

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ
Белорусский национальный технический университет

Кафедра «Иностранные языки»

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THE BASICS OF BUSINESS COMMUNICATION
ОСНОВЫ ДЕЛОВОЙ КОММУНИКАЦИИ

Пособие для студентов
экономических специальностей

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Пособие содержит аутентичный материал, тематически связанный с вопросами организации делового общения в иноязычной среде в устной и письменной формах. Представленные в пособии задания, ориентированы на освоение профессиональной лексики, развитие навыков аудирования, разговорной речи и активное использование профессиональной лексики в предметной области

Предназначено для студентов экономических специальностей, специалистов ВЭД, а также для широкого круга лиц, самостоятельно изучающих деловой английский язык. Может быть использовано в качестве дополнительного материала на интенсивных курсах.

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ВВЕДЕНИЕ

Основная цель предлагаемого пособия – оказание практической помощи лицам, изучающим деловой английский язык. Курс ориентирован на специалистов в сфере внешнеэкономической деятельности. Для достижения заявленной цели предлагается оригинальная методика работы с материалом, которая основана на использовании разнообразных способов подачи материала, систематическом повторении лексики по темам и активном применении различных коммуникативных приемов.

Структура курса, включающая две части («Устная деловая коммуникация» и «Письменная деловая коммуникация»), определяется общим замыслом развивать и совершенствовать умение организовать продуктивное взаимодействие с иностранными партнерами, вести переговоры с потенциальными инвесторами, продвигать продукцию на зарубежных рынках сбыта.

Все части, в зависимости от объема материала, подразделяются на несколько разделов, в каждом из которых отрабатывается определенная тема. По каждой теме представлены наиболее употребительные клише и выражения. Для более адекватной передачи контекстуального значения некоторые фразы сопровождаются переводом на русский язык. Приводится также краткий тематический словарь (**Vocabulary**).

В конце каждого раздела представлены упражнения на выработку навыков письменной и устной речи (**Practice**). Упражнения на выработку навыков письменной речи направлены на использование бизнес лексики в деловой корреспонденции, отработку правильного написания слов и выражений, соответствующих заданной тематике, а также на освоение штампов составления деловых писем (запросов, предложений, заказов и т.д.) и ответов на них. Задания выполняются письменно.

Для более тщательной отработки основного тематического материала предлагается двусторонний письменный перевод отдельных предложений и фрагментов текста.

С целью контроля усвоения тематического материала и «выхода в речь» в каждой части пособия используются более сложные упражнения – ролевые игры и ситуативные имитации, выполнение

которых подразумевает свободное владение лексикой в пределах конкретной деловой тематики.

Предлагаемые темы для изучения сопровождаются упражнениями на развитие навыков аудирования (**Listening**). При выполнении данных упражнений можно использовать прилагаемые аудио подлинники прослушиваемой информации.

В пособии использованы материалы таких обучающих сайтов как: BBC Learning English (<http://www.bbc.co.uk/worldservice/learningenglish/>); Learn English (<http://learnenglish.britishcouncil.org/en/>); Voice of America learning English (<http://learningenglish.voanews.com/>) и др.

Автор

PART 1.

English greetings

Greeting people you don't know

«Hello!»; «Hi!» – наименее формальные приветствия (informal)

«Good morning / afternoon / evening» – наиболее «нейтральные» приветствия

«How do you do?» – формальное приветствие, на которое необходимо отвечать той же самой фразой.

Спросить человека о том, как у него обстоят дела, можно:

«How are you?», «How are you getting on?»

The reply could be:

«I'm all right. Thank you»

«I'm fine. Thanks»

«So-so» – «Так себе»

Introducing yourself

Вопросы, начинающиеся с вопросительного слова Who, относятся к имени (фамилии) человека, степени его родства.

Who is he? – She is Mrs. Parkins

Who is she? – She is my sister.

What is your name? – Как Вас зовут? (Ваше имя, фамилия, отчество)

имя – name, first name, given name;

фамилия – surname, family name, last name;

отчество – middle name, patronymic.

Вопросы, начинающиеся с вопросительного слова What, относятся к профессии, должности человека.

What is he? – He is our director.

What is she? – She is a secretary/manager.

At an informal party

«Hello, I'm» Or «Hello, my name's»

The reply could be:

«Hi, I'm ... » Or «Hello ..., I'm ...» Or «Nice to meet you, I'm ...»

At work-related events

«I'd like to introduce myself. I'm ..., from ...»

«Let me introduce myself. I'm ... from ...»

The reply could be:

«Nice to meet you. I'm ..., from ...»

«Pleased to meet you. I'm ..., from ...»

«How do you do? I'm Peter Mitchell from ...»

Introducing other people

Introducing a friend to a work colleague

«Sarah, have you met my colleague John?»

«Sarah, I'd like you to meet my colleague John.»

Sarah says:

«Pleased to meet you, John.» Or «Nice to meet you, John.»

John could say:

«Nice to meet you too, Sarah.» Or «Hello, Sarah.»

Introducing clients

«Mr Smith, I'd like to introduce you to my manager, Henry Lewis.»

Mr Smith could then say:

«How do you do?» and Henry Lewis also says «How do you do?»

Or Smith could say:

«Pleased to meet you.» or «Good to meet you.»

Saying goodbye

«Goodbye» – самое нейтральное выражение

Выражения, которые употребляются при прощании с хорошо знакомыми людьми:

«Bye-bye» – «Пока»

«So long» – «Всего»
«See you tomorrow» – «До завтра»
«See you later» – «До скорого»

Saying thanks

Thank you is more formal than **thanks**.

Thank you. (NOT Thanks you.)

Thanks a lot. (NOT Thank you a lot.)

Thank you very much.

Thanks very much.

Thank God it's Friday. (NOT Thanks God ...)

Thank you very much indeed. (BUT NOT Thank you indeed.)

Выражение благодарности за что-либо:

Thank you for/ thanks for can be followed by an **-ing form**.

Thank you for *coming*.

Thanks for *visiting* us.

We often use Thank you/Thanks to **accept offers**.

«Would you like some coffee?» – «Thank you».

To refuse an offer, you can say No thank you / No thanks.

«Another cake?» – «No, thanks. I have eaten too many already».

Replies to thanks (ответы на благодарность)

British people, do not usually answer when they are thanked for small things. If a reply is a necessary, we can say:

Not at all (formal) – «Не стоит. Пожалуйста»

You are welcome – «Пожалуйста»

Don't mention it – «Не стоит»

That's quite all right or *That's OK* (informal) – «Пожалуйста»

Interrupting

Excuse me! is also used to apologize before interrupting or disturbing somebody. This is common in British English.

Excuse me! Could you move a bit?

Excuse me, could I have a look at your papers?

Sorry, do you think I could lend you pen?

Excuse me, do you know where John lives?

I beg your pardon, could you help me? (formal)

You may say **Sorry** after interrupting or disturbing somebody.

Oh, sorry, did I hurt you?

I beg your pardon! (more formal)

I beg your pardon! I didn't realize I was standing on your foot.

Asking someone to repeat

Here are phrases commonly used to ask someone to repeat what he has said:

Excuse me, I'm afraid I didn't understand. Could you repeat that? (formal)

I'm sorry, I didn't catch that.

Practice

Exercise 1. Respond to the following:

«What are you?»

«How do you do?»

«Hi!»

«Would you like some coffee?»

«I'm fine. Thanks»

«Goodbye»

Exercise 2. Imagine that representatives of foreign firms have come to your company. Introduce yourself and the employees of your company. Ask the foreigners where they come from, what company they represent, what positions they hold. Pretend you haven't heard the name of their company. Ask them to repeat what you haven't heard.

Exercise 3. Make up your business card in English.

Exercise 4. Your foreign partners are going to leave. What do you say?

Exercise 5. You are the head of the department of human resources. You need to fill the vacancy of the secretary, accountant, sales agent, sales manager. Meet the candidates. You have taken them to your company. Introduce the new staff to the director of the company.

Telephoning in English

Useful key phrases and vocabulary for making a telephone call

A lot of people find it difficult to make phone calls in a foreign language – and that's understandable. You can't see the person you are talking to, their voice might be unclear, and you might find it difficult to find the right words.

When talking on the telephone you should think about formality. It's important to use the right level of formality – if you are too formal, people might find it difficult to feel comfortable when they talk to you. On the other hand, if you are too informal, people might think you are rude!

Generally speaking, if you are talking to someone in a business context, you should use could, can, may or would when you make a request:

«Could I speak to Jason Roberts, please?»

«Can I take a message?»

«Would next Wednesday be okay?».

You should also use please and thank you or thanks very much whenever you ask for, or receive, help or information.

It's important to show politeness by using words like would, could, please, thank you etc. But it's also okay to use some of the features of informal/spoken English - short forms, phrasal verbs and words like okay and bye – in other words - everyday English! So phrases like I'm off to a conference..., no problem, bye! and hang on a moment and I'll put you through are perfectly acceptable, as long as the overall tone of the conversation is polite.

One last tip – it's better to ask for help or clarification when you're having a telephone conversation, than to pretend you understand something that you didn't. It's perfectly acceptable to use phrases like «Could you repeat that, please?» «Could you speak a little more slowly, please?» and «Would you mind spelling that for me please?» Using phrases like these will help make sure that you have a successful phone call, and may save you from lots of problems later on. You could always say that the line's very bad today if you can't hear very well. And it's also

a good idea to practise words, phrases and vocabulary before you make the call!

Vocabulary

to call / to phone / to ring	звонить, позвонить
to make a phone call	делать телефонный звонок
to lift the receiver	снять трубку
to dial the number	набрать номер
to dial a wrong number	набрать неправильный номер
to pick up the phone	поднять трубку
to hang up	положить трубку
to hold on	ожидать
to hang on	ожидать
to call back / to call smb. back	перезвонить
to answer	ответить
to send a text message (to)	послать текстовое сообщение кому-либо
to put through / to put smb. through	соединить
to get through	дозвониться
to text line	набирать сообщение (телефонная) линия
the line is engaged / busy	линия занята
out of order	не в порядке
reverse-charge call	звонок за счет абонента
long distance call	междугородний разговор/звонок
local call	местный звонок
international call	международный звонок
dialing code	код набора

Introducing yourself

This is Ken. (NOT I am Ken)

Ken speaking

Hello. This is Jane.

Asking who is on the telephone

Excuse me, who is this?

Can I ask who is calling, please?

Hello. Who is that? (US Who is this?)

Who am I speaking to?

Who is that speaking?

Asking for Someone

Can I have extension 321? (extensions are internal numbers at a company)

Could I speak to...? (Can I – more informal / May I – more formal)

Is Jack in? (informal meaning: Is Jack in the office?)

Connecting someone

I'll put you through (put through – connect)

Can you hold the line? Can you hold on a moment?

How to reply when someone is not available

I'm afraid ... is not available at the moment

The line is busy... (when the extension requested is being used)

Mr. Jackson isn't in... Mr. Jackson is out at the moment...

– *Hello. Susan Fernandez.*

– *Hello. This is Jane. Could I speak to Alice, please?*

– *I am afraid she is not in at the moment. Can I take a message?*

Asking people to wait

Just a moment.

Hold the line, please.

Hold on a moment.

Hang on. (informal)

Taking a Message

Could (Can, May) I take a message?

Could (Can, May) I tell him who is calling?

Would you like to leave a message?

Getting through

You: «Can I speak to (Mr. Smith), please?» or «Is (Mr. Smith) there, please?»

Receptionist: «May I ask who's calling?» or «Could I have your name, please?»

You: «Yes, this is Tom McIvor speaking.»

Leaving or taking a message

Receptionist:

«I'm afraid Mr. Smith is...

... out of the office today.»

... off sick today.»

... in a meeting.»

... on holiday.»

or «I'm afraid his line is engaged.»

«Would you like to leave a message?»

You: «Could you ask him to call me back?» or «Could you ask him to return my call?»

Receptionist: «Does he have your number?» or «What's your number, please?»

The receptionist uses «I'm afraid» or «I'm sorry» if he or she can't connect you. If the receptionist doesn't offer to take a message, you can ask to leave one.

You: «Could I leave a message, please?»

Receptionist: «Yes, certainly.» or «Yes, of course.»

Bad Connection


A bad line can cause trouble while telephoning. You can use the following expressions:

Could you speak louder? It is a bad line.

Americans will say It is a bad connection.

It is a very bad connection. I will hang up and call again.

Practice

 **Exercise 1.** Listen and repeat. Repeat each phrase you hear and listen to check.

Exercise 2. Read the dialogue. Pay attention to its composition and wording.

Operator: Hello, Frank and Brothers, How can I help you?

Peter: This is Peter Jackson. Can I have extension 3421?

Operator: Certainly, hold on a minute, I'll put you through...

Frank: Bob Peterson's office, Frank speaking.

Peter: This is Peter Jackson calling, is Bob in?

Frank: I'm afraid he's out at the moment. Can I take a message?

Peter: Yes, Could you ask him to call me at 2690457. I need to talk to him about our product line, it's urgent.

Frank: Could you repeat the number please?

Peter: Yes, that's 2690457, and this is Peter Jackson.

Frank: Thank you Mr. Jackson, I'll make sure Bob gets this message.

Peter: Thanks, bye.

Frank: Bye.

Exercise 3. Put the words in the right order. Write answers under the correct heading below.

- a Can me to ask you back him call?
- b Do you be he'll know how long?
- c Hold check. just on a moment I'll.
- d I'll sure the message make she gets.
- e I'm sorry she's maternity leave but on.
- f Right, you waiting to keep sorry.
- g She's at desk her at the moment not.
- h What's connection with it in?

Ask the caller to wait

1 _____

After waiting

2 _____

Explain someone is unavailable

3 _____

4 _____

Ask for information

5 (caller) _____


6 (secretary) _____

Leave a message


7 _____

Promise action

8 _____

 **Exercise 4.** Imagine you are calling a company and want to speak to someone who works there. Can you think of any phrases you might use, or that you might hear? Now listen to two conversations. In the first conversation Richard Davies is calling the marketing department of a company and wants to be put through to Rosalind Wilson. In the second conversation Mike Andrews wants to talk to Jason Roberts in the marketing department. As you listen, try to hear some of the phrases below.

- How can I help?
- Can I speak to ..., please?
- Please hold.
- I'll just put you through.
- Who's calling please?
- I'll see if he's in.
- Could I speak to ... please?
- Hang on a moment.
- Just a second.
- Who shall I say is calling?
- I've got ... on the phone for you.

 **Exercise 5.** Use the words in the box below to complete the conversations. Then listen again to the conversations and check your answers.

hold	can	could	here	put
just	hang	calling	can	in

I

Michelle: Hello, you've reached the marketing department. How
1 _____ I help?

Male: Yes can I speak to Rosalind Wilson, please?

Michelle: Who's 2 _____ please?

Male: It's Richard Davies 3 _____

Michelle: Certainly. Please 4 _____ and I'll 5 _____ you
through.


Male: Thank you.


II

- Michelle: Hello, marketing. How 6 _____ I help?
Male: 7 _____ I speak to Jason Roberts please?
Michelle: Certainly. Who shall I say is calling?
Male: My name's Mike Andrews.
Michelle: 8 _____ a second. I'll see if he's 9 _____. Hello, Jason, I've got Mike Andrews on the phone for you ...
OK. I'll put him through. 10 _____ on a moment, I'm just putting you through.


Exercise 6. Connecting quiz. Choose the one correct answer

1. When you telephone a company the person answering the phone may ask you a question. Which is the correct question?
A Who's calling please?
B Who calls?
C Who it is?
D Who called?
2. Which phrase means the same as «hang on a moment?»
A Just a second
B I'll put you on
C Go ahead
D I'm ready
3. Choose the correct word: «Please ... and I'll put you through.»
A stop
B stay
C talk
D hold
4. What is the expression used to connect two people on the telephone?
A I'm sending you through
B I'm putting you through
C I'm calling you through
D I'm talking you through

 **Exercise 7.** Listen and repeat. Repeat each phrase you hear and listen to check. Telephoning – messages. Telephoning – checking, clarifying, active listening


 **Exercise 8.** Imagine you work as a receptionist and you receive a call for someone who isn't there. What might the caller say, and what would you say in reply? Now listen to a telephone conversation between the finance department of a company and Jennifer McAndrews. Jennifer wants to talk to Adrian Hopwood but he's not available so she has to leave a message. As you listen, try to hear some of the phrases below.

- I'll make sure he gets the message.
- Could you tell him that ...
- Can I take a message?
- Can I help?
- Can you call back later?
- I'm afraid he's in a meeting.
- Can I speak to ... please?
- Can I take your number, please?
- Okay, I'll make sure he gets the message.


 **Exercise 9.** The lines in the following telephone conversation are in the wrong order. Rearrange them, then listen again to the conversations and check your answers.

1. Claire: Or can I take a message?
2. Female: Actually, would you mind? Could you tell him that Jennifer McAndrews called and that I'm in the office all day if he could call me back.
3. Claire: Goodbye!
4. Female: Yes, it's 5556872.
5. Claire: In about an hour. Can you call back later?
6. Female: Hello, can I speak to Adrian Hopwood, please?
7. Claire: Can I take your number, please?
8. Female: No I need to talk to Mr Hopwood, I think. What time will he be out of the meeting?
9. Claire: Hello, finance department

10. Female: Okay, I'll do that.
11. Claire: I'm afraid he's in a meeting at the moment. Can I help?
12. Female: Thanks very much for your help, bye!
13. Claire: 5556872. Okay, I'll make sure he gets the message.

 **Exercise 10.** Imagine you've dialled the wrong number. What might the person who answers your call say? What would you say in reply? Listen to two telephone conversations. Both conversations contain phrases you might hear if you dial a wrong number. As you listen, try to hear some of the phrases below.

- You must have the wrong number.
- Is that not 5568790?
- Sorry about that.
- No, it's 5558790.
- I must have dialled the wrong number.
- I'm sorry, you've got the wrong number.
- Can I help you?
- I'll try and put you through.
- Sorry to have troubled you.
- His direct number is


 **Exercise 11.** The telephone conversation below contain nine mistakes. Read them and try to correct the mistakes, then listen again to the conversations and check your answers.


- Male: Hello, this is the press office.
Michelle: Rachel Allsop please.
Male: I'm sorry, you might have the wrong number. There's no-one of that name here.
Michelle: Oh. Can I check the number I've got.... is there not 5568790?
Male: No, it's 5558790.
Michelle: Oh sorry of that. I must have connected the wrong number.
Male: No problem! Bye!
Male: Hello, press office, can help you?

Ruth: Hello. Paul Richards, please.
 Male: I'm sorry, you've got a wrong number, but he does work here. I'll try and put you on. In future his direction number is 5558770.
 Ruth: Did I not dial that?
 Male: No you rang 5558790.
 Ruth: Oh, sorry to have trouble you.
 Male: No problem. Hang on a moment and I'll put you through to Paul's extension.
 Ruth: Thanks.

Exercise 12. Three people are involved in this jumbled conversation, Mr. Thomas of Jetset Services, Mr. Blade of Sybil S.A. and a switchboard operator. Put the conversation into the correct order.

1. His number's busy. Would you like him to call you back?
2. Yes, speaking.
3. Sybil S.A. Can I help you?
4. Right. Well, thank you for calling.
5. I'm afraid he's on the line at the moment. Do you want to hold or leave a message?
6. Hello, is that Blade?
7. My name is Michael Thomas of Jetset Services. I've been trying to get through to you. I'm phoning to find out whether the display stands I ordered last week have been sent off.
8. No, it doesn't matter, I'll hold.
9. Mr. Blade is free now, I'll put you through.
10. Yes, they've just been sent off and should arrive in the next couple of days. If there's any problem give me a call.
11. Hello, this is Michael Thomas of Jetset Services. Could I speak to Mr. Blade in Customer Services, please?
12. No, I'll hold.
13. Thank you. Goodbye.
14. Oh good. Yes, I will, but I hope it won't be necessary.

 **Exercise 13.** Listen to the dialogues. Try to guess the meaning of any words you don't know. Then check in your dictionary.

 **Exercise 14.** Modern business often involves international travel. When booking a flight, what questions do you need to ask? Imagine you are booking a flight and a hotel over the phone. What words and expressions do you use? You are going to hear a telephone conversation in which someone is booking a flight and then a hotel. As you listen, try to hear some of the phrases below.

- Could you tell me about the flight availability?
- I'd like to enquire about flights.
- Do you want to go economy, business or first class?
- How many of you will be travelling?
- No, tax is another \$70 on top of that.
- does that include airport tax?
- Can I book that, then?
- I'd like to book a hotel room.
- Could you check if the hotel has any rooms free?
- Is there a discount rate?
- Do you mind if I book it provisionally?
- I'll call you back later to confirm?

Exercise 15. Imagine that a business partner from England is calling you. Perform the following steps:

- ask in English, what company he represents;
- apologize to him, say that you are currently very busy, and ask him to call you back later;
- ask him, what city he is calling from;
- find out his phone number and city code;
- tell him that you will call him back in 2 hours.

Making appointments

Agreeing on a date

«Yes, Thursday is fine.»

«Thursday suits me.»

«Thursday would be perfect.»

Suggesting a different date

«I'm afraid I can't on the 3rd. What about the 6th?»

«I'm sorry, I won't be able to make it on Monday. Could we meet on Tuesday instead?»

«Ah, Wednesday is going to be a little difficult. I'd much prefer Friday, if that's alright with you.»

«I really don't think I can on the 17th. Can we meet up on the 19th?»

Setting a time

«What sort of time would suit you?»

«Is 3 pm a good time for you?»

«If possible, I'd like to meet in the morning.»

«How does 2 pm sound to you?»


Changing the arrangement


«You know we were going to meet next Friday? Well, I'm very sorry, but something urgent has come up.»

«I'm afraid that I'm not going to be able to meet you after all. Can we fix another time?»

«Something has just cropped up and I won't be able to meet you this afternoon. Can we make another time?»

Practice

 **Exercise 1.** Listen and repeat. Repeat each phrase you hear and listen to check. If you don't know any words check in your dictionary.

 **Exercise 2.** Making an appointment can be complicated if two people are very busy. How do you find a time that is convenient for both of you? Imagine you are making a telephone call. This time you are arranging an appointment to see someone. What phrases might you use or hear? Listen to someone making a business appointment over the telephone. As you listen, try to hear some of the phrases below.

- Can I speak to ... please?
- I'd like to arrange an appointment, please?
- I'm afraid he's in a meeting.
- I'll just look in the diary.
- When's convenient for you?
- Would next Wednesday be okay?
- He is free in the afternoon after about three.

- I could make it after four.
- So shall we say 4.15 next Wednesday?

Exercise 3. Make an appointment with your client. Agree on *when* to meet, *where* to meet, and *what* to discuss.

Exercise 4. Make an appointment with your local supplier of furniture.

Place: Pinewoods Company.

Date: Friday March 21.

Time: 10 am.

Cancel an appointment with your partner. The previous arrangement was for Friday, August 12, 2014. Time: 6 p.m.

Exercise 5. Work in pairs. Read the instruction cards without showing each other, then roleplay the conversations.

<p>Student A:</p> <p>You're a chemical engineer who works in the company's R&D labs you're attending a conference on a new chemical processing technology. A friend from college who is now a professor doing research in the same area will be attending the conference. You want to schedule some time to talk to him and get his perspective on recent developments in the field. But he is hard to reach.</p>	<p>Student B:</p> <p>An old friend from college who is doing research work in the same field as you in the R&D labs of a large corporation wants to get together and talk. You try to find some time for him in your busy schedule.</p>
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<p>Student A:</p> <p>You're an MIS (management information systems) manager. Your counterpart from the European subsidiary is in town for meetings and you want to schedule some time to talk with him and exchange notes.</p>	<p>Student B:</p> <p>You're an MIS (management information systems) manager visiting corporate headquarters in the United States. You want to meet your counterpart in the United States and talk about solutions to problems that you share in common.</p>
<p>Student A:</p> <p>You sell expensive medical equipment (a small cyclotron for treating cancer) You have to make an appointment to talk with a doctor who is very influential at a hospital where you're trying to close a sale. You want to get him in the right mood so you invite him to play a round of golf at an expensive country club.</p>	<p>Student B:</p> <p>You're a doctor at an important university hospital. A salesman selling cancer treatment equipment has been hounding you trying to get some time to talk with you. Now he wants to meet over golf which doesn't seem too bad to you. You try to find some time for him in your busy schedule.</p>
<p>Student A:</p> <p>Your friend has a job providing tech support to sales reps at a promising software startup. You've heard that there's an opening and you want to talk to your friend about the possibility of you landing the job. You suggest lunch or beer after work.</p>	<p>Student B:</p> <p>One of your best friends has just arrived back from his adventures in Asia. He's trying to find a job again and thinks you can help talk your boss into giving him a job in customer support. You both decide to meet over lunch.</p>

<p>Student A:</p> <p>Each year you exhibit the golf clubs that your small company manufactures at the Sporting Goods Show in New York. You've bumped into an old friend you haven't seen for years.</p>	<p>Student B:</p> <p>You used to exhibit the tennis rackets that your small company produced until it went bankrupt many years ago. This year you went back to the show for old times sake and you bumped into an old friend you haven't seen for years. You make an appointment to get together and reminisce about the old days.</p>
<p>Student A:</p> <p>You run a successful and unique golf shop that offers heavily discounted merchandise and cheap repairs. Someone has offered to pay you a large sum of money if you give them the rights to and information needed to sell franchises.</p>	<p>Student B:</p> <p>You're really enthusiastic about this golf shop you've seen and want to use the shop format to sell franchises.</p>
<p>Student A:</p> <p>You're an investment banker visiting Jakarta to set up some merger and acquisition deals. A reporter wants to interview you.</p>	<p>Student B:</p> <p>You're a reporter who wants to write an insider story on the corporate reorganizations that are taking place in the wake of the Asian financial crisis. You make an appointment to talk with an investment banker (a friend of a friend) to talk about what's going on.</p>

<p>Student A:</p> <p>A team from corporate headquarters is in town to discuss the new corporate-wide accounting system. It's traditional for everyone in the office to chip in and take turns showing the members of the team around town and making them feel comfortable during their stay. It's your turn so you have to schedule some time on the weekend or in the evening.</p>	<p>Student B:</p> <p>You're a member of a team from corporate headquarters in town to discuss the new corporate-wide accounting system. One of your colleagues from the local subsidiary has suggested that you get together to see an Australian football match. He thought you might be interested since it's so different from American football.</p>
<p>Student A:</p> <p>The vice president of sales is arriving from corporate headquarters to get a progress report from you on developing sales leads in the region which haven't been going too well recently.</p>	<p>Student B:</p> <p>You're the vice president of sales for a company and you've just arrived from corporate headquarters to get a progress report on developing sales leads in a region in which things haven't been going very well recently.</p>
<p>Student A:</p> <p>You own 20% of a company and feel that your ideas about where the company should be heading aren't being taken into account by the company's management. You schedule a meeting with the CEO to talk about this</p>	<p>Student B:</p> <p>A major stockholder in the company you are the CEO of has called you up repeatedly trying to get some time to talk to you about his vision of the future for the company. His ideas aren't really compatible with your's but you think it judicious to hear him out. You schedule some time for him over lunch.</p>

Negotiations

When you are talking to people in a business situation, it is important to be able to make it clear when you are talking about a fact and when you are giving your personal viewpoint. There are several ways that you can show that what you are saying is your personal viewpoint.

Verbs: mean, think, expect, believe, would like, understand

You can add a personal dimension to what you say, by making yourself the subject of your comment. See the examples below.

eg. «I mean I think I've made an effort... I think it's become less interesting»;

eg. «I expect you to do that job... I know it's difficult...»;

eg. «I do believe that what I've contributed to the department...»;

eg. «I'd like to help you. I do understand...». The verb «do» is used to give extra emphasis.

Adverbs: frankly, hopefully, really, just

Adverbs are a useful tool to express a personal judgement or opinion.

«Frankly» means «honestly and directly». It is often used when the speaker wants to prepare the listener to hear something that he or she knows will make the listener feel uncomfortable. See the examples below.

eg. «...since then, frankly, I've seen very little change»;

eg. «...hopefully you come back from leave refreshed...». The adverb «hopefully» is used to personalise what a person says.

eg. «I really want to see some improvement...»;

eg. «I just think it's time...». The adverb «just» (meaning «only») is used to personalise what a person says.

Adjectives

Several adjectives are used to express a person's personal view of a situation. See the examples below.

eg. «I'm afraid that...»;

eg. «It's important that...»;

eg. «I wasn't particularly happy...».


You can use all these techniques to indicate that a statement is your personal viewpoint – whether what you are saying is good news or bad news for the listener!

A note about context

When choosing your words, it's also important to think about your relationship to the person you are talking to, since this can affect how your words are understood.


For example, if your boss says to you «I'm afraid you'll have to work late tonight», it could be understood as a polite instruction rather than an apology. But if you say to your boss «I'm afraid I'll have to work late tonight», it might be seen as an apologetic way of telling your boss that you haven't managed to finish your work for the day!

Practice

 **Exercise 1.** Imagine that you are starting a presentation. What phrases might you use? Listen to two ways of opening presentations. As you listen, see if you can hear some of the phrases below.


- You can explain to me what actually is the problem.
- Can I take your name?
- Would you like to just explain from the beginning what's happened?
- I understand you are having a few problems.
- I'm sorry for that wait.

- I don't know what the problem was.
- As you can imagine ...
- I am sorry for that wait.
- Let me check for you.
- I can actually look into that for you.
- I'm sorry about this, Mr. Anderson.
- I'm sorry for the inconvenience.
- I can assure you ...


 **Exercise 2.** The lines of the following conversation are in the wrong order. Rearrange them, then listen again to the conversations and check your answers.

- 1 Yes, my name's Alison.
- 2 Well, yes. To start with, when we got to the airport in, in Crete, we had a two-hour wait on the coach, I think there was a delayed flight or something, and... and...
- 3 Hello, I'm Angela, I'm the customer services manager. Would you like to come with me and come and take a seat and you can explain to me what actually is the problem?
- 4 Yes... And I just can't work out why you didn't take us to our hotel and then come back to the airport to pick up the people from the delayed flight.
- 5 Would you like to just explain from the beginning what's happened?
- 6 Right, I'm sorry for that wait. I don't know what the problem was. You mentioned a delayed flight there. As you can imagine, you probably weren't the only family on the coach waiting, and to ferry people to and from resort to the airport would have been a lot of extra work and they like to try and keep everybody together who are going on the same flight. I can actually look into that for you ...
- 7 Can I take your name?
- 8 Well, yes. I've just come back from one of your holidays. I went to Crete, in Greece, got back last week and the whole thing was a disaster.
- 9 Right, that's quite possible...

- 10 Okay. Alison, if you'd like to make yourself comfortable. As I said, I am the customer services manager and I'd like to help you. I understand you are having a few problems. Would you like to just explain from the beginning what's happened?
- 11 Okay, okay, fine.

 **Exercise 3.** Imagine that you are giving a second warning to an employee whose work or attitude is not of a high standard. What words or phrases might be useful in this conversation? It's been two weeks since the conversation between Sean and Michelle took place. Sean thinks that Michelle's attitude still hasn't improved, and he has decided to raise this with her. As you listen, try to hear the phrases below.


- I'll come straight to the point.
- Frankly ...
- I wasn't particularly happy with
- I've seen very little change.
- Despite what you say ...
- Well...
- I don't want to jump to any conclusions.
- I'm afraid that ...

 **Exercise 4.** All managers sometimes have to have difficult conversations with people working under them. What is the best way to give negative feedback? Imagine you are unhappy with the behaviour of a member of your team. You have decided to raise the issue with this person and tell him or her that you would like to see an improvement. What words or phrases might be useful in this tricky conversation?

Now listen to a tricky conversation at work between a manager and an employee. Michelle has come to Sean complaining that she did not get a job recently. How does Sean react? As you listen, try to hear the phrases below.

- I'm not going to get into a discussion about ...
- What you need to do ...
- Clearly ...
- But bearing in mind ...

- I expect you to ...
- it's important that you ...
- I'm not happy with the effort that you've made.
- I really want to see some improvement.
- I know it's difficult ...
- You've got to snap out of it.

 **Exercise 5.** The extract contains a total of 10 mistakes. Try to correct them, then listen and check.

Sean: Okay, well, I'm not going to get onto a discussion about who deserved to get the job. Clear, the person who was appointed was the right person for the job. What need you to do is look at your work and what you're doing and where that's taking you in your career. But bearing to mind that you are still employed to do a job and I expect you to do that job with a certain attitude. You're meeting members of the public quite regularly – it important that you aren't unhappy, or at least that you don't show it. This meeting is really just to let you know I'm not happy of the effort that you've made...

Michelle: Okay ...

Sean: ...and I really want to see some improveness. I know is difficult. I know that it's depressing not to get a job, but you've got to snip out of it, you've got to get on with the job that you're doing now.

Exercise 6. Tricky conversation quiz. Choose the one correct answer

1. You've got to _____ out of it.

- A sort
- B cut
- C snap
- D lift

2. I _____ you to try a bit harder.

- A expect


- B like
- C request
- D hope

3. _____, what you've done isn't good enough.

- A Probably
- B Maybe
- C Clearly
- D Hopefully

4. I really want to see _____.

- A your trying
- B better
- C better effort
- D some improvement

 **Exercise 7.** It's never easy to talk about your salary, but it might sometimes be necessary! How is it possible to do this without sounding rude or too desperate? Imagine that you have been working for your company for three years, but you haven't yet received a pay rise or a significant bonus. You have decided to raise this issue with your manager. What words and phrases might be useful in your conversation with him or her?

Now listen to a conversation about pay rises between an employer and an employee. In the clip, you'll hear Abigail ask her boss for a pay rise. Listen and try to hear the phrases listed below.

- It's a bit difficult, but ...
- I really feel that it's about time.
- I have made good progress.
- I really feel that I've grown in the job.
- I do believe that ...
- I've taken on a lot more responsibility.
- Should I put this request in writing?
- ... isn't too much to ask.
- It's time that it was recognized.
- It's time my efforts were rewarded.

Exercise 8. Discussion Questions:

Do you ever have to deal with complaints at work, either from clients or from your staff? If so, do you find it easy or difficult? Why? Have you ever had to ask for a pay raise?

If you asked for a pay raise in English, what would you say? What do you think your boss would say in reply?

Exercise 9. Roleplay the following situation.

The boss

You have a member of staff, Emily, who has upset a number of colleagues over the last couple of weeks. After she made some rude comments at the team meeting last week, you have decided to discuss the matter with her. You need to be polite but very firm and clear.

The employee

Recently, your team has been recognized and you now share your job with someone you find very difficult to work with. You have made the difficult decision to apply for an internal transfer ... all you need to do now is tell Barry, your boss! How do you start?

Exercise 10. Work in pairs. Read the instruction cards without showing each other, then roleplay the conversations.

<p>Student A:</p> <p>You are a good employee; you work hard, and you get good results. Most of your colleagues got pay raises recently, but you didn't get one. Go and speak to your manager (student B), and ask for a raise.</p>	<p>Student B:</p> <p>You are the manager of the department. You recently gave pay raises to some of your staff. However, you didn't give student B a raise, because you are not particularly pleased with his/her work.</p>
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<p>Student A:</p> <p>You have been working extremely hard recently, and you are absolutely exhausted. Go and ask your manager (student B) for a few days off work.</p>	<p>Student B:</p> <p>You are the manager. You have just discovered that a very big order is coming in tomorrow! All your staff will need to work very long hours for the next two weeks, to fill this order.</p>
<p>Student A:</p> <p>Your manager (student B) has asked you to come and talk to him/her. You're not sure what this is about.</p>	<p>Student B:</p> <p>Unfortunately, one of your employees (student B) has been stealing stationery. You have asked this employee to come and speak to you in your office. Give him/her a warning.</p>
<p>Student A:</p> <p>You work in a department with a lot of difficult people, and unfortunately you argue with them a lot. It's not your fault, it's theirs! Two weeks ago, your manager (student B) called you into his/her office and told you to try to resolve the situation. You have been trying really hard. Now your manager has asked you to come into the office again.</p>	<p>Student B:</p> <p>One of your employees (student B) is causing a lot of problems, and many of his/her colleagues have complained to you about him/her. Two weeks ago you spoke to student B about these problems, but the situation has become even worse. You have decided to fire student B.</p>

<p>Student A:</p> <p>You recently started taking driving lessons at a private driving school. However, the teachers are unqualified and always late, the classrooms are small and dirty, and the «new» cars are obviously secondhand. You have paid for a course of 3 months. Go and speak to the manager of the school (student B), and ask for your money back!</p>	<p>Student B:</p> <p>You are the manager of a private driving school. One of your students (student B) wants to complain about something.</p>
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Meetings

Every business, whether it has 2 employees or 2,000, has meetings as a regular part of getting things done. Although employees can communicate with one another in an organization in many different ways, business meetings – if they are conducted the right way – can be incredibly effective and efficient.

Meetings are not only one of the most important ways for employees to communicate within organizations, but they're also the way that teams get their work done. Although individual team members work on tasks outside of meetings, team meetings give members the opportunity to come together to determine the team's goals, its plans for achieving its goals, and who will do what – and when.

Vocabulary

A.G.M.	Annual General Meeting
absentee	person not at the meeting, not present
adjourn a meeting (formal) [ə'dʒə:n]	to end a meeting for a short time. To take a break.
agenda [ə'dʒendə]	the topics to be covered in the meeting
alternative	choice of two or more possibilities
attend a meeting	to go to a meeting
attendee	participant or person attending a meeting
ballot ['bælət]	system of secret voting. Voters place their ballot-papers in a ballot-box
brainstorm	working in a group to think of some new fresh ideas
cancel meeting	to decide that a planned meeting will not happen. The date is not changed.
casting vote	deciding vote, usually by the Chairman, when votes are in equal number (решающий голос)
chairman / chairperson	the person who conducts the meeting
clarify	make something clearer by giving more information
commence [kə'mens]	to begin/start a meeting.

conference	formal meeting for discussion or exchange of views
conference call	telephone call between three or more people in different places
consensus [kən'sensəs]	general agreement
deadline	future date at which something must be done
hold a meeting	to be in charge of the meeting. It's your meeting, you are the chairperson
i-conference	a meeting or discussion between two or more people via the internet
item	a separate point for discussion on an agenda
main point	what is most essential
minutes	notes taken about what is said and covered in a meeting
objectives	the goals of the meeting
over-run	to take longer than expected or was scheduled for
point out	draw attention to something e.g. point out an increase in demand
postpone a meeting	to hold a meeting at a later time or date than was originally planned
proposal	a course of action put forward for consideration; to make a proposal
proxy vote	a vote cast by one person for another (голосование по доверенности)
reschedule a meeting	to change the time of a meeting for a reason. It can be before or after the originally planned time
show of hands	raised hands to express agreement or disagreement in a vote (поднятие рук)
strategy	the business plan for success
summary	a brief statement of the main points
task	a piece of work to be done; to assign a task to someone
unanimous	in complete agreement
[ju:'næniməs]	
wrap up a meeting	to end a meeting

Meeting style and etiquette can change from country to country, company to company, and even from meeting to meeting, but generally speaking, it is important to be polite in meetings, even if the meeting is quite informal in tone.

Politeness

If you are interrupting or disagreeing with people, it is even more important to be polite: your views are more likely to be respected if you present them in a professional and non-confrontational (non-argumentative) way. There are several ways to make what you say sound more polite and less confrontational:

- Use «can» or «could».
eg. «Can I just ask you...?»
eg. «If you could go through them in order...»
- Use «would like».
eg. «...I'd like to be with other editors...»
eg. «I would like to be able to show her drawings...»

➤ Say «sorry». This is a very common way to «soften» what you say. People are not really apologising for what they say - using «sorry» is telling the listener: «I'm going to say or do something you might not like, so please don't get upset».

eg. «I'm sorry, but I really strongly disagree...»
eg. «Sorry to hold the meeting up».

➤ Use «just». The word «just» gives the listener a message that you are not asking them to deal with something difficult or time-consuming; that it is not going to be a problem.

eg. «I just wanted to see...»
eg. «..., can I just ask you...?»

➤ Use «I think» or «I feel». These phrases have the effect of softening what they are saying, by presenting their ideas as opinions, not orders or instructions.

eg. «I do feel quite strongly that we're bringing this out too soon...»

eg. «I don't think we've got any choice...»

Acknowledge people

It's important to acknowledge the other people in the meeting, by using their names, or words like «you», «we», «everybody», «my colleagues» etc. If you don't use these words and expressions, you may give people the impression that you are rather detached and/or authoritarian.

eg. «Okay everybody, ...» «...as you can see...»


eg. «Yeah ..., ...»

Preparing for meetings

Participating in meetings which are conducted in a foreign language can be nerve-racking – people may speak very quickly, they may use words that you do not understand, they may have strong accents, or they may talk about topics which are outside your area of expertise.

All these factors can make meetings difficult, but if you prepare for meetings by studying the agenda, researching the topics that are likely to be discussed, and preparing vocabulary that you think you might need during the meeting, you will feel more confident and your performance in the meeting will be better.

Practice

 **Exercise 1.** Most meetings have an agenda – a list of matters to be discussed in the meeting. When you decide what to talk about in the meeting, you «set the agenda». The person in charge of the setting the agenda and running the meeting is the «chairperson».


Imagine that you are the chairperson in a meeting. It is the start of the meeting and you are telling your colleagues about the items on the agenda. What phrases might you use? Imagine that you are starting a presentation. What phrases might you use? Now you're going to listen to

two audio clips about setting agendas for meetings. Both clips are from the start of meetings and feature a chairperson listing the points on the agenda. As you listen, see if you can hear some of the phrases below.


- On the agenda today.
- OK everybody, thanks for coming.
- Just a couple of things on the agenda.
- If you could go through them in order.
- Right then, ..., let's get down to business.
- Let's keep this meeting fairly brief.
- First of all.
- Secondly.
- Any other business.
- And finally.

Exercise 2. Agenda setting quiz. The following sentences are in the wrong order. Re-arrange them, and write them in the correct sequence so they all make sense.


1	Secondly we want to have a look at the production budgets.
2	And then we'll see if there's any other business.
3	OK, everybody thank you all very much for coming today.
4	If we could go through each of them in order.
5	And finally we need to look at the staffing levels for the project.
6	Just three things on the agenda today.
7	First of all we need to discuss our aims for the project.
8	Right let's start with item number one.

 **Exercise 3.** In business meetings it is sometimes necessary to interrupt a speaker. This is possible but it should be done politely. Imagine that you are in a meeting, and you want to interrupt to ask a question or make a comment. How might you do it? Now listen to an audio clip from a meeting in a publishing company. Sean is talking about a book re-launch when John feels that he needs to ask something. As you listen, see if you can hear some of the phrases below.

- First of all.
- Sorry to hold the meeting up.
- Can I just ask you?
- I do feel quite strongly that ...
- I don't think we've got any choice at all.
- Any other thoughts?

 **Exercise 4.** Inevitably, people will agree and disagree with one another during meetings. It's important to make your position in a debate clear, while being polite to people you disagree with. Imagine that you are in a meeting and you disagree with someone over an issue. How might you make your point politely? You will hear that Tim and Carrie have two different positions on an issue. As you listen, try and hear the phrases mentioned below.

- I just wanted to see what kind of feedback you've got.
- I'd be much happier.
- Actually, I think Sean is right.
- I think Sean's floor plan is right.
- I really strongly disagree.
- Speaking as an editor ...

 **Exercise 5.** Business meetings typically end with the chairperson asking if there is «any other business». This is an opportunity for anyone present to raise an issue that isn't on the agenda. After any other business, the chairperson closes the meeting. Imagine that you are a chairperson ending a meeting with any other business. What might you say or hear? You'll hear a clip of Sean closing his team's meeting with a

request for any other business. As you listen, try and hear the phrases below.

- I would like to say something.
- Any other business?
- If that's all right.
- That's probably about it.
- That sounds good.
- There are a couple of conflicts in the diary.
- Anybody got anything else that they want to raise before we wrap up?

Exercise 6. Choose one the situations below (either from the list or by taking a card). Your partner(s) should act out the situation, and then you should try to solve the problem by using suitable language for chairing a meeting.

Two people are arguing
A discussion is going on and on with no conclusion
People are having separate discussions in groups/ Several people are speaking at the same time
The people who you are trying to start small talk with just reply with very short answers
People won't stop chatting
No one will contribute to the discussion
Discussing the agenda is taking up too much time
One person is dominating the conversation.
No one wants to take minutes

People keep leaving and/ or arriving late.
Someone wants to make major changes to the agenda.
Someone is always whispering to the person next to them rather than speaking out

Exercise 7. Roleplay the following situation.

Manager 1

You've heard that there are rumors circulating in the office that management is cutting costs. While the company is trying to cut costs for things that are a waste, the company will not be cutting salaries and other benefits for the employees. You want the rumors to stop spreading because it's hurting morale.

Duties: You will start and control the meeting.

Goal: To convince the employees in the meeting that their jobs and benefits are secure.

To encourage the employees to tell their colleagues that this is not true.

Manager 2

You've heard employees discussing rumors that management is cutting costs, including jobs. You know that these rumors are only half true. The company wants to save money, so they are cutting small things such as the electricity and the expensive candy in the break room, but they will not be cutting jobs or benefits.

Duties:	Take notes during the meeting. Ask the employees how the management can help stop the rumors.
Goal:	To convince the employees that the management will solve this problem.

Employee 1

You've heard lots of employees say that the management will be cutting jobs. You know that everyone truly believes the rumors are true. The employees are scared, and the moral is low.

Duties: Ask the managers what they will do to stop the rumors from spreading.

Goal: To find a solution to the problem.

Employee 2

You've been helping to spread the rumors that jobs will be cut. You heard from a reliable source in the management that they are worried about money, so you believe the rumors about the job cuts are true. (You don't want to say who told you.)

Duties: Ask the managers to tell the truth.
Make sure the managers know that the employees are very worried about their jobs.

Goal: To find out if the rumors are true.

Presentations

Vocabulary

body language	communication through facial expressions, body movements, etc.
chart	sheet of information in the form of a table, graph or diagram
diagram	graphic representation of a situation e.g. the results of an action
digress	leave the main subject temporarily in speech or writing
flip chart	pad of large paper sheets on a stand for presenting information
graph	diagram showing the relation between variable quantities
guidelines	advice or instructions given in order to guide or direct an action
handout	written information (report etc.) given to people at a presentation
key point	essential or main point
O.H.T.	overhead transparency: sheet of film with an image or printed information for overhead projector
objective	what one wants to achieve; aim
outline	brief description or presentation
overhead projector	device that projects an O.H.T. onto a screen
overview	short presentation of the main points
pointer	rod or stick used to indicate things on a map, screen, etc.
signposting language	phrases used to help focus the audience's attention on different parts of a presentation
transparency	image or information printed on transparent plastic or film
visual aids	aids such as charts, slides, etc. used at a presentation
whiteboard	flat white board on which to write or draw with markers

One form of oral communication in a business setting is a presentation. Presentations are usually an organized conveyance of information to a group of people.

Useful key phrases for making presentations

A good way to make your presentations effective, interesting and easy to follow is to use signpost language. «Signpost language» is the words and phrases that people use to tell the listener what has just happened, and what is going to happen next.

In other words, signpost language guides the listener through the presentation. A good presenter will usually use a lot of signpost language, so it is a good idea to learn a few of the common phrases, even if you spend more time listening to presentations than giving them! Signpost language is usually fairly informal, so it is relatively easy to understand.

Section of presentation	Signpost language
1	2
Starting the presentation	<ul style="list-style-type: none"> • Good morning / Good afternoon ladies and gentlemen • The topic of my presentation today is ... • What I'm going to talk about today is ... • My talk is concerned with ...
Why you are giving this presentation	<ul style="list-style-type: none"> • The purpose of this presentation is ... • This is important because ... • My objective is to ...
Overview (outline of presentation)	<ul style="list-style-type: none"> • I'm going to divide this talk into four parts. • There are a number of points I'd like to make. • Basically / Briefly, I have three things to say. • I'd like to begin / start by ... • Let's begin / start by ...

1	2
	<ul style="list-style-type: none"> • First of all, I'll... ◇... and then I'll go on to ... ◇Then / Next ... ◇Finally / Lastly ...
Stating the main points	<ul style="list-style-type: none"> • The main points I will be talking about are: <ul style="list-style-type: none"> ◇ Firstly, ◇ Secondly, ◇ Next, ◇ Finally ... we're going to look at ... • First, I'll give you some basic information. <ul style="list-style-type: none"> ◇ Secondly, I'll talk about ... ◇ Next, I'll talk about ... ◇ Finally, a few words about our new project. ◇ Last of all, I want to look at our future plans.
Introducing the first point	<ul style="list-style-type: none"> • Let's start / begin with ... • Here's some basic information about ...
Showing graphics, transparencies, slides, etc.	<ul style="list-style-type: none"> • I'd like to illustrate this by showing you ... • Let me add some figures. • Let's have a look at some statistics.
Finishing a section	<ul style="list-style-type: none"> • That's all I have to say about... • We've looked at... • So much for...
Moving to the next point / starting a new section	<ul style="list-style-type: none"> • Now let's move on to ... • Turning to... • Let's turn now to ... • The next issue / topic / area I'd like to focus on ... • I'd like to expand / elaborate on ... • Now we'll move on to...

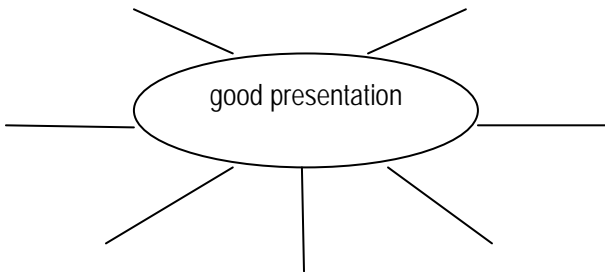
1	2
	<ul style="list-style-type: none"> • Let's look now at... • I'd like now to discuss...
Giving examples, more details	<ul style="list-style-type: none"> • For example, ... • A good example of this is... • As an illustration, ... • To give you an example, ... • To illustrate this point... • I'd like to expand on this aspect / problem / point ... • Would you like me to expand on / elaborate on that? • Let me elaborate on that.
Analysing a point and giving recommendations	<ul style="list-style-type: none"> • 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...
Changing to a different topic	I'd like to turn to something completely different ...
Referring to something which is off the topic	I'd like to digress here for a moment and just mention ...
Referring back to an earlier point	Let me go back to what I said earlier about ...
Paraphrasing and clarifying	<ul style="list-style-type: none"> • Simply put... • In other words..... • So what I'm saying is.... • To put it more simply.... • To put it another way....
Summarizing or repeating the main points	<ul style="list-style-type: none"> • I'd like to recap the main points of my presentation: <ul style="list-style-type: none"> ◇ First I covered ... ◇ Then we talked about ... ◇ Finally we looked at ...

1	2
	<ul style="list-style-type: none"> • I'd now like to sum up the main points which were : <ul style="list-style-type: none"> ◇ First ... ◇ Second, ◇ Third, • To sum up ... • To summarise... • Right, let's sum up, shall we? • Let's summarise briefly what we've looked at... • If I can just sum up the main points... • Finally, let me remind you of some of the issues we've covered... • So, to remind you of what I've covered in this talk, ... • Unfortunately, I seem to have run out of time, so I'll conclude very briefly by saying that • I'd like now to recap...
<p>Ending the presentation</p>	<ul style="list-style-type: none"> • To conclude... • In short ... • I'm going to conclude by ... ◇ First ... ◇ Second, ◇ Third, • In conclusion, let me ... <ul style="list-style-type: none"> ◇ First ... ◇ Second, ◇ Third, • To conclude, I want to tell you about our future plans. • Thanks very much for listening to my talk.

1	2
Invitation to discuss / ask questions	<ul style="list-style-type: none"> • Thanks for coming to my presentation • Now I'd like to invite any questions you may have. • Do you have any questions? • I'm happy to answer any queries / questions. • Does anyone have any questions or comments? • Please feel free to ask questions. • If you would like me to elaborate on any point, please ask. • Would you like to ask any questions? • Any questions?

Practice

Exercise 1. Work in groups. Think of a good presentation Think about the presentations that you have been to or delivered and recall all the factors that contributed to its success.



Exercise 2. Listen to some tips from people who have made presentations about how to make yours more effective and enjoyable for your audience. As you listen, see if you can hear some of the tips below.

The aims and the structure need to be clear

Wait until the end of the presentation before people feed back on what you have said

Make sure you are entertaining, engaging and interesting

Don't make it too long

Be short, precise to the point

Make sure you're relevant – make sure you're talking to the right audience

There are some more tips on delivering effective presentations:

1. Find out as much as possible about your audience.
2. Introduce yourself (name, position, company).
3. Outline the structure of your talk.
4. Summarize your main points.

Exercise 3. Read the following questions and mark your answer «yes» with a plus (+), and your answer «no» with a minus (-). Recall your presentations when you were learning English, did you:

1. Prepare thoroughly: check the meaning and pronunciation of new words, create slides, rehearse the speech, etc.?
2. Start the talk in an interesting way to grab the attention of the audience?
3. Speak from notes rather than read a paper?
4. Give an overview of your talk at the beginning?

5. Use phrases to help the audience follow your ideas?
6. Provide examples to illustrate complex issues?
7. Provide visual support where appropriate?
8. Encourage the audience to ask questions?
9. Emphasise important ideas by slowing down and leaving pauses?
10. Establish and maintain eye-contact with your audience?
11. Avoid repetitive use of «pet» words or phrases (e.g., so, well, okay, uh)?
12. Use gestures to emphasise the main points and avoid distracting physical movements (e.g. grooming, pacing)?

How many «yes» answers have you got? What would you like to improve?

Exercise 4. Reconstruct these sentences to give advice to a presenter.

1. Use / that / gestures and body language / drive / message home / visually / your
2. the / every / eye-contact / member / audience / Keep / with / of
3. to the response / of the audience / your behavior / Adjust
4. Speak / use / clearly and audibly; / vocal variety / to your presentation / to add power and impact
5. Speak / speak / don't / in your natural tone / in a monotone / of voice;
6. your speech / in front of / a mirror / or / Rehearse / video camera / aloud
7. for feedback; / you improve / speaking skills / Ask / it will help

Exercise 5. When we give a presentation, we speak to and for the audience. The presenter should address their goals, their needs, and their concerns. Work in small groups and brainstorm all the things that can irritate the audience, e.g.: 1) lack of preparation, 2) mis-judgment of the audience, etc.

- a) Think of your experience of being part of the audience at some conference.

Start your sentences, using the following phrases:

- What really irritates me is when the presenter

- b) Think of what a presenter should know about the audience to meet their expectations. Make a list and present it in class.

Exercise 6. Complete the following sentences. Several options are possible in some cases. You may need to change the form of the verbs.

1. I am asked to ... a presentation to the Committee which was set up by the Minister of finance.
2. John, finance manager for the Indonesian Region, will ... a presentation before an audience of accountants working in industry.
3. Senior Deputy Director will be delighted to ... the presentation and the lunch which follows.
4. The board of directors thanked me for a very ... and helpful presentation to the Department.
5. The modern multimedia capabilities made it possible to create a ... or animated presentation.
6. Yesterday, presidents and publicity officers ... to a presentation by Val Smith, London East's Publicity Officer.
7. Companies are very aware that an ... presentation is a major means of marketing their image.
8. There was a barbecue dinner around the camp fire, ... by a presentation of Meo dancing costumes.
9. The researchers devised a questionnaire ... on a presentation of ten common educational tasks.

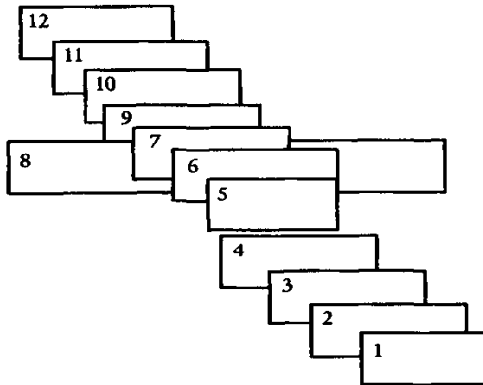
Exercise 7. The goal of the event very much determines the structure, style, and delivery the speaker will select. In most public presentations, there are normally several objectives, but it is possible to single out a primary one. Match the type of presentation with its possible objective(s). There may be more than one answer. Work in groups. Start the sentences with:

- The aim of ... is to V
- The ... aims at Ving.

1) lecture	a) to inspire and motivate to act
2) briefing	b) to persuade, to gain agreement
3) commercial presentation	c) to teach or to pass information
4) demonstration	d) to explore or debate ideas
5) seminar	e) to entertain

6) workshop	f) to report on the results of projects / research
7) press conference	g) to sell, promote smth.
8) conference presentation	

Exercise 8. Reconstruct this sequence of stages in a presentation. Write the letter (a-1) next to the number of the stage. Compare your decisions with a partner and discuss the reasons for any differences.



- a) Present the main body of the talk.
- b) Handle questions.
- c) Grab the audience's attention.
- d) Greet the audience.
- e) Summarise the main points.
- f) Introduce yourself.
- g) Have a strong ending.
- h) Introduce the presentation topic and objectives.
- i) Outline the presentation structure.
- j) Thank the audience.
- k) Thank the organizers.
- l) Say when you would like to take questions.

Exercise 9. Suzi Capra wants to make a good start to her presentation, so she has made a list of the things she wants to say. Unfortunately she has


dropped all her language cards (a–j) on the floor. Help her to put them in the right order by matching them with the cues (1–10).


Cues

1. THANK audience for coming. c
2. INTRODUCE myself.
3. GIVE JOB title.
4. GIVE TITLE of the presentation.
5. GIVE REASON.
6. GIVE STRUCTURE.
7. GIVE LENGTH.
8. VISUAL AIDS I plan to use.
9. NO QUESTIONS until the end.
10. START first part.

Language cards


- a I plan to show you some slides and a short video during my presentation.
- b So, first of all, let's have a look at ...
- c I'm very grateful that you could all come today.
- d I'm going to talk for ...
- e If there is anything you would like to ask me, please would you wait until the end of the presentation.
- f My name is ...
- g My talk will be in four main parts.
- h The subject of my presentation today is ...
- i I'm the ...
- j I'm going to talk about this because ...


 **Exercise 10.** Imagine that you are starting a presentation. What phrases might you use? Listen and repeat. Repeat each phrase you hear and listen to check.

 **Exercise 11.** Listen to two ways of opening presentations. As you listen, see if you can hear some of the phrases below.


➤ Ladies and gentlemen, thank you very much for coming along here today.


- The purpose of today's presentation is to discuss how we can ...
- I've invited you here today to have a look at my findings.
- Now let me begin by ...
- Secondly ...
- ... and finally ...
- I'd be very happy to invite you to ask questions at the end of the session.
- At the end I'd be happy to answer any of your questions.

 **Exercise 12.** After you have greeted your guests, you will begin to go through the main body of your presentation. It's very useful to have some visual aids – some slides, pictures or graphs that help explain what you are saying. Sometimes they can also help to keep your audience interested in your presentation! Listen and repeat. Repeat each phrase you hear and listen to check.


 **Exercise 13.** Imagine you are giving a presentation and using some visual aids. What phrases might you use to draw your audience's attention to these slides? Listen to two examples of people giving presentations. As you listen, see if you can hear some of the phrases below.


- If you have a look at this first graph.
- Now let's look at.
- As you can see.
- A key factor.
- A good example of.
- If you look at this slide.
- A good illustration of.

 **Exercise 14.** At the end of your presentation, you may wish to open the floor to questions – to ask if anyone has any questions about your presentation. Imagine it is the end of your presentation and you are asking if there are any questions. What phrases might you use or hear? Listen and repeat. Repeat each phrase you hear and listen to check.

 **Exercise 15.** Listen to someone asking if there are any questions. As you listen, try to hear some of the phrases below.

- If you have any questions, I'd be happy to answer them now.
- Can I just ask ...?
- Yes, a very good question.
- Can you explain to me ...?
- Are there any questions about any of that?

 **Exercise 16.** You'll hear two types of presentations. Listen to the recording. Pay attention to new words and phrases.

 **Exercise 17.** Listen to the presentation of a company. Try to guess the meaning of any words you don't know. Then check in your dictionary.

Exercise 18. Presentation Quiz. Finish the sentence with the correct phrase.

1. Which sentence might you hear at the beginning of a presentation?

- A Ladies and gentlemen, thank you for arriving today
- B Ladies and gentlemen, thank you for appearing today
- C Ladies and gentlemen, thank you for coming today
- D Ladies and gentlemen, thank you for showing your faces today

2. The _____ of today's presentation is to discuss my findings.

- A purpose
- B reason
- C cause
- D points

3. Now, _____ begin by introducing myself.

- A allow me
- B let me
- C I
- D presentation

4. I'd be very happy to _____ you to ask questions at the end of the session.

- A tell
- B invite
- C order
- D request

Exercise 19. Think about any event that takes place in the near future. Your purpose is to inform your classmates about the coming event and motivate them to take part in it. Prepare a one-minute presentation to share the information with your colleagues in class.

Exercise 20. Imagine that your company is involved in the international exhibition. You have been invited to speak at a press conference on the opening day. Make a presentation of your company:

- Describe the main technical characteristics of the products, which are manufactured or distributed by your company.
- Mark the features of products, which, in your opinion, favorably distinguish them from similar products of your competitors.
- Specify for how long your products are designed, what is the duration of the guarantee period?
- Speak about special offers, if there are any.
- At the end of the presentation speak about your company's plans for the future.

PART 2.

Business Correspondence

The layout of business and private letters is more or less common in all countries.

There are 8 parts in a letter:

1. the letterhead;
2. the return address;
3. the date;
4. the inside address (i.e. the recipient's name and address);
5. the opening salutation;
6. the body of the letter;
7. the closing salutation;
8. the signature.

LAYOUT OF A LETTER

Letterhead

Sender's address

Date

Inside address

Opening salutation

Body of the letter

Closing salutation

Signature

Enclosure

American variant of arranging the elements of a letter is so called BLOCK STYLE. Here is an example:

Letterhead

Sender's address

Date

Inside address

Opening salutation

Body of the letter

Closing salutation

Signature

Enclosure

Ms. Elaine Sunderlind
1234 Shore Avenue
Victoria, B.C.
V1W 3B8

Your mailing address

The date

January 28, 2002

The name, department and mailing address of the person you are writing to.

Mrs. Gail Hopper
Customer Relations
Victoria Springs Water Company
987 Third Street
Victoria, B.C.
V1Z 907

Leave at least 3 lines above the "Dear" _____
Use the persons formal title:
Ms. Mrs. Mr. Dr.

The 1st paragraph introduces the topic or purpose of your letter.

Dear Ms. Hopper

I am a new customer of Victoria Springs Water Company. Your company agreed to deliver 25 litres of water to my home each week. However, I have not received any water deliveries for the past three weeks.

I am very unhappy with your company. I spoke with Mr. Jarvis about this on the telephone two weeks ago. I sent you an e-mail message last week. I still have not received my water. Therefore, I will not pay the bill for this month because I received no water. In addition, I want to cancel my order for water. I will go to another company for my water.

The 2nd paragraph gives all the information and details.

Please send me a letter confirming my cancellation.

The 3rd paragraph usually asks the person to do something.

Use a formal closing word and hand write your name.

Sincerely,
Elaine Sunderlind
Elaine Sunderlind

Your name
City, Street, Zip Code
Phone:
Email:

Recipient name:
Title
Name of the organization
City, Street, Zip Code

18 July 2013

Dear Recipient Name:

Perhaps you are looking for an addition to your marketing team. A new person brings in freshness and can provide innovative solutions to the challenges of marketing. My current and past employers have always regarded me as an innovator of ideas. I am also good at communicating with prospective buyers and have a demonstrated history of success in sales and marketing.

Presently, I am marketing computer accessories for a major company. Enclosed is my resume for your consideration. I understand that XYZ INC has a reputation for quality and excellence. I would like to use my skills and experience to market your line of quality technical products. If you have any questions regarding my skills or my eligibility to be a part of your team, you may contact me at (666) 666-6666.

Thank you for your time and consideration. I look forward to hearing from you.

Yours sincerely

Signature

Your name

Enclosure: Resume

If writing a business letter takes you much longer than in your own language, here are a few guidelines that you may find helpful.

Plan before you write.

- Look up words you need before you start.
- Note the points you want to make, and order them into logical paragraphs.

Tone

- Write as you would speak in a business conversation.
- The tone should be friendly and polite.

Names

- Make sure you check the gender of the addressee (the recipient), as well as the correct spelling of the person's name and title.
- Use Ms. for women and Mr. for men. You can use Mrs. for a woman if you are 100% sure that she is married.

Dates

To avoid any confusion, write the month instead of using numbers e.g. January 15th, 2012 or 15 January 2014.

Be concise and clear. The easier it is to read a letter the better.

- Keep sentences and paragraphs short and simple.
- Use straightforward vocabulary to avoid any misunderstanding.
- Ask direct questions.
- Rewrite any sentence that does not seem perfectly clear.
- If the recipient is not a native English-speaker, it is preferable to avoid
• words or expressions that are too technical or complicated.

Remember this word order principle

Subject	Verb	Object	Manner	Place	Time
Who	Does	What	How	Where	When

Example:

Mr. Brown will travel by plane to London on Monday, June 5th.
A technician will install the equipment in your office on Tuesday.

Avoid old-fashioned words

Although they are used in legal documents and contracts, words like «herewith», «herein», «aforementioned», etc. are rarely used in letters.

The following style of sentence is preferable :

«You will find more information on our products in the enclosed brochure».

Useful key phrases for writing business letters

Opening salutation

Dear Mr. ...

Dear Ms.. ...

Dear Mrs. ...

Dear Sir

to a man if the name is unknown

Dear Madam

to a woman if the name is unknown

Gentlemen

to a company or group of people

To whom it may concern

to an unknown recipient if you don't

Dear Sir or Madam

know the recipient's name or gender

Ladies and Gentlemen

Dear Prof. Smith

Dear Dr. Smith

Body of the letter

The body of a business letter may include the following elements:

1. Starting a letter

We are writing

– to inform / confirm / request you that ...

– to enquire about ...

- I am contacting you for the following reason...
- I recently read/heard about and would like to know
- Having seen your advertisement in ..., I would like to ...
- I would be interested in (obtaining / receiving) ...
- I received your address from ... and would like to ...

2. Apologies for a late reply

- I am very sorry to have taken so long in replying to you.
- Please excuse me for my late reply...
- Please forgive me for not replying sooner to your kind letter of...
- I apologize for my delay in replying to your letter.

3. Expressing gratitude for a letter

- I very much appreciate having a reply from you.
- I appreciate your prompt reply.
- Thank you for your prompt reply of...
- It was a great pleasure to receive your reply.

4. Expressing gratitude for materials

- Thank you for sending me...
- It is so kind of you to send me...
- I am grateful to you for sending me...
- I am much obliged to you for sending me...

5. Acknowledgement of the receipt of a letter

- We have received your letter of May 15...
- We thank you for your letter dated...
- Thank you for your letter regarding ...
- In reply to your letter of...
- We acknowledge (the) receipt of your letter of...
- We acknowledge your letter of...
- We are in receipt of your letter of...
- This is to acknowledge with thanks receipt of your letter of...
- I wish to acknowledge with many thanks the receipt of your letter of...

6. *References to dates*

- We refer to your letter of June 12 Мы ссылаемся на ваше письмо от 12 июня...
- Your letter of 11 ult. Ваше письмо от 11 числа прошлого месяца...
- Your fax dated 15th inst. Ваш факс, датированный 15 числом текущего месяца
- The cargo will arrive on the 3rd прох. Груз прибудет 3 числа следующего месяца
- of today's date от сегодняшнего числа
- of yesterday's date от вчерашнего числа
- of the same date от того же числа

7. *Referring to previous events*

- Thank you for your letter of March 15.
- Thank you for contacting us.
- In reply to your request, ...
- Thank you for your letter regarding ...
- With reference to our telephone conversation yesterday...
- Further to our meeting last week ...
- It was a pleasure meeting you in London last month.
- •I enjoyed having lunch with you last week in Tokyo.
- I would just like to confirm the main points we discussed on ...

8. *Offering help*

- Would you like us to ...?
- We would be happy to ...
- We are quite willing to ...
- Our company would be pleased to ...

9. *Giving good news*

- We are pleased to announce that ...

- I am delighted to inform you that ..
- You will be pleased to learn that ...

10. *Giving bad news*

- We regret to inform you that ...
- I'm afraid it would not be possible to ...
- Unfortunately we cannot / we are unable to ...
- After careful consideration we have decided (not) to ...

11. *Making a request*

- We would appreciate it if you would ...
- I would be grateful if you could ...
- Could you please send me ...
- Could you possibly tell us / let us have ...
- In addition, I would like to receive ...
- It would be helpful if you could send us ...
- I am interested in (obtaining / receiving) ...
- I would appreciate your immediate attention to this matter.
- Please let me know what action you propose to take.
- We would like to know more about ...
- Could you please send us information about ...?
- Please send us your catalogue/catalog.

12. *Expressions used on sending materials*

- I am sending you herewith (herein)...
- I am sending you under separate cover...
- I enclose herewith (herein)...
- You will find enclosed...
- Please find enclosed...
- Attached to this letter you will find...

13. *Requesting the answer*

- We should appreciate a prompt reply.
- We should appreciate to receive your prompt reply at your early convenience.
- A prompt reply would be appreciated.

- Will you kindly let us have an early reply.
- Will you kindly reply to this letter.

14. Enclosing documents

- I am enclosing ...
- Please find enclosed ...
- You will find enclosed ...

15. *Closing remarks*

- If we can be of any further assistance, please let us know.
- If I can help in any way, please do not hesitate to contact me.
- If you require more information ...
- For further details ...
- Thank you for taking this into consideration.
- Thank you for your help.
- We hope you are happy with this arrangement.
- We hope you can settle this matter to our satisfaction.

16. *Endings*

- With best wishes (regards).
- With kind (kindest) regards.
- With best wishes and regards.
- Meanwhile I wish to remain...
- Thank you once again for...
- I hope to hear from you soon and remain with kindest personal regards.
- I trust to hear from you soon.
- We look forward to hearing from you.
- We look forward to welcoming you in this country.
- I look forward to the pleasure of seeing you.

Closing salutation

Sincerely,
Yours sincerely, (Br.E.)

for all customers / clients
«Yours sincerely» is used when

Sincerely yours, (Am.E.)

writing to someone whom you have met before or whom you have known or spoken to over phone or was introduced by some other person

Yours faithfully,
Respectfully yours,
Faithfully yours,
Yours truly,

«Yours faithfully» is used in more formal letters when writing to someone whom you do not know or have not met.

Kind regards,
Best regards,
Warmest regards,
Many thanks,
Kind thanks,
Truly,
With appreciation.

casual closing salutations to appear professional and respectful, just in a way that matches the tone and content of the letter

Here is an example of a simple commercial letter. Pay attention to its composition and wording.

Vancouver Manufacturing

9102 NW 99th Street, Vancouver, Washington 98665
(800) 555-1212 – www.example.com

September 25, 2005

Mr. John Taylor
Director of Operations
ABC Corporation
100 E Main Street
Vancouver, WA 98685

Dear Mr. Taylor:

As our new letterhead indicates, we have recently changed the name of our business from Fort Vancouver Manufacturing to Vancouver Manufacturing.

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

Al Olsen
President, Vancouver Manufacturing

Look at the picture of a single sided two paged business letter accepted by the office standards in the US. Pay attention to its composition and wording.

Global Investors, Inc.

187 Devonshire St, Boston, MA, 02125
Tel. (617) 360-7237, Fax (617) 360-7238
www.globalinvestors.com

October 24, 2008

Mr. Colin Adams
134 Blossom St.
Chelsea, MA 02231

Dear Mr. Adams:

I would like to confirm your participation in our upcoming February 5-8 conference at the Hyatt Regency Hotel, Boston, Massachusetts. We expect 200 to 230 registrants to attend your session.

I will forward the complete agenda to you in late December. But in the meantime, let me give you a few preliminary details: you are scheduled to deliver your presentation on Asset Management on February 7. Topics that will be covered by different speakers during the conference include Financial Planning, Financial Software and Financial Services.

You will be responsible for preparing thoroughly for the session and presenting a well thought out presentation. It is our expectation that attendees should feel that they have gained valuable knowledge and insight after leaving your session. You will also prepare materials for the participant manuals. We will compile and multiply the manuals and will ship them to the conference site. Your materials should be forwarded to our office no later than January 5. Failure to provide the deliverables by the specified deadline and/or adjust them upon request of our staff may result in your session being cancelled.

Speaker substitutions are not permitted unless approved in writing by our management. If you are unable to deliver your session as planned, your company is not guaranteed a speaking slot for the alternative speaker.

For your presentation, we will provide an honorarium of \$800, plus reimburse you for travel, meals and lodging expenses associated with your presentation. Upon completion of your session send us your invoice for expenses and your receipts. We will send you a check within two weeks.

I will call you during this week to discuss your equipment needs for the presentation and the room setup, along with the promotional materials we need such as biographical data, your picture and a press kit. Please feel free to contact me if you have questions, suggestions or need additional information.

Our members are looking forward to having you as a speaker at our conference. You will also have an opportunity to benefit from the exposure to our member firms.

Sincerely,

A. Prescott

Anthony Prescott,
Public Relations Officer

Sawvy-Business-Correspondence.com

Practice

Exercise 1: This letter has been revised so many times that it has become all mixed up, and the word processor has failed to recognize it. Arrange the letter so that everything is in the right place. The first point in the letter is:

(2) WIDGETRY LTD

(1) Simson Thomas

(2) WIDGETRY LTD

(3) 6 Pine Estate, Westhornet,
Bedfordshire, UB18 22BC
Telephone 9017 23456
Telex X238 WID
Fax 9017 67893

(4) I look forward to hearing from you.

(5) Your ref. MS/MD/22/07
Our ref. JB/MS/48/07

(6) Yours sincerely,

(7) James Bowers, sales Manager,
Electroscan Ltd,
Orchard Road Estate,
Oxbridge UB84 10SF.

(8) Production manager

(9) Thank you for your letter. I am afraid that we have a problem with your order.

(10) 6 June 200...

(11) Unfortunately, the manufacturers of the part you wish to order have advised us that they cannot supply it until September. Would you prefer us to supply a substitute, or would you rather wait until the original parts are again available?

(12) Dear Mr. Bower

Exercise 2. Translate into Russian:

1) In reply to your letter dated March 10, I wish to inform you that our Council is willing to discuss your proposal.

2) Thank you for the letter of December 19 and for the materials you enclosed with it.

3) On behalf of our department I wish to acknowledge with sincere thanks the receipt of your letter of May 12.

4)

Moscow, December 10, 2014

Dear Sirs:

We are obliged for your letter of December 5. We are contacting the plant producing BELAZ cars on the question raised by you and will write to you immediately upon receipt of their reply.

Yours faithfully,

7)

Bredgade, 51

DK 1260

CopenhagenK

Denmark

Dear Sirs,

We have received your letter of May 4 sent by airmail and thank you for the information you sent to us.

Yours sincerely

Exercise 3. Translate into English

- 1) Мы получили Ваше письмо от 28 февраля.
- 2) Подтверждаем получение Вашего письма от 15 мая, за которое мы Вас благодарим.
- 3) Подтверждаем: с благодарностью получение Вашего письма от 20 января, посланного Вами в ответ на наше письмо, датированное 15 января.
- 4) Подтверждаем с благодарностью получение Вашего письма от 15 ноября с.г. приложенной к нему копией проекта.
- 5) Благодарю Вас за письмо от 10 июня с приложенными к нему копиями Ваших статей.
- 6) В ответ на Ваше письмо от 10 июня посылаю Вам наши последние данные и таблицы, которые, надеюсь, помогут Вам в Вашей работе.
- 7) Мы напишем Вам немедленно по получении ответа от завода, изготавливающего эти машины.

Exercise 4. Translate from English into Russian

London, July 15, 2014

BELAZ-HOLDING

Minsk

Dear Sirs,

We refer to the recent discussions we had with Mr. Stepanov on the possibility of our supplying «BELAZ» with machines manufactured by our company and distributing Belarusian machine-tools in Great Britain.

To examine this matter in detail our Managing Director Mr. Wilson Robinson is prepared to travel to Minsk at the beginning of February, 2015 and have personal discussions with members of «BELAZ».

At the suggestion of Mr. Stepanov we enclose a list of points which we would like to be discussed in Minsk.

We look forward with interest to your reply.

Yours faithfully,

2)

Dear Sirs,

We would like to inform you that Mr. Wilson is arriving in Minsk on February, 14 to begin talks with you.

Please make the necessary hotel reservations for him and let us know the name of the hotel.

Thank you for your cooperation.

Yours sincerely,

Exercise 5. Give the English for:

- 1) Господин Вилсон прибывает в Минск, чтобы начать переговоры.
- 2) Зарезервируйте для него место в гостинице.
- 3) Сообщите нам адрес гостиницы.
- 4) Благодарим за сотрудничество.

Exercise 6. Translate from Russian into English:

- 1) По предложению господина А.Д. Брауна посылаем Вам каталог автомобилей, экспортируемых фирмой «BELAZ».
- 2) Мы готовы обсудить с Вами вопрос о возможности экспорта этих автомобилей в Европу.
- 3) Наш директор господин М.Н. Иванов готов поехать в Польшу, чтобы подробно обсудить с Вами этот вопрос.
- 4) Ожидаем с удовольствием встречи с господином Вилсоном в Минске.
- 5) Мы ссылаемся на переговоры, которые мы имели на прошлой

неделе с председателем Вашей компании мистером А.Д. Брауном.
7) Мы ожидаем с интересом Вашего ответа на наше письмо от 10 мая.

Exercise 7. Write the text of a letter in English using the information given below:

Дата: 20.03.2014

Адрес: Англия, Манчестер, Поплар Роуд, д. 16, Блэк энд Грин Лтд.

Содержание:

– сообщите о получении письма от 24.03.2014 и выразите свою благодарность за него;

– сообщите, что по просьбе компании вы высылаете отдельным пакетом каталог мебели, производимой вашим предприятием, а также прилагаете к нему прейскурант;

– выразите надежду на получение скорого ответа.

Подпись: М.Н. Иванов, председатель «Pinewoods»

(to send under separate cover – высылать отдельным пакетом)

Exercise 8. You work for an international pharmaceutical company with a best selling heart drug. You're part of an international team, preparing a report on competitors' product worldwide.

- Write a letter to a colleague in Japan, Akiko Yamada (a woman).
- Give a reason for writing.
- Request information about the competitors in Japan (market share, advertising).
- Offer to provide information about your own market.

Enquiries

Useful key phrases for writing inquiries

The structure of an inquiry letter:

Indication of the source of information about the company and its product. *Your name and address have been given to us by ...*
– Ваше имя и адрес были даны нам ...
We read your advertisement in ... – Мы прочитали вашу рекламу в ...

With reference to your advertisement (ad) in ... –
Относительно вашей рекламы в

We have heard of your products from ... – Мы узнали о продукции вашей компании из ...

The essence of the issue. *We have seen your current catalogue showing ...* – Мы обратили внимание на ваш последний каталог, в котором описаны ...

There is a brisk demand here for the type of products you manufacture – Существует оживленный спрос на вид продукции, производимой вами.

Turnover may be brisk if prices are competitive and deliveries are prompt – Оборот может быть быстрым, если цены конкурентоспособны, а поставки оперативны.

Please let us know what quantities you are able to deliver till ... – Пожалуйста, сообщите нам, какое количество вы сможете поставить до ...

Would you quote your prices and terms of delivery

(terms of payment) for ... – Не могли бы вы установить цены и условия поставки (условия оплаты) на ...

Will you be so kind as to quote your prices for ...? – Не будете ли вы так любезны указать ваши цены на ...?

Will you advise us about your terms of payment and discounts offered for regular deliveries and large orders? – Сообщите нам о ваших условиях оплаты и скидках, предлагаемых для регулярных поставок и крупных заказов?

We would like to have further details about ... – Мы бы хотели получить более подробную информацию о ...

Could you please send me ... – Не могли бы вы выслать мне ...

I would be grateful if you could ... – Я был бы благодарен, если вы...

Brief information about your company.

As distributors we have a large network of ... – Как дистрибьюторы мы имеем обширную сеть ...

For over ... years our company has exported to ... – Более чем ... лет наша компания экспортирует ... в ...

Our company was founded in ... – наша компания была основана в ...

Expression of hope for future cooperation.

If your prices are competitive (the samples meet the standards, your equipment complies with our requirements) we may be able to let you have regular orders. – Если ваши цены устроят нас

(образцы будут удовлетворять требованиям стандартов, ваше оборудование будет удовлетворять нашим требованиям) мы будем регулярно заказывать вашу продукцию.

We hope to hear from you soon. – Надеемся на скорый ответ

A prompt answer would be appreciated. – Будем признательны за быстрый ответ.

We look forward to your early reply. – с нетерпением ждем вашего ответа.

Thank you for your cooperation – Спасибо за сотрудничество.

Thank you for your interest in ... – Благодарим Вас за сотрудничество.

Vocabulary

a 5% discount	5-ти процентная скидка
a wide range of ...	широкий ассортимент ...
after-sales service	послепродажное обслуживание
benefit	польза, выгода
buy in bulk	покупать большим количеством
to be obliged	быть признательным
close a deal	завершать сделку
deal	сделка
delivery	поставка, доставка, отгрузка
demand	спрос
there is a steady demand here for	у нас имеется устойчивый спрос на
discount
discount off (from, on) the price	скидка
	скидка с цены

import	импортировать
manufacturer	производитель
meet an order	выполнять заказ
meet requirements	отвечать требованиям
mutual	взаимовыгодный
place an order	размещать заказ
place an order with...	разместить заказ в ...
potential buyer / client / customer	потенциальный покупатель/ клиент
payment for collection	платеж в форме инкассо
price asking	запрашиваемая цена
attractive	привлекательная
best	самая низкая / высокая
cut	со значительной скидкой
final	окончательная
quoted	предлагаемая
reasonable	разумная
bargain	сниженная цена
price list	прейскурант
the price includes packing	цена включает упаковку
quantity discount	скидка за количество
representative	представитель
retail	продавать в розницу
supply	снабжать, поставлять
terms of payment	условия платежа
quotation	прейскурант
quote a price	указывать цену
warehouse	склад
wholesale	продавать оптом

Practice

Exercise 1. Read the letter. Pay attention to its composition and wording.

W. JONES AND SONS LTD.
285 Queen Street

10th January 20...
London, E.C. 4
«Beltexiles»
Grodno, Belarus

Dear Sirs:

We learn from your representative that you are producing for export woolen hand-made cardigans. There is a steady demand here for high class goods of this type.

Will you please send us your catalogue and full details of your export prices and terms of payment?

We look forward to hearing from you.

Yours faithfully,

W. Jones

Exercise 2. Find English equivalents for:

- 1) Мы узнали от Вашего представителя, что...
- 2) У нас имеется устойчивый спрос на...
- 3) Просим выслать нам Ваши каталоги и всю информацию о Ваших экспортных ценах и условиях платежа.
- 4) С нетерпением ждем Вашего ответа.

Exercise 3. Translate the letters given below from English into Russian. Pay attention to new words and phrases.

A

Kenneth Beare
2520 Visita Avenue
Olympia, WA 98501

Jackson Brothers
3487 23rd Street

New York, NY 12009

September 12, 2000

To Whom It May Concern:

With reference to your advertisement in yesterday's New York Times, could you please send me a copy of your latest catalogue. I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Kenneth Beare
Administrative Director
English Learners & Company

B

May 29, 20...
The Sales Manager
Glaston Woolproducts Ltd.
54-59 Riverside
Cardiff CF1 1JV
Dear Sirs:

We are interested in the sweaters that we have seen here on your stand at the «Women's wear Exhibition».

We are big importers of women's wear and we are looking for a manufacturer who can supply us with a wide range of sweaters for women. As we usually place large orders, we expect a quantity discount, and our terms of payment are for collection.

If you agree to these conditions and you can meet orders of over 1000 sweaters at one time, please send us your current catalogue and price-list.

We hope to hear from you soon.

Yours sincerely,

L. Sidorov,

General Director,
«Beltexiles»
Grodno, Belarus

Exercise 4. Find English equivalents for:

- 1) Нас интересует ассортимент свитеров, которые мы видели...
- 2) Мы являемся крупными импортерами мужской одежды.
- 3) Мы ищем производителя, который сможет поставить нам широкий ассортимент свитеров...
- 4) Поскольку мы обычно размещаем крупные заказы, мы надеемся на скидку за количество.
- 5) ... наши условия платежа – инкассо.
- 6) Если Вы согласны с нашими условиями...
- 7) ...и Вы можете выполнять заказы на количество свыше 100 свитеров в каждой партии...
- 8) Мы надеемся вскоре получить от Вас ответ.

Exercise 5. Translate the letters given below from English into Russian. Pay attention to their composition and wording.

Blue Ice Cooling
15 Leadenhall Street
London, E.C.3
England

Dear Sirs,

Further to our conversation with your Sales Manager during the Exhibition of refrigerators and air conditioners at Olympia in London we shall be obliged if you send us your quotation for the Model R 300 air conditioner.

Please let us know if you can supply us with three computers and quote your best prices. Delivery will be required within two months after we place the order. If you can guarantee prompt delivery and can quote really competitive prices we shall be able to place an order with your company. We would also like to know when our specialists could be sent to your country to be trained as operators and programmers.

We are looking forward to hearing from you soon and hope that our future relations will be of mutual benefit.

Yours sincerely,

John S. Palmer,
Director,

Reply to the above:

GSL Motos
32 Smolenskaya Street,
Minsk 119034,
Belarus

Dear Sirs,

Thank you for your enquiry of March 20, 20... in which you inform us that you are interested in purchasing the the Model R 300 air conditioner from us. We enclosed with the letter all particulars concerning technical characteristics of this model.

We are happy to inform you that we are able to meet your quantity requirements and offer you three computers at the price of... per unit. The price includes packing. We can promise delivery in two months if you place your order immediately. We hope you will be able to accept our offer.

Yours sincerely,
Reynaldo H. McAndrews,
Director GSL Motos

Exercise 6. Find equivalents for:

1) ..мы будем Вам признательны, если Вы вышлете нам прейскурант; 2) мы рады сообщить Вам, что... 3) наши деловые отношения будут взаимовыгодными; 4) к письму прилагаем ... 5) поставка в течение двух месяцев; 6) цена включает упаковку; 7) если Вы укажете действительно приемлемую цену; 8) можем предложить Вам три компьютера; 9) если Вы можете гарантировать быструю поставку; 9) прейскурант цен; 10) самые низкие цены; 11) принимать предложение; 12) поставка; 13) размещать заказ; 14) взаимовыгодный; 15) технические характеристики; 16) прилагать иллюстрированные каталоги и образцы товара; 17) постоянные клиенты; 18) высылать запрос; 19) послать предложение в ответ; 20) детальное описание товаров.

Exercise 7. Make up a letter of inquiry addressed to a foreign company:

1. Indicate the source of information about ... manufactured by this company.
2. You would like to buy
3. Find out the price, CIF, Latvia.
4. If you are satisfied with the price and quality of ..., you can make further large orders.
5. Ask for the answer as soon as possible.

Exercise 8. Write a letter in English to advertise your company's products with applications in the form of an illustrated catalog and price list.

Offers

Useful key phrases for writing offers

The structure of an offer:

The reason for writing *We were pleased to learn your interest in ...* – Нам было приятно узнать о Вашей заинтересованности в

We are pleased that you want to buy ... – Мы очень довольны, что вы желаете купить

We are glad to say that we can reserve you ... – Мы рады сообщить, что можем оставить за вами ...

We take pleasure in sending you the desired samples and offer ... – С удовольствием посылаем выбранные вами образцы и предлагаем ...

We are pleased to make the following offer. – Мы рады сделать следующий заказ.

Kindly confirm your order at the price quoted. – Пожалуйста, подтвердите Ваш заказ в соответствии с ценами, указанными

Responses to some questions of a potential customer *We enclosure our catalogue with the latest price list.* – Мы прилагаем наш каталог с новейшим прейскурантом.

Our detailed catalogue will demonstrate the wide range of our products – Наш подробный прейскурант убедит вас в разнообразии нашего ассортимента.

Our proposal is valid till ... – Наше предложение

действительно до ...

We deliver our goods on CIF terms – мы поставляем на условия СИФ.

The price covers packing and transportation expenses. – Цена включает упаковку и транспортные расходы.

We can give you a 5% discount. – Мы можем предоставить вам 5% скидку.

As you can see from our price-list, our prices are at least 3% lower than market prices. – Как видно из нашего прейскуранта, наши цены по крайней мере на 3% ниже рыночных.

This is a special offer and cannot be repeated. – Это специальное предложение и не может быть повторено.

Additional proposals

I especially call your attention to ... – Я особенно обращаю ваше внимание на ...

Besides the above mentioned goods our company also produces ... – Кроме упомянутых выше товаров наша фирма производит также...

In view of the heavy demand for this line, we advise you to order at once. – В связи с большим спросом на эту линию, мы рекомендуем Вам сделать заказ немедленно.

Expression of hope for the order

Our services are at your disposal. – Наши услуги в вашем распоряжении.

We ask you to consider our proposal once more and let us know if we can expect your order. – Мы просим вас еще раз обсудить наше предложение и

сообщить нам, можно ли рассчитывать на получение заказа.

We look forward to receiving your order. – Мы с нетерпением ждем Вашего заказа.

We would appreciate if we get the order from you as soon as possible. – Мы были бы рады получить от вас заказ как можно скорее.

We are looking forward to hearing from you soon – С нетерпением ждем вашего ответа.

We are sure that our goods will meet your requirements. – Мы уверены, что наши товары будут отвечать вашим требованиям.

Please let us know your requirements as soon as possible. – Пожалуйста, дайте нам о Ваших требованиях как можно скорее.

Vocabulary

a bill of lading	коносамент, транспортная накладная
a leaflet	
a packing list	упаковочный лист
an insurance policy	страховой полис
an invoice	счет-фактура
at cost price	по себестоимости
net cash	оплата наличными без скидки
payment	платеж
shipping documents	отгрузочные документы
spot cash	немедленная оплата наличными
to be valid	быть действительным
the slump in commodity prices /	резкое падение цен на товары

the sharp fall of commodity prices	
to complete	завершать
to concern	касаться, относиться к чему-либо
to submit	представлять, направлять
validity	срок действия
specification	спецификация
spare parts	запасные части
stocks of spares	резерв (запас) частей

Practice

Exercise 1. Translate the letter given below from English into Russian. Pay attention to new words and phrases.

December 25, 20...
ABC PUMPS GROUP,
Moscow

Attention: Mr. Petrov

Dear Sirs,

We thank you for your enquiry of August 27, 20... concerning the supply of pumps and now are pleased to submit our offer.

With this offer we enclose drawings and specification together with our leaflet.

Price: The total price of a pump is \$... which includes packing and delivery Russian port.

Delivery: Delivery of the pumps will begin three months after the contract is signed and will be completed within a period of four months.

Validity: This offer is valid 90 days from the date of this letter.

Payment: Payment is to be made in cash within 30 days of receipt of the following shipping documents: an Invoice, a Bill of Lading, an Insurance Policy and a Packing List.

We have quoted for the majority of spare parts in accordance with the details of your enquiry. But we cannot guarantee the supply of all items as in some cases our stocks of spares are limited.

We recommend you therefore to place an order as soon as possible to obtain the items you require.

I would personally very much like to visit you at your office in Moscow and discuss our possible future business relations.

Perhaps you will be kind enough to advise me of a suitable date and time for such a meeting.

Yours faithfully,

on behalf of Black & Co
G.E. Fox,
Oversees Sales Manager

Exercise 2. Give English equivalents for:

благодарим Вас за Ваш запрос; мы рады направить Вам наше предложение; предложение действительно в течение 90 дней; оплата осуществляется наличными; мы не можем гарантировать поставку всех наименований; поставка будет осуществляться в течение четырех месяцев; мы указали цены на большинство запасных частей.

Exercise 3. Translate into English:

- 1) Мы рады направить Вам наше предложение на новую модель компьютера.
- 2) Наше предложение действительно в течение 60 дней от даты данного письма.
- 3) В соответствии с Вашим запросом мы прилагаем к письму каталог, в котором содержится дополнительная информация о нашем оборудовании.
- 4) Платеж производится в течение 7 дней после получения

следующих отгрузочных документов: счета, коносамента, страхового полиса и упаковочного листа

5) Продавец сообщил, что у них имеется очень небольшой резерв запасных частей, и поэтому они рекомендуют нам разместить заказ как можно быстрее.

6) Не будете ли Вы любезны, сообщить нам удобное для Вас время нашей встречи?

7) упаковка и доставка

8) резкое падение цен на товары

9) по себестоимости

10) огромный спрос на данный ассортимент

11) условия платежа и поставки

Exercises 4. You are a producer of bicycles. An enquiry from a German retailer has come to your company. Write a reply (an offer) and send your price list. Quote your terms and add any information you think might persuade your potential client to place an order with you.

Exercise 5. You are a salesperson for Dairy Inc. You are writing to a client who you think might be interested in buying your new dairy products. Discuss the following information with your client:

New line of dairy products includes:

You know the customer hasn't ordered any new products during this past year.

Special discount of 15% for orders placed before next Monday

Any order placed before Monday will not only receive the discount, but also have its company logo printed on the products at no extra charge.

Orders

Useful key phrases for writing orders

<i>Thank you for your quotation of</i>	Спасибо за котировку ...
...	
<i>We would like to cancel our order №</i>	Мы хотели бы, отменить наш заказ № ...
<i>Please confirm receipt of our order</i>	Пожалуйста, подтвердите получение нашего заказа.
<i>Please confirm that you can supply us with ...</i>	Просим подтвердить, что вы можете поставить нам ...
<i>I am pleased to acknowledge receipt of your order №</i>	Я рад подтвердить получение вашего заказа № ...
<i>It will take about ... weeks to process your order¹.</i>	<i>Это займет около ... недель, чтобы обработать Ваш заказ.</i>
<i>Your order will be processed as quickly as possible.</i>	Ваш заказ будет обработан как можно быстрее.
<i>Unfortunately these articles are no longer available / are out of stock.</i>	К сожалению, этих изделий больше нет в наличии.
<i>Please find enclosed our order / Our order is enclosed.</i>	Настоящим письмом прилагаем наш заказ. В приложении находится наш заказ.
<i>We enclose our order for ...</i>	Мы прилагаем наш заказ на ...
<i>We would like to place the following order ...</i>	Мы хотели бы разместить следующий заказ ...
<i>We require the goods urgently.</i>	Нам необходим этот товар срочно.

¹ Order processing is a key element of Order fulfillment. «Order processing» is the term generally used to describe the process or the work flow associated with the picking, packing and delivery of the packed item(s) to a shipping carrier.

<i>We would be grateful if you could deliver as soon as possible.</i>	Мы были бы признательны, если бы вы могли доставить товар в кратчайшие сроки.
<i>In reply (response) to your letter of ... / dated ..., we thank you for ...</i>	В ответ на Ваше письмо от ..., мы благодарим Вас за ...
<i>We are pleased to enclose our Oder № ...</i>	Имеем удовольствие приложить к данному письму наш заказ № ...
<i>We are pleased to place an order with your company for...</i>	Мы рады сделать заказ с Вашей компанией на ...
<i>We would like to place a trial order with your company.</i>	Мы бы хотели разместить пробный заказ в вашей компании.
<i>We would like to place a firm order² with your company</i>	Мы бы хотели разместить твердый заказ в вашей компании.
<i>We can make you a firm offer of ...</i>	Мы можем сделать вам твердое предложение на ...
<i>We accept your offer and have pleasure in placing an order with you for ...</i>	Мы принимаем ваше предложение и имеем удовольствие разместить у вас заказ на ...

² A firm order is an order to buy or sell that can be executed without confirmation for some fixed period. A firm order is made by the Seller to one potential Buyer only and usually indicates the time during which it will remain open for acceptance. If the Buyer accepts the order in full within the stipulated time, he is obliged to buy the goods at the price and on terms stated in the offer. The Seller has the right to withdraw a firm order at any time before it has been accepted.

Useful key phrases for writing letters of acknowledgement

As soon as a supplier receives an order, it should be acknowledged. This can be done by a letter, or by email for speed.

Thank you for your order № ... Благодарим вас за ваш заказ №

...

We confirm that delivery will be made by ... Мы подтверждаем, что поставка будет произведена к ... (дата)


Delivery will be made in accordance with your instructions / requirements. Поставка будет произведена в соответствии с вашими инструкциями / требованиями.

Please let us know when we can expect the delivery. Пожалуйста, дайте нам знать, когда мы можем ожидать доставку.

We can guarantee you delivery before ... (date). Мы можем гарантировать вам доставку до ... (дата).

We hope that you will have a good turnover, and that we will be dealing with your company in the future. Надеемся, что вы будете иметь хороший товарооборот, и мы будем сотрудничать с вашей компанией и в дальнейшем.

Practice

 **Exercise 1.** Listen and practice the sentences. Notice the rising intonation on the conditional clause and the falling intonation on the main clause.

Exercise 2. Read the following letters of acknowledgement. Translate them into Russian. Pay attention to new words and phrases.

A

December 5, 2014

Henry Reed

MGT Marketing

123 Hillside Street

Dear Mr. Reed,

This letter is for formal confirmation about the phone order that I had with you December 3, 2014. As you note, enclosed with this letter is the copy of my purchased order including the conditions of our deal.

I shall appreciate your shipping these goods so that they will reach us not later than December 15, 2014.

We look forward to hearing from you.

Sincerely,

Lorena Jackson

B

Dear Mr. Scheeper,

Thank you very much for your order of September 12, 2014 for 1,500 electronic components for model BN25.


The goods are in stock and we guarantee delivery to your Bremen warehouse well before September 26, 2014. The date of dispatch will be advised additionally.

We are at your service at all times.

Yours faithfully,

Dr Peterson
Import Manager

the date of dispatch – дата отправки

 **Exercise 3.** Listen to five extracts from the negotiations. Practice the sentences. Try to guess the meaning of any words you don't know. Then check in your dictionary.

Explanatory letters / rejection of orders

The most unpleasant thing in business correspondence is to advise about delays in dispatch or even inability to supply the goods ordered. These are so-called *explanatory letters*. Here are useful phrases:

We are sorry / we regret to let you know / to inform you that we cannot execute your order because of ...

The goods you ordered are no longer available.

We can offer you a substitute

Much to our regret, a delay in the execution of your order will be unavoidable because ... We regret this and can only hope that it won't give much inconvenience to you.

We very much regret that we will be unable to execute your order before May, 12. Please accept our apologies for the inconvenience caused.

Production difficulties force us to decline your order for the time being. As soon as we are in position to supply these goods we will get in touch with you.

Our difficulties are temporary and we will welcome your orders in the future.

К сожалению вынуждены сообщить вам, что мы не можем выполнить ваш заказ по причине ...

Товара, который вы заказали, больше в наличии не имеется. Мы можем предложить вам замену.

К большому сожалению, задержка в выполнении Вашего заказа будет неизбежна, потому что ...

Мы сожалеем об этом и надеемся, что это не создаст особых неудобств для вас.

Мы очень сожалеем, что мы не сможем выполнить Ваш заказ до 12 мая. Пожалуйста, примите наши извинения за доставленные неудобства.

В настоящее время производственные трудности вынуждают нас отклонить Ваш заказ. Как только мы будем в состоянии поставлять эти товары, мы свяжемся с вами.

Наши трудности носят временный характер, и мы будем рады вашим заказам в будущем.

for the time being

В НАСТОЯЩИЙ МОМЕНТ

to decline an order

ОТКЛОНЯТЬ ЗАКАЗ

Exercise 4. Translate the letters given below from English into Russian. Pay attention to new words and phrases.

Dear Sirs,

We are in receipt of your letter of June 20, and shall be glad if you will buy for our account the quantity of instant coffee mentioned by you at €2 per kg payable within 2 weeks, and send us about one third of it by sea and the rest you keep in your warehouse on our behalf.

Please effect insurance against fire at purchase rates plus 15 % and retain the same at our disposal.

Yours faithfully,

Reply to the above:

Dear Sirs,

We are glad to receive your acceptance of our offer, and note that you have decided to buy this parcel of instant coffee. We hope you will be satisfied with the quality in consideration of the price, and assure you that in any future business it will be our endeavor to give the best possible service and the quality goods.

This day we have dispatched 20 cartons of coffee at your account and risk by sea. The remaining cartons have been kept in the warehouse as per your instructions. We have also taken out the insurance of the goods and the policy is with us to be forwarded to you if wish so.

Enclosed here is our account for this bargain.

Yours faithfully,

Encl.

Vocabulary

(to be) at smb's disposal	(быть) в чем-либо распоряжении
a bargain ['ba:gin]	сделка, покупка
a competitor	конкурент
a concession	уступка
account	счет
as per / according to	в соответствии
for smb's account	за счет кого-либо
it will be our endeavor [in'devə]	мы сделаем все возможное; мы приложим все усилия
payable within 2 weeks	с оплатой в течение 2 недель
purchase rates	цена / стоимость товара
reliability	надежность
to be designed on the most modern lines	быть разработанным в соответствии с последними достижениями
to effect	осуществлять
to forward	направлять
to retain	сохранять, удерживать

Exercise 5. Give English equivalents for:

Выполнять заказ на что-либо; выслать / отправлять морем третью часть товара; в соответствии с Вашими инструкциями; до последующего уведомления; разместить пробный заказ; указанное Вами количество растворимого кофе; надеемся, Вы будете удовлетворены качеством кофе, принимая во внимание его стоимость; мы получили Ваше письмо от 20 июня; прилагаем счет за совершенную сделку; пожалуйста, застрахуйте товар от пожара.

Exercise 6. Write in English an order to buy ... pieces of ... from a foreign company under the following basic conditions of delivery:

- delivery CIF terms;
- the price for a commodity unit;

– form of payment: by opening a letter of credit.

Exercise 7. Write in English a letter of acknowledgement of a foreign company to purchase from you the products, which are manufactured or distributed by your company.

Useful key phrases for discussing prices and terms

Our prices include packing and carriage.

Freight and packing are included in the price.

All prices are ex-works.

Owing to the slump in commodity prices we can offer you these goods

at low market price

at less than the cost

at the very special price of ...

on very favourable terms

at cost price

Our quotations / prices are subject to 5% discount for cash – Котировки цены снижаются на 5% при оплате наличными.


Our competitors are quoting lower prices. – Наши конкуренты предлагают более низкие цены.

Vocabulary

agent	лицо или компания, которая действует для другого лица и обеспечивает указанную услугу
agreement	договоренность между двумя или более людьми или компаниями
at cost price	по себестоимости
be designed on the most modern lines	быть разработанным в соответствии с современными тенденциями
commitment	обязательство
concession	уступка
make a concession	
counter-offer	встречное предложение
deal	сделка
estimate	примерный расчет стоимости

ex-works	«с завода», «франко-завод» – условия поставки товаров, когда покупатель должен оплатить их перевозку с предприятия-производителя
feasible	возможный
increase to	увеличивать до
increase by	увеличивать на
make calculations	производить расчеты / подсчеты
price asking	запрашиваемая цена
attractive	привлекательная
best	самая низкая / высокая
cut	со значительной скидкой
final	окончательная
quoted	предлагаемая
reasonable	разумная
bargain	сниженная цена
proposal	предложение; make a proposal
quote	указать расчетную цену
range	ассортимент товара
rebate	скидка
similar	подобный, аналогичный
to be similar to	
the slump in	резкое падение цен на товары
commodity prices	
turnkey	оборудование готовое к использованию или эксплуатации (под ключ)
underestimate	сделать слишком низкую оценку чего-либо (стоимости, опасности, сложности)

Practice

 **Exercise 8.** Listen to the recording and practice the sentences. Try to guess the meaning of any words you don't know. Then check in your dictionary.

Exercise 9. Translate the extract from a business letter from English into Russian. Pay attention to the way of making apologies.

We have a great deal of difficulty with this order and I admit that the delivery date is unlikely to be respected. However I realize that you need rapid delivery and we are doing our best to ensure that the goods will arrive by the end of April.

In the circumstances I agree that payment terms should be modified. I suggest a reduction of 2.5 per cent on the unit price.

I assure you that we will take the necessary steps to avoid any future delay and promise to supervise the satisfactory completion of your orders personally.

Exercise 10. Act as an interpreter:

Smith Good morning, Mr. Ivanov. Here's my card.

Иванов Доброе утро, господин Смит. Рад Вас видеть.

Smith I'd like to know if you can supply us with the Model LR 87 machine-tool.

Иванов Это зависит от того, в какое время Вы хотели бы получить эти станки.

Smith The machine-tools must be shipped in the first half of October.

Иванов К сожалению, мы не сможем поставить их до конца года.

Smith Well, in this case we'll have to accept your time of delivery. And now I'd like to hear your price.

Иванов Цена составляет 2000 евро за один станок, СИФ Лондон. Цена включает упаковку.

Smith I'm sorry to say the price doesn't seem attractive. We know that prices of other companies for similar models are lower.

Иванов Но Вы должны принять во внимание высокое качество и надежность наших станков.

Smith Mr. Ivanov, can you give us a discount if we increase our order?

Иванов Думаю, что сможем. Я обещаю рассмотреть этот вопрос и завтра дам вам ответ.

Exercise 11. Act as an interpreter:

After Mr. Borisov had closely studied the price for the Model 800 computer he found that it was somewhat higher than the prices of other companies for similar types of computers. That's why he invited Mr. Adams to discuss the matter.

Борисов Господин Адамс, к сожалению, мы не можем подписать контракт с Вашей фирмой, так как цена на предлагаемые Вами компьютеры чрезмерно высока. Нам известно, что Ваши конкуренты предлагают компьютеры по более низким ценам.

Adams You are partly right. It's true, the price is high, but you should take into consideration the fact that this model is the latest word in electronic industry. It is designed on the most modern lines and we can guarantee the high reliability of the computers.

- Борисов: Нам это известно. Но, тем не менее, цена не кажется нам приемлемой. Господин Адамс, зависит ли окончательная цена от количества компьютеров, приобретаемых нами?
- Adams Right. If you increase your order to five computers we'll be able to give you a 2 % discount on the price.
- Борисов Боюсь, что скидка слишком мала. Мы бы хотели получить скидку, по крайней мере, в 4 %.
- Adams Let me make some calculations. Well, Mr. Borisov, 3% and not more as this concession leaves only a very small profit to ourselves.
- Борисов В таком случае я хотел бы обсудить этот вопрос со своим руководством и только потом смогу дать Вам окончательный ответ.

Claims

There are various reasons for complaints. The following kinds of claims are often made by Buyers:

- claims arising from the delivery of wrong goods, damaged goods or substandard goods;
- claims connected with delays of one kind or another;
- claims owing to goods missing from delivery (i.e. short-shipment or short-delivery);
- claims that concern errors in carrying out an order. These may be caused by mis-typing of figures, mis-reading of numbers, mis-direction of goods, wrong packing and so on. Sellers most frequently make claims on Buyers because of default of payment.

Useful key phrases for writing claims

- As someone who has worked with ...
- We were very disappointed to find / see / have discovered ...
- I am writing to express my dissatisfaction with ...
- I am writing to complain about ...
- I would like to query the transport charges which seem unusually high.
- As our written agreement stipulated, we expected ...
- I think you will agree that a communication problem exists.
- We would like you to ..., or provide us with a refund.
- I was very disappointed to read your letter of ... dealing with ...
- As someone who values your business, I have already ...
- Also, we will deduct another ... percent of the bill for the misunderstanding.
- Thank you for your patience.
- We shall consider to what extent we shall satisfy your claim.

Useful key phrases used in connection with delays in delivery:

A (complaints)

- 1) We shall be glad to know when we may expect delivery of the goods as they are most urgently wanted.
- 2) The delivery of the goods was to have taken place last month, and

we have been

caused serious inconvenience through the delay.

3) When placing this order with you, we particularly stipulated for delivery within ... months.

4) Your delay in delivering the goods against Order No ... caused us considerable inconvenience.

5) We are surprised that you have not yet delivered the goods against Order No

6) We must insist on your unconditional guarantee that the goods will be delivered at the end of May.

7) We refuse to accept the goods on the ground of late delivery.

8) We regret to inform you that our order № ... is now considerably overdue.

9) Please note that the goods we ordered on (date) ... have not yet arrived.

B (replies to the complaints)

1) We are very sorry that you have to complain of delay of delivery of goods.

2) We ask you to accept our apologies for the delay and the inconvenience you have been caused.

3) We apologize for the delay and trust that you have not been caused any serious inconvenience.

4) The delay in delivery occurred through no fault of ours.

5) The great pressure of orders for these goods has made it impossible for us to deliver the goods in June.

6) We are sorry for the delay in replying to ...

7) I regret any inconvenience caused (by) ...

8) I would like to apologize for the (delay, inconvenience)...

9) Once again, please accept my apologies for ...

Useful key phrases used in connection with substandard or damaged goods:

A (complaints)

1) We regret to inform you that the examination of the goods shipped

by M.V. «Zvezda» against Contract № ... has shown that they are not in accordance with the contract specification.

2) The goods shipped by you in execution of our Contract No ... do not correspond

with the sample on the basis of which the order was placed.

3) We have received serious complaints from our clients with regard to the machine

shipped by you against Contract №

4) We regret having to complain of some grave defects in the machine delivered by you in execution of our order No

5) We have examined the goods in the damaged cases and find that we cannot use them.

6) The goods are inferior to the sample.

7) Failing your acceptance of our offer the claim will be submitted to Arbitration.

8) We are making a claim on you for inferior quality of the goods as follows:

9) We opened at random a number of cases which showed no sign of damage on the

outside, and found that the contents were badly damaged.

10) We estimate that the damage amounts to...

11) Unfortunately, we discover you have sent us the wrong goods.

12) On comparing the goods received with the sample, we were surprised to discover that the colour is not the same.

13) We cannot accept these goods as they are not the size and shape we ordered.

B (replies to the complaints)

1) We regret to hear that the goods dispatched in execution of your Order No ... have not met with your approval.

2) We are sorry that you have had trouble with the Grinding Machine delivered against your Order No...

3) We suggest that the consignment be examined by experts.

4) We have carefully examined your complaint and find that it is apparently due to a misunderstanding.

5) We cannot accept your claim for the following reason:...

6) We cannot be responsible for any damage incurred during the transport.

7) We hope that you will be satisfied with this explanation and withdraw your claim.

8) In the opinion of our expert, \$... would be a fair compensation.


9) We feel sure that you will withdraw your claim after a closer examination of the goods.

Vocabulary

a complaint	претензия, жалоба
a well-grounded / justified claim	обоснованная претензия
an unjustified claim	необоснованная претензия
arbitration	арбитраж
binding upon both parties	обязательный для обеих сторон
damaged goods	поврежденные товары
default of payment	задержка платежа
get full or partial compensation for the losses suffered	получить полную или частичную компенсацию за понесенные убытки / потери
meet the claim fully or partly	принять претензию полностью или частично
misdirection of goods	отправка товаров по неправильному адресу
on the ground of	по причине
a refund	возвращение денег; возмещение расходов
second-rate products	товары второго сорта
short-shipment, short-delivery	недопоставка
substandard goods	недоброкачественные товары
the dissatisfied party	неудовлетворенная сторона
the responsible party	ответственная сторона
to accept / acknowledge / admit / meet a claim	принимать претензию
to have reliable grounds	иметь серьезные основания
to infringe a contract	нарушать / не выполнять условия контракта
to make a claim on smb.	предъявлять претензию кому-либо

to meet mutual understanding	достичь взаимного понимания
to refer the matter to	передавать дело на рассмотрение
to reject / decline a claim	отклонять претензию
to withdraw a claim	отзывать претензию

Practice

 **Exercise 1.** Listen and repeat. Repeat each phrase you hear and listen to check. If you don't know any words check in your dictionary.

Exercise 2. Translate the letters given below from English into Russian. Pay attention to new words and phrases.

Drivers Co.
3489 Greene Ave.
Olympia, WA 98502

August 17, 2014

Richard Brown, President
Document Makers
Salem, MA 34588

Dear Mr. Brown,

As someone who has worked with your company for over 3 years, we were very disappointed to see the documents you produced for our latest Drivers Co. publicity campaign.

As our written agreement stipulated, we expected full color leaflets with fancy explanatory texts, but instead, we found that black and white photos had been included in the prepared leaflets. I think you will agree that a communication problem exists.

We would like you to send out a photographer to provide us with the promised color coverage, or provide us with a refund.

Yours truly,

(signature)

Thomas R. Smith,
Director

Reply to the above:

Document Makers
2398 Red Street
Salem, MA 34588

September 10, 2014

Thomas R. Smith
Drivers Co.
3489 Greene Ave.
Olympia, WA 98502

Dear Mr. Smith,

I was very disappointed to read your letter of August 17 dealing with the issue of incorrectly produced publicity leaflets. As someone who values your business, I have already begun to find a solution to resolve this problem.

My top photographer will call you to arrange an appointment at your earliest possible convenience to re-take photos in full color. Also, we will deduct another 15 percent of the bill for the misunderstanding. Thank you for your patience.

Sincerely,

(signature)
Richard Brown
President

Exercise 3. Read the text of a letter replying to a complaint. Complete it, choosing from the alternatives given to fill in the gaps. The first has been done for you.

- | | | | |
|-----|---------------------|------------------|----------------------------|
| 1. | a the 25 of October | b October the 25 | c 25 th October |
| 2. | a defect | b problem | c asset |
| 3. | a demand | b order | c request |
| 4. | a investigated | b looked | c traced |
| 5. | a bothered | b killed | c horrified |
| 6. | a suppliers | b creators | c models |
| 7. | a mislabeled | b misspelt | c mishandled |
| 8. | a certified | b checked | c tried |
| 9. | a apologize | b sorry | c regret |
| 10. | a suggest | b demand | c insist |
| 11. | a charge | b subtract | c reimburse |
| 12. | a debit | b cost | c credit |

Thank you for your letter of (1).....c.....2007, about the (2).....you have had with your (3).....X/123/07.

I have (4).....into the matter and I was (5).....to find that our (6).....had sent us the wrong components and had also (7).....them, so that our clerks did not realize the mistake. Of course we should have (8)....., but I am (9).....to say that we did not do so.

The only thing I can do is to (10).....that you return the faulty items (we will, of course, (11).....the shipping costs) and we will replace them with the correct items or (12).....you with their value.

We apologize for the error and are taking steps to ensure that it is not repeated.

Exercise 4. Translate from Russian into English:

1) Покупатели часто предъявляют претензии продавцам по поводу поставки товаров, не предусмотренных контрактом, поврежденных и недоброкачественных товаров.

2) Претензии могут быть вызваны недопоставкой товаров.

3) Во избежание претензий со стороны покупателя упаковка и маркировка товаров должны проверяться.

4) Продавцы могут предъявлять претензии покупателям по

поводу задержки платежа.

5) Если претензия обоснована, ответчик должен полностью или частично компенсировать убытки.

6) Сторона может отклонить претензию, если считает, что она необоснованна.

7) Если сторонам не удалось достичь взаимопонимания, дело может быть передано на рассмотрение Внешнеторговой арбитражной комиссии.

8) Решение Арбитражной комиссии окончательно и обязательно для обеих сторон.

9) У нас имеются серьезные основания полагать, что товар был поврежден при погрузке.

Exercise 5. Read the letter. Pay attention to highlighted words and phrases.

July 5, 2014

Messrs. Black & Co, London

Dear Sirs,

Re: Order No 145.

Further to our letter dated June 30, 2010, we are writing to you *to express our deep concern* about the delay in delivery of *consignment* under the above Order.

You will remember that when we sent you our Order we pointed out that *timely delivery* was most essential.

We are taking this opportunity to remind you that lately we have had numerous complaints from our clients who find fault with the packing of your goods.

We are sure that you are well aware of our previous claims. Therefore we expect you *to take urgent steps to speed up the delivery* of the above consignment and to give instructions to your packing department to take more care of inside packing of the goods.

Yours sincerely,

Exercise 6. Find corresponding English sentences in the letter given above:

1) Мы уверены, что Вам хорошо известно о наших предыдущих претензиях.

2) Мы получили многочисленные рекламации от наших клиентов по поводу неудовлетворительной упаковки товара.

3) Размещая заказ, мы указывали, что своевременная поставка товара является неременным условием.

4) Мы ожидаем, что Вы предпримете срочные меры, чтобы ускорить поставку указанной партии.

Exercise 7. Translate the following from English into Russian.

1) Please refer to our Order No ... for computers which you advise would be delivered by May, 20. Unless this order arrives by June, 5, we shall have to cancel it, as we cannot wait any longer for delivery.

We are sure you understand our position and will take all possible steps to ensure that cancellation will not be necessary.

2) We have for acknowledgement your letter of November, 25 regarding the late delivery of your Order No

This consignment has been held up because of...(reason of hold-up); however, we assure you that we are making every effort to get your purchase to you and anticipate that delivery should be effected by December 5.

Please accept our apologies for this delay.

3) When we made our order for equipment (Order No ...) three months ago we did so on the understanding that delivery would be by May 14.

We have not received the equipment yet and would appreciate your immediate advice as to when we may expect it.

You have always kept to delivery dates before and this is the first time we have had cause to complain. We have no doubt therefore that you will do your utmost to ensure that our consignment arrives soon.

to cancel

отменять, аннулировать

to take all possible steps делать все возможное
to make every effort
to do one's utmost

to hold up задерживать
to anticipate ожидать

Exercise 8. Translate from Russian into English using the following phrases.

to conform to /with соответствовать чему-либо
to be in conformity with
correspond to /with

for the following reason по следующим причинам
inspection certificate / survey report акт осмотра

specification спецификация
to be inferior to the sample быть ниже качества образца
to submit a claim обратиться с претензией
unloading / discharge выгрузка

1) Мы тщательно изучили Вашу претензию от 6 июня и вынуждены отклонить ее по следующим причинам.

2) Товар был осмотрен Вашим представителем.

3) Качество товара полностью соответствует описанию и спецификации, на основании которых(on the basis of which) был заключен контракт.

4) К письму прилагается акт осмотра, подписанный Вашим представителем.

5) Мы не можем признать Вашу претензию о предоставлении Вам 20 % скидки со стоимости товара.

6) Товар был поврежден в пути или во время выгрузки.

7) Мы с огорчением узнали, что...

8) Ваши клиенты не удовлетворены качеством...

9) Мы признали Вашу претензию обоснованной.

10) Мы обсудим, в какой степени мы можем удовлетворить Вашу претензию.

Exercise 9. Give the English for:

по контракту; не соответствовать спецификации; выполнять контракт; вынуждены сообщить Вам; образец, на основе которого был заключен контракт; мы получили серьезные претензии от наших клиентов; осмотр товаров показал; мы предъявляем Вам претензию по поводу низкого качества товаров; качество товаров не соответствует образцу; сумма ущерба составляет; с сожалением мы узнали; товар был поврежден в пути; достаточная компенсация; к сожалению, мы получили товар второго сорта.

Exercise 10. Translate from Russian into English:

1) Если Вы не можете гарантировать сдачу товара в конце сентября, мы будем вынуждены аннулировать заказ.

2) Мы снова вынуждены жаловаться на задержку в выполнении наших заказов, которая причиняет нам значительные неудобства.

3) Мы получили Ваше письмо от 10 марта и очень сожалеем, что Вам приходится жаловаться на задержку в поставке оборудования по контракту N....


4) Просим Вас принять наши извинения за задержку. Мы делаем все возможное, чтобы ускорить выполнение Вашего заказа.

5) Подтверждаем получение Вашего письма от 26 января, в котором Вы жалуетесь на позднюю поставку стульев по контракту N ... Мы тщательно рассмотрели Вашу жалобу и должны сообщить, что не можем считать себя ответственными за задержку в поставке этих стульев.


6) Мы тщательно осмотрели товар и пришли к заключению, что качество основной части товара не соответствует образцу, на основании которого был заключен контракт.

7) Настоящим мы официально заявляем Вам о нашей претензии на низкое качество товара, отправленного 3 мая 2010г.

8) Мы считаем требуемую Вами скидку преувеличенной. По нашему мнению, скидка в 3 % была бы вполне достаточной компенсацией.

 **Exercise 11.** Put the lines in the right order to make a dialogue between a customer and a shop assistant. Then listen to the dialogue to check your answers.

- a) I bought this cordless phone here yesterday, and I'm afraid it doesn't work.
- b) Well, I must say I'd much rather have a replacement, or money back.
- c) It's about this «Recharge» indicator. The battery's full, as you know, but for some reason this light keeps flashing.
- d) It's not our policy to replace items, but considering you bought it only yesterday, I'll have a word with the manager and see what we can do.
- e) Mm. That's strange. And what was the second thing?
- f) Right. Well, if you leave the set with us, we'll have one of our technicians fix it for you.
- g) Sorry to hear that. What seems to be the problem?
- h) Yes. How can I help you?
- i) Well, there are two things really. First, as soon as I'm more than four or five meters away from the base unit, the sound fades or cuts out.

 **Exercise 12.** Listen to five different complaints and decide what the best response to each one is. Practice the sentences.

Speaker 1: a) I'm afraid it's not our policy to replace items.

Speaker 2: b) I'm afraid the manager isn't in at the moment. But I'll make sure she gets back to you as soon as possible.

Speaker 3: c) I'm sorry, there's been a delay. I'll look into the matter straight away.

Speaker 4: d) I'm terribly sorry to hear that. What exactly seems to be the problem?

Speaker 5: e) Oh dear! There must've been a mix-up. Could you give me the reference number of the invoice you received?

Exercise 13. Act as an interpreter:

- Brown Good morning, Mr. Petrov.
Петров Здравствуйте, господин Браун. Рад Вас видеть.
Brown Mr. Petrov, you probably remember that according to the contract we signed with you for this year you must supply us with 100 kg of tea in three consignments within three months. The agreed time is over but we received only two consignments.
Петров Я очень сожалею, господин Браун. Дело в том, что мы связаны другими контрактами, а наши запасы товара ограничены.
Brown I am afraid this is not a sufficient reason for us. That is why we claim for 3 percent discount on the price of the remaining lot. It would probably compensate our losses.
Петров Я вынужден признать, что Ваша претензия вполне справедлива и должна быть удовлетворена.
Brown As we have already paid the total price against the contract we expect you to pay a refund which should cover the difference in prices.
Петров Да, конечно. Мы готовы сделать это немедленно. А оставшаяся партия чая будет поставлена Вам в течение 3 недель.
Brown Thank you, Mr. Petrov. I think we did our best to settle the dispute.

Exercise 14. Write a letter of complaint in English. One of the reasons of your claims could be the following:

- shipment never came
- got the wrong order
- goods were broken
- goods are not the same as in the ad
- expensive delivery charges
- bad customer service
- no instruction manual

Audio scripts

PART 1.

Telephoning in English

Ex. 1. Making and taking calls

Good morning, ICT. Teresa speaking. How can I help you?
Please hold while I try to connect you.
I'd like to speak to someone in your accounts department.
The reason I'm calling is because of the sales figures.
How nice to hear from you!
Thanks for calling – did you get my email?
Is this a good time to talk?
Are you in the middle of something?
Is there anything else I can help you with today?
OK, leave it with me – I'll call you tomorrow afternoon.

Ex. 4.

I

Michelle Hello, you've reached the marketing department. How can I help?
Male Yes can I speak to Rosalind Wilson, please?
Michelle Who's calling please?
Male It's Richard Davies here.
Michelle Certainly. Please hold and I'll put you through.
Male Thank you.

II

Michelle Hello, marketing. How can I help?
Male Could I speak to Jason Roberts please?
Michelle Certainly. Who shall I say is calling?
Male My name's Mike Andrews.
Michelle Just a second – I'll see if he's in. Hello, Jason, I've got Mike Andrews on the phone for you ... OK – I'll put him through. Hang on a moment, I'm just putting you through.

Ex. 7. Telephoning – messages

Just bear with me for a moment.
Right, sorry to keep you waiting.
Sorry, she's out of the office this afternoon.
What's it in connection with?
Can you ask him to call me back?
Would you like to leave a message?
Let me just get a pen. OK. Go ahead.
Is that «i» as in Italy, or «e» as in Egypt?
Let me read that back to you.
I'll make sure he gets the message.

Telephoning – checking, clarifying, active listening

Can you speak more slowly, please?
Sorry, I didn't catch that.
Did you say fifty, five-zero?
What exactly do you mean by «short term»?
Let me just check that I understand.
Can I just go over that again?
Can you speak up a bit?
It's really bad line. You keep breaking up.
My battery is very low.
We got cut off. Sorry about that.

Ex. 8.

Claire Hello, finance department
Female Hello, can I speak to Adrian Hopwood, please?
Claire I'm afraid he's in a meeting at the moment. Can I help?
Female No I need to talk to Mr Hopwood, I think. What time will he be out of the meeting?
Claire In about an hour. Can you call back later?
Female Okay, I'll do that.
Claire Or can I take a message?
Female Actually, would you mind? Could you tell him that Jennifer McAndrews called and that I'm in the office all day if he could call me back.

Claire Can I take your number, please?
Female Yes, it's 5556872.
Claire 5556872. Okay, I'll make sure he gets the message.
Female Thanks very much for your help, bye!
Claire Goodbye!
Female

Ex. 10.

Male Hello, this is the press office.
Michelle Rachel Allsop please.
Male I'm sorry, you must have the wrong number. There's no-one of that name here.
Michelle Oh. Can I check the number I've got.... is that not 5568790?
Male No, it's 5558790.
Michelle Oh sorry about that. I must have dialled the wrong number.
Male No problem! Bye!

Male Hello, press office, can I help you?
Ruth Hello. Paul Richards, please.
Male I'm sorry, you've got the wrong number, but he does work here. I'll try and put you through. In future his direct number is 5558770.
Ruth Did I not dial that?
Male No you rang 5558790.
Ruth Oh, sorry to have troubled you.
Male No problem. Hang on a moment and I'll put you through to Paul's extension.
Ruth Thanks.

Ex. 13.

Dialogue 1

A: Good morning, VTS. Which department, please?
B: I'd like to speak to Carmen Diaz in human resources, please.
A: Thank you. Hold on, I'll put you through.

- C:** Hello. Human resources.
B: Hello. Is that Carmen Diaz?
C: Speaking.
B: Yes, I'm phoning about your advert in Carees Now. Could you send me an application form, please?
C: Certainly. Can I take some details? Could you give me your name and address, please?
B: Yes, sure, it's Christoph Boiteaud, which is B-O-I-T-E-A-U-D. And my address is ...

Dialogue 2

- A:** Hello. Could I speak to Andrea, please?
B: I'm afraid she's not here at the moment. Can I take a message?
A: Yes, please. This is Jacques from Intec. Could you tell her I won't be able to make the training course on Saturday. She can call me back if there's a problem. I'm on 0191 498 0001.
B: OK. Thank you. Bye.

Ex. 14.

- Dolores Hello! Dolores speaking...
Tim Ah yes, hello. I'd like to enquire about flights to Hong Kong from Kennedy Airport in New York, please. I'm off to a conference at the end of the month – Thursday 22nd until Tuesday 27th. Could you tell me about the flight availability and prices?
Dolores Certainly. Do you want to go economy, business or first class?
Tim Well, I'd like to go first class, but unfortunately I'll have to go economy – company rules, you see.
Dolores Yes, sure, I understand. How many of you will be travelling?
Tim Ah, it's just me.
Dolores Okay, so that's one seat ... economy ... New York – Kennedy to Hong Kong Airport.
Tim And how much will that be?

Dolores Let me see ... to qualify for the discount rate, you need to stay over a Saturday, which you are doing ... Yes, that'll be \$830.

Tim Right, and does that include airport tax?

Dolores No, tax is another \$70 on top of that.

Tim Okay. Can I book that, then?

Dolores Certainly.

Dolores Can I help you with anything else?

Tim Yes, I'd like to book a hotel room too, for the full five nights. Could you check if the Regency Hotel has any rooms free?

Dolores Yes, they do.

Tim And is there a discount rate for conference delegates?

Dolores Yes, there is. I think it's 10% but I can check that for you.

Tim Okay, do you mind if I book it provisionally for now and I'll call you back later to confirm? I just need to check one or two details.

Dolores That's fine, sir. Can I help you with anything else?

Tim No, that's all for now. As I said, I'll call you back.

Making appointments

Ex. 1.

What time would be good for you?
 What time are you thinking of?
 How about February the ninth?
 Could we make it the following day instead?
 Would eleven-thirty suit you?
 I'd prefer a bit later if you don't mind.
 I'll send an email to confirm the details.
 Unfortunately I can't make next Tuesday.
 Something urgent has come up. Can we reschedule?
 I hope it's not a problem for you.

Ex. 2.

Michelle Mr Hibberd's office!
 Peter Hello, can I speak to Brian Hibberd, please?

Michelle I'm afraid he's in a meeting until lunchtime. Can I take a message?

Peter Well, I'd like to arrange an appointment to see him, please. It's Peter Jefferson here.

Michelle Could you hold on for a minute, Mr Jefferson. I'll just look in the diary. So when's convenient for you?

Peter Some time next week if possible. I gather he's away the following week.

Michelle Yes, that's right, he's on holiday for a fortnight.

Peter Well, I need to see him before he goes away. So would next Wednesday be okay?

Michelle Wednesday. Let me see. he's out of the office all morning. But he's free in the afternoon, after about three.

Peter Three o'clock is difficult. But I could make it after four.

Michelle So shall we say 4.15 next Wednesday, in Mr Hibberd's office?

Peter Yes, that sounds fine. Thanks very much.

Michelle Okay, then. Bye.

Negotiations

Ex. 1.

Clip 1

Angela Hello, I'm Angela, I'm the customer services manager. Would you like to come with me and come and take a seat and you can explain to me what actually is the problem?

Alison Okay, okay, fine.

Angela Can I take your name?

Alison Yes, my name's Alison.

Angela Okay. Alison, if you'd like to make yourself comfortable. As I said, I am the customer services manager and I'd like to help you. I understand you are having a few problems. Would you like to just explain from the beginning what's happened?

Alison Well, yes. I've just come back from one of your holidays. I went to Crete, in Greece, got back last week and the whole thing was a disaster.

Angela Would you like to just explain from the beginning what's

happened?

Alison Well, yes. To start with, when we got to the airport in, in Crete, we had a two-hour wait on the coach, I think there was a delayed flight or something, and... and...

Angela Right, that's quite possible...

Alison Yes... And I just can't work out why you didn't take us to our hotel and then come back to the airport to pick up the people from the delayed flight.

Angela Right, I'm sorry for that wait. I don't know what the problem was. You mentioned a delayed flight there. As you can imagine, you probably weren't the only family on the coach waiting, and to ferry people to and from resort to the airport would have been a lot of extra work and they like to try and keep everybody together who are going on the same flight. I can actually look into that for you ...

Clip 2

Karen Hello!

Mark Hello, can I speak to despatch, please?

Karen You're through to despatch.

Mark Right. Well, I phoned two days ago to say that I hadn't received delivery of my order and I'm ringing again to say it still hasn't arrived.

Karen Can I just take your name please?

Mark Yes, it's Mark Anderson.

Karen Ah! I think there's been a problem with that order, Mr Anderson.

Mark What kind of problem?

Karen Oh, I don't know offhand. Let me check for you. Yes, part of the order didn't arrive here at the depot, so I couldn't send it out until we'd received everything.

Mark Well, surely that was your problem to sort out without my having to call you back - again. I did phone and draw your attention to this a couple of days ago. Look, I placed this order weeks ago. I'm sorry, it's just not good enough.

Karen Yeah, I'm sorry about this, Mr Anderson. I'm sorry for the

inconvenience, but I can assure you we'll do everything we can to send it out to you today.

Ex. 3.

Sean Michelle, can I have a word please, in my office? Now then. I won't take long about this, I'll come straight to the point. We had a chat...

Michelle Yeah.

Sean At that point, I wasn't particularly happy with the way that you were behaving in the office, the way that you were being uncooperative, a little bit surly with people. And since then, frankly, I've seen very little change.

Michelle Well, I mean, I think I've made an effort, trying to be helpful like I normally am with people, and I feel that I'm still doing my job – not that the job's very interesting. I think it's become less interesting since Sarah got the promotion. I think she's getting some more of the interesting work.

Sean Okay, well I'm afraid that, despite what you say, it hasn't come across. I don't want to jump to any conclusions, but you have taken quite a bit of time off ... and ...

Michelle Yeah, but you're allowed to take leave, aren't you?

Sean You are allowed to take leave. Hopefully you come back from leave refreshed and you leave your problems at home.

Ex. 5.

Sean Okay, well, I'm not going to get into a discussion about who deserved to get the job. Clearly, the person who was appointed was the right person for the job. What you need to do is look at your work and what you're doing and where that's taking you in your career. But bearing in mind that you are still employed to do a job and I expect you to do that job with a certain attitude. You're meeting members of the public quite regularly – it's important that you aren't unhappy, or at least that you don't show it. This meeting is really just to let you know I'm not happy with the effort that you've made...

Michelle Okay ...
Sean and I really want to see some improvement. I know it's difficult. I know that it's depressing not to get a job, but you've got to snap out of it, you've got to get on with the job that you're doing now.

Ex. 7.

Abigail Hi, are you free for a quick chat?
Mark Sure, come in, come in. Sit down. What can I do for you?
Abigail Okay. Well, it's a bit difficult, but ... I really feel that it's about time that I had a pay rise.
Mark Okay and why do you feel like that?
Abigail Well, I have been here now for three years and in that time I have made good progress. I really feel that I've grown in the job and I've taken on a lot more responsibility. I just think it's time that it was recognised and that my efforts were rewarded.
Mark Right. So you feel that you're on a low salary for your current position and current responsibilities, do you?
Abigail Yeah, I do believe that what I've contributed to the department over recent months means that I should be paid more.
Mark Okay, well, what kind of rise would you be looking for?
Abigail Well, you know, I think that 3% on top of the usual annual rise with inflation isn't too much to ask.
Mark Three per cent... Hmm. Right, well, as you know, I can't just give you a pay rise immediately, just like that. I'll have to discuss it with the other managers here. And, as you can imagine, there aren't unlimited funds available for things like this. But you might be pleased to hear that we are having a pay review meeting very soon and I'll make sure we discuss your request then.
Abigail Okay, fine. Should I put this request in writing as well? So we all have a record of this discussion?
Mark Yes, that'd be a good idea. Email me and also copy it to human resources.

Meetings

Ex. 1.

Clip 1

Sarah

Right then, Alex, let's get down to business. On the agenda today for our public relations meeting are the research project, the launch of the website, the timeline for press releases, and the executory of the year award. Are you quite happy with those points?

Alex

Yeah, that's fine. If you could go through them in order, that'd be great.

Clip 2

Alex

OK everybody, thanks for coming. Let's keep this meeting fairly brief, really just a couple of things on the agenda. First of all, as you can see, the news on the book re-launch; and secondly, the office move; and finally, we'll have a little bit of time for any other business.

Ex. 3.

Sean

First of all, the book re-launch. I just wanted to remind everybody that we will be re-launching the fairy-tales range with new modern covers, and that this is going to happen at the beginning of next month. It's important that we get this right and there have been quite a few...

John

Actually Sean, can I just ask you – sorry to hold the meeting up – can I ask you about those dates, because I thought that this was going to be published the month after next, and I understand that everybody has got their dates, but I do feel quite strongly that we're bringing this out too soon.

Sean

Well, any other thoughts before I comment on that?

Carrie

I don't think we've got any choice at all about it. If the radio programmes are going out at the beginning of next month, we've got to launch the book at the same time if we're going to have any sales impact.

Ex. 4.

Sean

The office move, as you know, the plans have been up by the main exit for a week now. I just wanted to see what kind

of feedback you've got.

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

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

Ex. 5.

Sean Okay – any other business?

Will Yes, I would like to say something. An illustrator came in last week, and I think she's very good and it would be wise to put her on our books.

Sean Okay ...

Will I would like to be able to show her drawings and her portfolio in the next couple of days. If that's all right...

All That sounds good...

Sean Yes, I'll look forward to seeing those. Right, I think that's probably about it, but anybody got anything else that they desperately want to raise before we wrap up?

All Nope.

Sean No? Okay. We'll be having another meeting, but there are a couple of conflicts in the diary so I think the best thing is if I email the date of the next meeting.

Presentations

Ex. 2.

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

Male 2 I like to wait until the end of the presentation before people feed back on what I've just said, rather than interruptions throughout the presentation.

Male 3 I think of a presentation ... If you're standing up in front of a group of people, you need to make sure you're

entertaining, make sure you're engaging, make sure you're interesting, make sure you're relevant, make sure you're talking to the right audience.

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

Ex. 10. Presentations – opening

OK, let's get started.

Before I begin, I'd like to thank Françoise for inviting me here today.

On behalf of BCC International I'd like to welcome you here to our offices.

Let me start by introducing myself.

The aim of this presentation is to give you an overview of our company.

I'll speak for about thirty minutes.

I've divided my talk into four main sections.

If you have any questions, please feel free to interrupt.

If you have any questions, I'll be happy to answer them at the end.

OK, let's begin with this first slide.

Ex. 11. I

«Ladies and gentlemen, thank you very much for coming along here today. I hope my presentation isn't going to take too long and that you will find it interesting. The purpose of today's presentation is to discuss how we can improve internal communications within our company.

Now let me begin by explaining that I'd like to talk about the business case for better communication; secondly, I want to cover different styles and methods; and finally I would like to finish off by talking about some of the basics we need to have in place to deliver good quality, consistent communications across the company. I'd be very happy to invite you to ask questions at the end of the session and I'm sure there'll be plenty of time for us to discuss some of the points that have been raised».

II

«Good afternoon, ladies and gentlemen. Thank you for finding the time to come and join me for this presentation this afternoon. My name is Tim Mason, I'm a retail consultant, and many of you will have seen me shadowing you in your jobs and looking through the accounts and so on

in the company over the last week. I've invited you here today to have a look at my findings. First, I'd like to have a look at the performance of the company, the sales of the company over the last three years; then I'd like to have a look at our market share in the womenswear market and look at our competitors; and thirdly, I'd like to suggest some improvements in our range of womenswear. At the end I'd be happy to answer any of your questions».

Ex. 12. Presentations – main body

OK. Let's move on to the next point.
I'll come back to this in a moment.
It might be useful to give a little background here.
Let me explain with a concrete example.
I think there are three questions to focus on.
What is the reason for this? The reason is the design.
As you can see on this next slide, the trend is up.
I'd like to highlight two things on this chart.
Are there any questions so far?
Does anyone have any comments?

Ex. 13.

I

«If you have a look at this first graph, you can see that our sales topped 50 million the year before last. Then last year sales dropped to 40 million, with a slight recovery at the end of the financial year. However, this year sales have continued to drop to an all time low of 30 million. Now let's look at our market share. As you can see, we have 25% of the market share, 10% down on last year».

II

«A good example of how important internal communications are is shown by some findings from research that we have recently undertaken. Good communications is a very key factor in staff motivation. If you look at this slide, you will see how important it is to get the basics in place. You need to identify your communication requirement, agree your objectives and success criteria, identify your target audiences, define the content of your message and determine the style of delivery. A good

illustration of the communication process is when all those basics fall into place naturally».

Ex. 14. Presentations – closing and questions

Right, that brings me to the end of my presentation.

Just to summarize the main points again ...

Thank you all for coming. I hope it's been useful.

I've got some handouts here. I'll pass them round.

Here's my email in case you want to get in touch.

Do you have any questions? Yes, the gentleman at the back.

That's a very good point.

That's an interesting question. What's your own opinion?

I think that's outside the scope of this presentation.

OK, I think there's time for one last question.

Ex. 15.

Tim Ladies and gentlemen, if you have any questions, I'd be happy to answer them now.

Carrie Yeah, can I just ask, graph number 3, that last one you showed us, can you explain to me where you're intending to find the extra income to increase the designer range in the maternity wear?

Tim Yes, a very good question. I've looked at the office wear range and it's quite heavy on material, holiday wear tends to be much lighter, much smaller amounts of material involved and I ...

Ex. 16.

Formal presentation

Good morning, ladies and gentlemen. On behalf of Elgora International, I'd like to welcome you all. Let me introduce myself. My name's Sarah Evans, I've been managing Elgora's department of international economic relations for the past six years.

Thank you for giving me the opportunity to talk to you today. The theme of my presentation is a comparison of the changes in consumer prices in the European Union and the United States from 1999 till today.

I've divided my presentation into three parts. First of all, we'll analyse the pattern of price inflation in the various countries under scrutiny. Secondly, we'll study the main factors responsible for the rise and fall of inflation in the two regions. Finally, we'll look at the forecast for the next two years.

Informal presentation

Hello everyone. I'm Rick Vandermeer. Thanks for this opportunity to talk to you about our new products.

My talk's in three parts. I'll kick off with the findings of the market research that led to the development of our new educational computer games. Then we'll move on to a demo, so that you'll all have a chance to have a go. And we'll finish with your feedback and your ideas and suggestions for our forthcoming advertising campaign.

Ex. 17.

Good morning, everyone. Thanks for coming to my presentation. My name's Marta Rodriguez. I'm Personnel Director of Tara Fashions. I'm going to talk to you today about our company. First, I'll give you some basic information about Tara Fashions. Then I'll talk about our overseas stores. After that I'll outline the strengths of the company. Next I'll talk about career opportunities with Tara. And finally I'll mention our future plans. I'll be pleased to answer any questions at the end of my talk.

Let me start with some basic facts about Tara. The company started in 1978. We are a family-owned business and our head office is in Cordoba, Spain. We sell clothes for men and women, and our customers are mainly fashion-conscious people aged 20 to 35. We have 15 stores in Spain. All the stores are very profitable.

Right, those are the basic facts.

Let me add a few figures. We have an annual turnover of about €260 million. Our net profits last year were approximately €16 million. We have a workforce of just over 2,000 employees. So those are the numbers. Now about our overseas stores. We have four large stores in France and another ten in other European countries. We are planning to open five new stores next year. What are our strengths? We keep up with

fashion trends. If we spot a trend, we can bring out a new design in 15 days. And we get it to the stores very quickly. We deliver to stores twice a week. And we sell our designs at the right price.

OK, now what about career opportunities? It's quite simple. If you are ambitious and fashion-conscious, we have opportunities in all areas of our business. We will welcome you with open arms.

Finally, a few words about our new project. We are planning to open a new store in New-York next year – on Fifth Avenue. This will give us a foothold in the US market. We're very excited about this new development.

Well, thanks very much for listening to my talk. Are there any questions?

PART 2.

Orders

Ex. 1.

1. If you give us a more substantial discount, we'll place a larger order.
2. Provided that you can cover insurance, we'll sign the deal.
3. Unless you agree to split transport costs, we won't be able to place a firm order.
4. As long as you can deliver this month, there won't be any problems.
5. Providing the price is right, we'll buy everything you produce.

Ex. 3.

Speaker 1:

I'm afraid that if you can't cover insurance, we can't accept your offer.

Speaker 2:

It all seems fine to me, but I'd like to get back to you about this a bit later. I need to consult my colleagues.

Speaker 3:

Of course, if you were willing to increase your order, we'd be prepared to offer you a better price.

Speaker 4:

When you said we'd get a 10% discount, did you mean on an order of 100, or more?

Speaker 5:

Would you be prepared to guarantee an earlier delivery date? How would you feel about that?

Ex. 8.

1. As long as you pay within 30 days, we can promise delivery by the 10th of May.
2. We placed a larger order because they offered free delivery.
3. We'll increase our order on condition that you pay shipping costs.
4. We'll continue to offer an attractive discount as long as you agree to pay by bank transfer.
5. Provided that you dispatch within a week, we'll consider covering insurance ourselves.

Complaints

Ex. 1.

We received the order this morning but you only shipped 80 pieces.

There seems to be a problem with the invoice.

I do apologize. I'm sure we can sort it out.

What exactly is the problem?

I need to ask you a few quick questions.

Can you leave it with me?

I'll look into it and get back to you this afternoon.

I need to check at this end and see what's going on.

I'll send a replacement immediately by special delivery.

I'm sorry again for any inconvenience this has caused.

Ex. 11.

Shop assistant

Yes. How can I help you?

Customer

I bought this cordless phone here yesterday, and I'm afraid it doesn't work.

Shop assistant

Sorry to hear that. What seems to be the problem?

Customer

Well, there are two things really. First, as soon

- as I'm more than four or five meters away from the base unit, the sound fades or cuts out.
- Shop assistant Mm. That's strange. And what was the second thing?
- Customer It's about this «Recharge» indicator. The battery's full, as you know, but for some reason this light keeps flashing.
- Shop assistant Right. Well, if you leave the set with us, we'll have one of our technicians fix it for you.
- Customer Well, I must say I'd much rather have a replacement, or money back.
- Shop assistant It's not our policy to replace items, but considering you bought it only yesterday, I'll have a word with the manager and see what we can do.

Ex. 12.

Speaker 1:

The air-conditioner you installed last week doesn't seem to work properly.

Speaker 2:

You promised delivery a week ago and my goods still haven't arrived.

Speaker 3:

We've just received an invoice for goods we never ordered.

Speaker 4:

I'm afraid I'm still waiting for that e-mail your sales Manager promised to send yesterday morning.

Speaker 5:

I'd like to exchange the inkjet printer I bought here yesterday.

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