

Introduction to business communication

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**“When you click ‘reply to all’ on your e-mail,
your message goes to everyone in the company,
plus their past lives and evil twins in a parallel universe.”**

Objectives

- Learning the basics of business communication
- Describing an organigram
- Making arrangements via email
- Dealing with orders

Written assessment

Online material on Madoc R2.12

- ☐ Emails level 1: introduction to emails
- ☐ Emails level 2: organizing your emails
- ☐ Emails level 3: making arrangements

Numbers in English

56 fifty-six

856 eight hundred and fifty-six

1,856 one thousand Ø eight hundred and fifty-six

2,856 two thousand Ø eight hundred and fifty-six

3,013m² three thousand and thirteen square metres

1,412,856 one million four hundred and twelve thousand eight hundred and fifty-six

1.2 one point two (in French 1,2)

- **And** is used between the tens and the thousands
- Numbers between 0 and 9 are called **digits**
- A comma separates the thousands in English millions, etc., and the decimal **point** for decimals.
- The words **hundred**, **thousand** and **million** don't take a plural S
- Figures= chiffres
- Remember some ordinals have irregular forms (e.g. first, second, third, fourth, fifth.)
- Fractions: ½ a half, 1/3 a third, 3/4, etc.
- Large numbers: can be expressed in abbreviated form, such as thousands (K), millions (M), billions (B), trillions (T) (e.g. \$10M, 3B people, etc.).
- Rounding: used to simplify numbers by reducing their precision (e.g. rounding 3.14 to 3 or rounding \$23.67 to \$24).
- We sometimes emphasise how big a number is by counting the number of digits it has and describing it as **a four-figure/five-figure or six-figure number**
- Zillion/ gazillion: no a real number, but real words. We use them to emphasise a very large number of things. (ex: It was disgusting. I lifted up the carpet and there were a gazillion ants underneath.)
 - Currency: £3.50 three **pounds** fifty
 - £702.25 Seven hundred and two pounds twenty five
 - But £20.6 million twenty point six million pounds
- In British English, the most common way to read the **date** is to say the day of the week, followed by the day, month, and year, with "of" before the month name, e.g. "Wednesday the 31st of January 2023." In American English, the most common way to read the date is to say the day of the week, followed by the month, day, and year, e.g. "Wednesday, January 31st, 2023."

1. Numbers dictation:



2. Listen to this extract and note down the numbers you hear:

3. Note down everyone's birthday in the calendar below?

a. ex: **on** the fifth of (ov) March, **on** the twenty-second of (ov) May

Birthdays

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May	June	July	August
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September	October	November	December
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Maths terms in English

SYMBOL	SYMBOL NAME	CALCULATION TYPE	CALCULATION WORD
+	Plus sign	Addition	...plus...
-	Minus sign	Subtraction	...minus...
±	Plus-minus sign	N/A	...plus or minus...
× · *	Multiplication sign	Multiplication	...times.....multiplied by...
÷ /	Division sign	Division	...divided by...
=	Equals sign	Equation	...equals...
≠	Not-equals sign		...is not equal to...
≈	Almost-equals sign	Approximation	...equals...
>	Greater-than sign	Inequality	...is greater than...
<	Less-than sign	Inequality	...is less than...
≥	Greater-than-or-equal-to sign	Inequality	...is greater than or equal to...
≤	Less-than-or-equal-to sign	Inequality	...is less than or equal to...
%	Percent sign	Percentage	...percent
x^y	Exponent	Exponentiation	...to the power of... ...squared, cubed, etc.
$x^{\sqrt{}}$	Radical sign	Root	The square root of... The cube root of 'the logarithm base 2 of 8 is equal to 3
log	Log	logarithm	Log base... of
!	factorial	factorial	factorial

Je retiens: carry

Je retire: take away

Maths exercises: No calculator, no phone. Show out the result! Explain orally.



Business fundamentals

- business structures
- types of companies

Company types and structures

Vocabulary

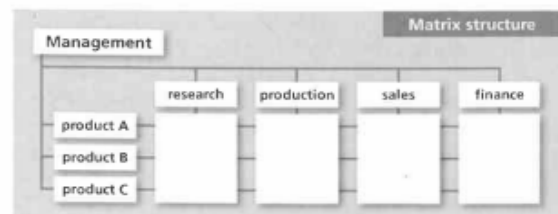
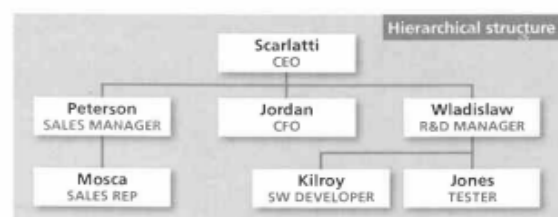
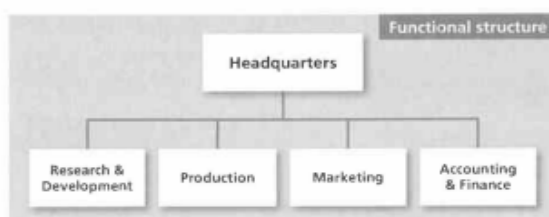
1 Look at the ways of classifying businesses. Which categories do the companies that provide these products and services belong to?

your Internet connection your bicycle spare parts for your car
your milk and cheese your haircut your dental care

Industry type	Primary	agriculture, fishing, forestry, mining
	Secondary	construction, manufacturing
	Tertiary/service	banking, tourism, entertainment
Business type	Sole trader	The business is owned by one person who is responsible for any debts.
	Partnership	Two or more people run the business; all partners share profits and losses.
	Limited liability (Ltd)	The company is responsible for any losses, not the owners; the company is private, i.e. shares cannot be sold to the public.
	*Public limited (PLC)	The company is owned by shareholders who receive dividends and gain or lose money if share prices go up or down.
Business model	B2B	business to business – companies sell to companies
	B2C	business to consumer – companies sell to individuals
	C2C	consumer to consumer – individuals sell to individuals
	B2B2C	third party vendors or consultants sell a company's products to consumers
	*A public limited company can also be known as a corporation (Corp) (Inc)	

2 Look at the business structures. Which do you think is best for these companies?

small family business global online retailer multinational conglomerate
medium-sized manufacturer



Listening

3 1:01–1:05 Listen to five people talking about their businesses. Note each speaker's job, industry type, business model, type of business and company structure.

e.g. Speaker 1 - geologist - mining - multinational corporation

1 Corporate culture

company departments

job titles

describing responsibilities

1.2 Vocabulary Work organization and responsibility

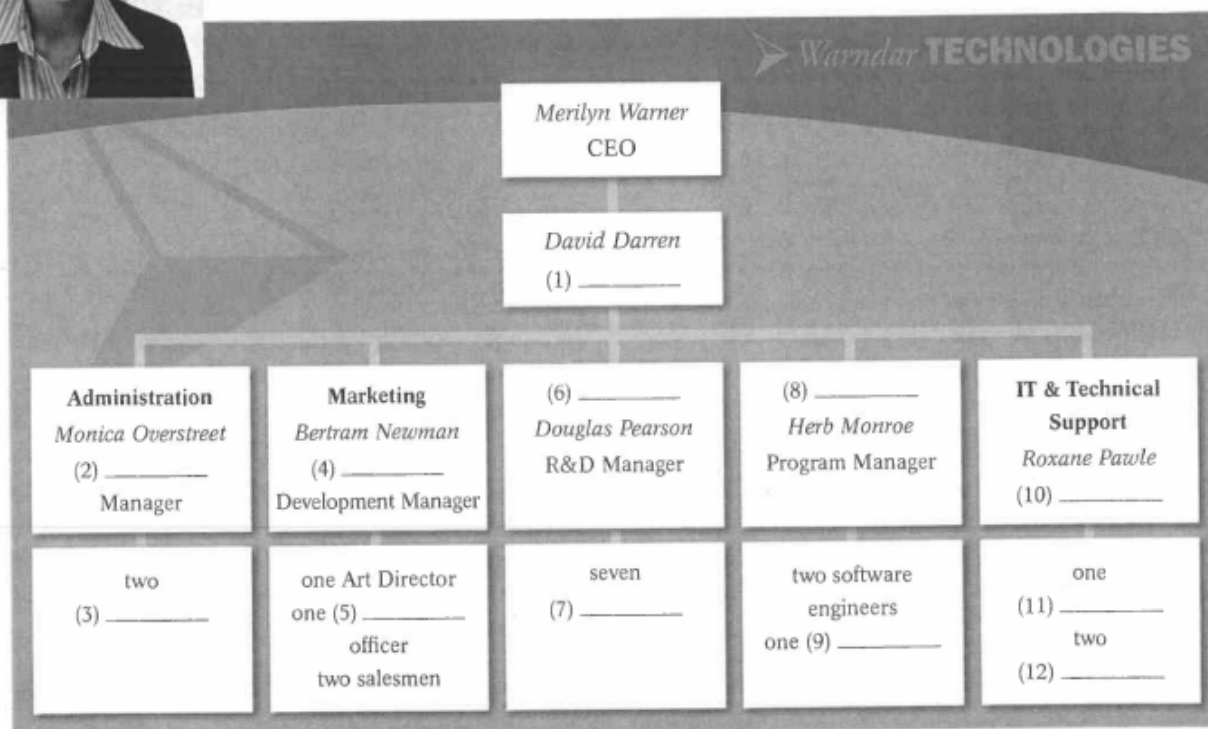
Discussion

1 Decide which word in each group is different from the others. Then compare your ideas with a partner.

- 1 job task work project
- 2 manager boss deputy supervisor
- 3 colleague co-worker associate collaborator

Listening for detail

2 1:08 Sam Shenton is a new intern at Warndar Technologies, a software engineering company in Texas. Listen to Bertram Newman, her supervisor, explaining the company structure. Complete the organigram.



3 1:08 Listen again and answer the questions.

- 1 Why is the organization simple now?
- 2 Why does Bertram say it's going to change?
- 3 What is the difference between the roles of the CEO and the COO at Warndar?
- 4 Who are Irysis and where are they based?
- 5 What happened about two years ago?
- 6 When did Roxane Pawle join Warndar? What happened to her predecessor?

4 Match the parts of these sentences from the listening to complete ways of describing responsibilities.

- | | |
|-----------------------------------|--------------------------------------|
| 1 You're going to report | a) on a day-to-day basis. |
| 2 She also looks | b) with strategy. |
| 3 She has two accountants working | c) directly to me. |
| 4 David runs the business | d) under her. |
| 5 Merilyn deals | e) after finance. |
| 6 Our Office Manager | f) to manage Marketing & Sales. |
| 7 He's responsible | g) with me in Marketing. |
| 8 Roxane is in charge | h) for building our product package. |
| 9 My role is | i) takes care of personnel. |
| 10 He liaises | j) of IT & Technical Support. |

Internet research

CEO, COO, CFO ...
Search for the keywords
Chief Officer to find
more C...Os. Make a
list, dividing them into
two categories, serious
and humorous.

Informal vs formal

4. Copy these phrases in the right category

Hey! How's it going? / Best regards/ talk to you soon/ Do not hesitate to contact us if you have question/ I hope this email finds you well/ What's up?/ All the best/ Get in touch if you have any question re the report/ let me know if this is ok/ speak soon/ Good morning!/ Bye for now/ How have you been?/ Hi there! / Thank you in advance for your help/ Dear Mr/Ms/Mrs, [Name]/ I trust this email finds you in good spirits/ We look forward to hearing from you soon. / Best wishes

Informal greetings:	Formal greeting:
Informal ending	Formal ending:

Asking for help

- Hi guys/ hello everyone
- I was wondering if you could help me with
- I'd really appreciate the help
- Can you do me a favour and **find out**?
- I'd appreciate it if you could
- About/ regarding/ concerning/ re
- I'm looking for
- Can anyone help me out with the following issue
- Does anybody know...
- Can anyone tell me if...
- Thanks in advance

Providing help

- Of course I'm happy to help
- Here's the info
- On the subject/ while we're on that topic/ while we're at it/ talking about...
- I think I can help with this
- Below are my suggestions, **let me know** what you think
- Let me know if there's anything I can do

Expressing gratitude

- Thank you so much for your help/ for your quick reply
- That's great, thanks!/ Many thanks (informal)
- That's exactly what I was looking for, thanks! (informal)
- I owe you one/ you're a lifesaver! (informal)
- I appreciate your assistance
- I am very grateful for your help (formal)

Phrasal verbs

- Let me **look into it** and I'll **get back to you**
- Leave it with me, I'll **sort it out** and **get back to you**
- I will **take care of..** if you can handle...

5. Using the email language aid, translate the following phrases:

1. Je suis à la recherche de
2. Je reviens vers vous à propos de
3. Demande de renseignement
4. Une pièce jointe
5. En pièce jointe
6. Répondre
7. En réponse à
8. Tenez-moi au courant
9. Je vais me renseigner
10. Je vous écris afin de
11. Malheureusement
12. Un souci de livraison
13. Une attente
14. Dans l'attente de vos nouvelles
15. N'hésitez pas à nous recontacter
16. Relancer
17. L'ordre du jour
18. Le compte-rendu de la réunion
19. Nous nous engageons à
20. Je vous serais reconnaissant-e de bien vouloir
21. Notre politique est de

Telling the time

In spoken language we do not use the 24-hour clock. We use a 12-hour clock. To indicate before or after noon, if the context is not already clear, we use 'am' and 'pm' or we say: 'in the morning' or 'in the afternoon / evening'

We use 'o'clock' to indicate the precise hour: 1 o'clock, 6 o'clock, 10 o'clock etc.

We can say '9 o'clock in the morning' but we can't say '9 o'clock am', we must say '9 am'

12 am = 'midnight'

12 pm = 'midday' / 'noon'

There are two different ways of telling the time: in the listed digit form and in the prepositional form:

The Listed Digit Form uses only numbers, the hour followed by the minutes. To indicate before or after noon we use am / pm.

The Prepositional Form uses: o'clock to indicate the precise hour 1 o'clock

Minutes: ten past/ a quarter past /twenty past/ half past/ twenty to /a quarter to/ ten to

To indicate before or after noon we use in the morning / afternoon / evening

	<u>Listed Digit Form</u>	<u>Prepositional Form</u>
3: 15	Three fifteen AM	A quarter PAST three in the morning
16:30	Four thirty PM	Half PAST four in the afternoon
22:45	Ten forty -five PM	A quarter TO eleven in the evening

*You cannot say: "three fifteen in the morning" or "a quarter past three am"

Useful expressions

Almost = It's just coming up to

It's just **coming up to** half past five

It's close to / on (US)

It's **close on** seven. (o'clock)



A little bit after = It's **just gone** the hour.

It's just gone a quarter past.

It's just gone 3.20



Making arrangements

Make a business appointment with everyone in the class. Use only name per space. Do not show your paper but ask questions. Cross out 2 times (you're away on a conference)

Monday 9.15	Name: Purpose:	Wednesday 8.30 am	Name: Purpose:
Monday 11.30	Name: Purpose:	Wednesday 2.30 pm	Name: Purpose:
Monday 1.45 pm	Name: Purpose:	Wednesday 4.20 pm	Name: Purpose:
Monday 3 pm	Name: Purpose:	Thursday 9.40 am	Name: Purpose:
Tuesday 10 am	Name: Purpose:	Thursday 2.45 pm	Name: Purpose:
Tuesday Lunchtime	Name: Purpose:	Friday Lunchtime	Name: Purpose:
Tuesday 4.10 pm	Name: Purpose:	Friday 3.30 pm	Name: Purpose:

Purposes:

- discuss a contract
- discuss a collaboration
- meet a prospective client
- go over the specifications
- collect feedback
- write a job application
- review the milestones
- finalize deliverables
- present project progress
- present final version (app)
- meet new team
- discuss new policy
- review the Smith report
- organize a seminar

Hi, I'd like to go over the specifications/ finalize the deliverables with you..

Could we meet some time next Monday?

How about 9 am? Would you be available?

Are you free on Tuesday morning? **What time would be suitable?**

What time would be **convenient?**

I'm sorry, 7 is not really convenient

7 doesn't work for me

I can't make it at 4, how about 5 instead? Would that work for you?

7 is fine

See you then.

6. Write the formal equivalent for each phrase:

Hi/ hello	
Don't worry	
Sorry I didn't write sooner	
I'm writing about	
Can't wait to hear from you soon	
Because	
Great news!	
Bad news	
Thanx for *your help	
Can you send me	
Give me a ring if you have any question	
Sorry, can't make the meeting tomorrow	
What do you think?	
Can we meet up at 3 pm?	
Do you want me to send you..?	
Could you give me some info on?	

7. Below is an informal message sent to a colleague and friend. Now rewrite it as if writing to an important client (Mr Warner) i.e using formal language. Don't forget to open and close the email properly.

Hi Bob

It's about the changes I made in the report. What do you think? Keep me posted. ttl. Gil

Object: _____

Hi Debby

Can't make it 4 tomorrow's meeting: going to the beach! – but I'll give u my feedback.
See ya. Gil

Object: _____

Hey Luigi,

Great news! Latest version of software works! Can we meet up Friday pm? Can do anytime 2-4.

Bye for now, Bob

Object: _____

Dealing with order issues

Exercise 8

A customer places an order with Spyline, a telephone security specialist. Listen to the call (Telephone Listening Track 47) and complete the order form.

Spyline Specialists in telephone equipment for security and detection			
ORDER FORM			
Product Name	Catalogue No.	Price	Quantity
Voice Changer		\$586	
	SL 34 TT		
	SL 35 CP	\$305	
		\$315	
Payment method <input type="checkbox"/> Credit card <input type="checkbox"/> Bank transfer <input type="checkbox"/> Cheque			

Exercise 9

A customer is calling Euro Deliveries about a package he is sending. Listen to the call (Telephone Listening Track 49) and complete the booking form.

	<i>EURODELIVERIES</i>
REFERENCE NUMBER	
COLLECTION TIME	
CONTENTS OF PACKAGE	
DESTINATION	

From John Hughes, *Telephone English* (adapted)

10. You're Roy Ward from Breakaleg Insurance. Write an email asking for a quote for a security system.

Object: _____

11. You're Helena Petrov from Security-iz-us. Reply formally thanking the customer and providing a price list. Close by offering assistance.

Object: _____

Informal request:

- Would it be possible for you to (+verb)?
- Could you help me out with this?
- Would you mind taking a look at this?
- Do you think you could give me a hand with this?

Formal request:

- I'm writing to enquire about
- I'm interested in finding out about
- Could you please provide us with (information/ documentation)?
- I would be grateful if you could (+verb)
- Would it be possible for you to provide (information/ documentation)?

Accepting a request/ replying

- Thank you for your enquiry.
- We will be glad to (provide information/ documentation)

Placing an order/ dealing with order issues:

- Place an order
- Invoice: facture
- I am writing in connection with the order I placed with you
- The order specified... and this does not seem to be consistent with
- I was under the impression that we had agreed on
- It has been (length of time) and I have not heard from you, so I thought I would follow up
- I would appreciate it if you could look into this

Replying to a complaint

- We regret that you had trouble
- We looked into what happened
- We apologize for this unusual occurrence / this misunderstanding (your fault)
- We are committed to high quality customer service
- We are taking steps to ensure that
- Unfortunately, the information you provided indicated (not your fault)
- You have been a long-time customer and we appreciate your support/ business and hope that
- As a commercial gesture, we will offer

Order issues – email:

- *Object:* _____

