)

[www.effective-business-letters.com](http://www.effective-business-letters.com)

[www.officewriting.com](http://www.officewriting.com)

[www.writing.wisc.edu/Handbook/BusinessLetter.html](http://www.writing.wisc.edu/Handbook/BusinessLetter.html)

[www.writing-business-letters.com](http://www.writing-business-letters.com)

### **Поиск работы**

[www.hh.ru](http://www.hh.ru)

[www.rabota.ru](http://www.rabota.ru)

[www.rosrabota.ru](http://www.rosrabota.ru)

[www.superjob.ru](http://www.superjob.ru)

[www.trud.com](http://www.trud.com)

### **Резюме**

[www.careerperfect.com](http://www.careerperfect.com)

[www.instantresumetemplates.com](http://www.instantresumetemplates.com)

[www.job-interview-site.com](http://www.job-interview-site.com)

[www.livecareer.com](http://www.livecareer.com)

[www.monster.com](http://www.monster.com)

[www.prospects.ac.uk/job-profiles/interpreter](http://www.prospects.ac.uk/job-profiles/interpreter)

[www.prospects.ac.uk/job-profiles/translator](http://www.prospects.ac.uk/job-profiles/translator)

[www.resumegenius.com](http://www.resumegenius.com)

[www.visualcv.com](http://www.visualcv.com)

### **YouTube каналы**

Corporate Class Inc: Executive Presence Training Solutions  
etiquettecentre

Learn English with Let's Talk - Free English Lessons

Success English

### **Бронирование гостиниц**

[www.booking.com](http://www.booking.com)

[www.expedia.ru](http://www.expedia.ru)

[www.hotellook.ru](http://www.hotellook.ru)

[www.momondo.ru/отели](http://www.momondo.ru/отели)

[www.oktogo.ru](http://www.oktogo.ru)

[www.ru.hotels.com](http://www.ru.hotels.com)

[www.trivago.ru](http://www.trivago.ru)

### **Бронирование авиабилетов**

[www.aeroflot.ru](http://www.aeroflot.ru)

[www.avia.tutu.ru](http://www.avia.tutu.ru)

[www.aviasales.ru](http://www.aviasales.ru)

[www.skyscanner.ru](http://www.skyscanner.ru)

[www.trip.ru](http://www.trip.ru)

### **Фоны для презентаций**

[www.free-power-point-templates.com](http://www.free-power-point-templates.com)

[www.free-power-point-templates.com](http://www.free-power-point-templates.com)

[www.free-powerpoint-templates-design.com](http://www.free-powerpoint-templates-design.com)

[www.freepptbackgrounds.net](http://www.freepptbackgrounds.net)

[www.poweredtemplate.com](http://www.poweredtemplate.com)

[www.slidehunter.com](http://www.slidehunter.com)

[www.slideteam.net](http://www.slideteam.net)

[www.smiletemplates.com](http://www.smiletemplates.com)

[www.templates.office.com](http://www.templates.office.com)

[www.templateswise.com](http://www.templateswise.com)

## БИБЛИОГРАФИЧЕСКИЙ СПИСОК

### Книги и учебники

1. Downes, C. Cambridge English for Job-hunting / Professional English. – Series Editor : Jeremy Day. – Cambridge : Cambridge University Press, 2008. – 112 p.
2. Grussendorf, M. English for Presentations / Oxford Business English. Express Series. – Oxford : Oxford University Press, 2008. – 80 p.
3. King, D. Socialising / Business Communication Skills. – Series Editors : Susan Lowe and Louise Pile. – Surrey : DELTA Publishing, 2005. – 64 p.
4. Lowe, S., Pile, L. Negotiating / Business Communication Skills. – Series Editors : Susan Lowe and Louise Pile. – Surrey : DELTA Publishing, 2007. – 64 p.
5. Pile, L. E-Mailing / Business Communication Skills. – Series Editors : Susan Lowe and Louise Pile. – Surrey : DELTA Publishing, 2004. – 64 p.
6. Пахноцкая, М.А. Telephoning. Presentation. Negotiations : учебно-методическое пособие по английскому языку делового общения для студентов-переводчиков / М.А. Пахноцкая. – Тольятти : Изд-во ТГУ, 2010. – 46 с.
7. Слепович, В.С. Деловой Английский язык = Business English : учебное пособие / В.С. Слепович. – 7-е изд. – Минск : ТетраСистемс. 2012. – 272 с.

### Тексты для упражнений

8. The Art of Business Introductions [Электронный ресурс] // The Balance. Make Money Personal: Режим доступа: <http://www.thebalance.com/etiquette-tips-for-introducing-business-men-and-women-3514829>
9. Business Card Etiquette [Электронный ресурс] // Vistaprint. Everything to Market Your Business: Режим доступа: <http://www.vistaprint.com/hub/business-card-design-rules>
10. Business Card Etiquette Around the World [Электронный ресурс] // Intertrade Stationery Products: Режим доступа: <http://www.intertrade.com.au/businesscardsinfo.html>



11. Successful Business Communication with Foreign Partners [Электронный ресурс] // Business Culture. Passport to Trade. A Bridge to Success: Режим доступа: <http://www.businessculture.org/business-culture/cultural-differences-in-business/>
12. Successful Business Communication with Foreign Partners [Электронный ресурс] // Small Business. Chron: Режим доступа: <http://www.smallbusiness.chron.com/cultural-communication-barriers-workplace-13888.html>
13. Structure of Business Letter [Электронный ресурс] // WikiHow to Do Anything: Режим доступа: <http://www.wikihow.com/Write-a-Business-Letter>
14. Business Letter and Business E-mail – What Are the Differences? [Электронный ресурс] // Bright Hub. Science & Technology: Режим доступа: <http://www.brighthub.com/office/entrepreneurs/articles/89626.aspx>
15. Rules for Making Good Curriculum Vitae [Электронный ресурс] // Independent News Site: Режим доступа: <http://www.independent.co.uk/student/career-planning/getting-job/10-golden-rules-for-writing-your-cv-by-the-woman-who-knows-best-8598114.html>
16. The 10 Most Common CV Mistakes And How To Avoid Them [Электронный ресурс] // Talented Ladies Club: Режим доступа: <http://www.talentedladiesclub.com/articles/10-common-cv-mistakes-and-how-to-avoid-them/>
17. Before the Interview; At the Door; On the Interview [Электронный ресурс] // Personal Excellence. Celes: Режим доступа: <http://www.personalexcellence.co/blog/30-tips-to-rule-your-job-interview/>
18. How to Prepare For a Business Meeting [Электронный ресурс] // Small Business. Chron: Режим доступа: <http://www.smallbusiness.chron.com/prepare-business-meeting-454.html>
19. How to Prepare for Business Trip [Электронный ресурс] // Dummies. A Wiley Brand: Режим доступа: <http://www.dummies.com/careers/business-skills/how-to-prepare-for-a-business-trip/>
20. How to Prepare for Business Trip [Электронный ресурс] // WikiHow to Do Anything: Режим доступа: <http://www.wikihow.com/Get-Organized-for-a-Business-Trip>

21. How to Prepare for Business Trip [Электронный ресурс] // Tripit from Concur. Travel App: Режим доступа: <http://www.tripit.com/blog/2016/02/13-tips-for-international-business-travel.html>
22. How to Write a Business Trip Report [Электронный ресурс] // Small Business. Chron: Режим доступа: <http://www.smallbusiness.chron.com/write-business-trip-report-57724.html>
23. Planning Your Presentation [Электронный ресурс] // University of Leicester: Режим доступа: <http://www2.le.ac.uk/offices/ld/resources/presentations/planning-presentation>
24. Planning Your Presentation [Электронный ресурс] // English For Professional Communication: Режим доступа: <http://www4.caes.hku.hk/epc/presentation/>

#### **Аудиоресурсы**

25. English At Work [Электронный ресурс] // BBC Learning English: Режим доступа: <http://www.bbc.co.uk/worldservice/learningenglish/general/englishatwork/>
26. Talking Business [Электронный ресурс] // BBC Learning English: Режим доступа: <http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/index.shtml>