

## 1A &gt; GETTING THROUGH ON THE PHONE

1 Discuss these questions with a partner.

- 1 What is difficult about using the phone in English?
- 2 How is it different from face-to-face communication?



2 **A>1.1** A business journalist is writing an article about fitness centres. He wants to arrange an interview with Life Health Clubs. Listen to the phone conversation.

- 1 Where is the Marketing Director?
- 2 Why can't he speak to the Sales Director?
- 3 Who does he finally speak to?

3 **A>1.1** Work with a partner and try to complete the conversation. Then listen again and check your answers.

**Receptionist** Life Health Clubs. How can I help?

**Journalist** Hi. <sup>1</sup> \_\_\_\_\_ George Lawrence. I'm calling from Washington. <sup>2</sup> \_\_\_\_\_ speak to the Marketing Director, please?

**Receptionist** <sup>3</sup> \_\_\_\_\_ he's in a meeting all day. Can I <sup>4</sup> \_\_\_\_\_ a message, Mr Lawrence?

**Journalist** How about the Sales Director?

**Receptionist** <sup>5</sup> \_\_\_\_\_ the line, please ... <sup>6</sup> \_\_\_\_\_ Mr Lawrence, but his line is <sup>7</sup> \_\_\_\_\_. Can I help?

**Journalist** Well, I'm trying to arrange a visit to your company for an article I'm writing on health clubs around the world.

**Receptionist** In that case I'll <sup>8</sup> \_\_\_\_\_ to our Public Relations Department.

4 Put the phrases from the conversation into these categories. Add any more you can think of.

**Introducing yourself**

**Asking to speak to someone**

**Apologizing**

**Offering to take a message**

**Asking the caller to wait**

**Saying someone is not available**

**Transferring someone to another person / department**

5 Match phrases 1–6 with similar meanings a–f.

- 1 The line's busy. \_\_\_\_\_
  - 2 Can I put you on hold? \_\_\_\_\_
  - 3 Would you like his voicemail? \_\_\_\_\_
  - 4 I'll put you through. \_\_\_\_\_
  - 5 May I say who's calling? \_\_\_\_\_
  - 6 Hold on. \_\_\_\_\_
- a I'll connect you.
  - b One moment.
  - c Could I have your name?
  - d He's speaking to another caller.
  - e Would you like to wait?
  - f Do you want to leave a message?

6 Find five mistakes in this conversation.

- A Good morning. Can I speak to Harriet Parker, please?  
 B Who calls, please?  
 A I'm Antony Phillips from the Brussels office.  
 B OK, I'll see if she's in ... Sorry, her line's taken. Do you want to put on hold?  
 A Yes, that's fine, I'll hold ...  
 B Hello, her line's free now. I'll connect you through.

7 Work with a partner. Role-play these two phone calls.

**Student A**

- 1 You are the caller. Call B and ask to speak to Fernando Gomez in Marketing.
- 2 You receive a call from B. You are the receptionist. Try to help B with his / her call. The HR Department is having an all-day departmental meeting.

**Student B**

- 1 You receive a call from A. You work in Accounts. Try to help A with his / her call.
- 2 You are the caller. You want to speak to the Human Resources Manager.

## 1B MESSAGES AND VOICEMAILS

- 1 Work with a partner. List some of the times and situations when you can't or don't want to answer your phone.



- 2 Look at the reasons why people may not be able to answer a phone call. Complete each one with one of the prepositions below.

on    at    in    off

- 1 They are \_\_\_\_ another line.
- 2 They are \_\_\_\_ holiday.
- 3 They are not \_\_\_\_ their desk.
- 4 They are \_\_\_\_ sick.
- 5 They are \_\_\_\_ a meeting.
- 6 They are \_\_\_\_ lunch.

- 3 **A 1.2** Listen to four short phone conversations and answer the questions for each one.

- 1 Why can't the callers speak to the person they are calling?

Call 1 \_\_\_\_\_  
 Call 2 \_\_\_\_\_  
 Call 3 \_\_\_\_\_  
 Call 4 \_\_\_\_\_

- 2 What do the callers do: leave a message or say they will call back later / ask for someone to call them back?

Call 1 \_\_\_\_\_  
 Call 2 \_\_\_\_\_  
 Call 3 \_\_\_\_\_  
 Call 4 \_\_\_\_\_

- 4 **A 1.2** Now listen again. Complete the sentences with the words used for taking and leaving messages.

- 1 Can I \_\_\_\_\_ a message?
- 2 Could you ask him to \_\_\_\_\_ me back, please?
- 3 Can you \_\_\_\_\_ him a message for me, then?
- 4 Could you \_\_\_\_\_ him I called and ask him ...?
- 5 Shall I \_\_\_\_\_ her a message?
- 6 Who shall I \_\_\_\_\_ called?

- 5 Find six mistakes in the conversation.

**Erin** Could I speak to Yann, please?

**Receptionist** I'm afraid he's on a meeting right now. I gave him a message?

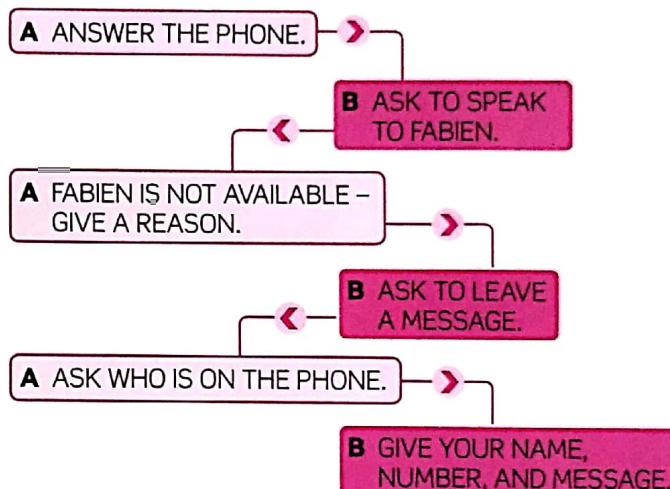
**Erin** This is Erin McCabe from Head Office. Can you tell to him that the meeting in Brussels has been cancelled?

**Receptionist** Brussels meeting cancelled ...

**Erin** Can you ask him to call back me as soon as possible?

**Receptionist** No problem. Do you give me a contact number?

- 6 Work with a partner and follow this flow chart to role-play a phone conversation. **B** is the caller.



- 7 Put phrases a-h below into categories 1-4.

- 1 Leaving a contact number \_\_\_\_\_
  - 2 Giving the time of your call \_\_\_\_\_
  - 3 Identifying yourself \_\_\_\_\_
  - 4 Giving a reason for the call \_\_\_\_\_
- |                               |                                     |
|-------------------------------|-------------------------------------|
| a Hi / Hello, this is ...     | e It's 6.30 p.m.                    |
| b Call me back on ...         | f You can reach me on ...           |
| c This is a message for ...   | g I'm calling at ...                |
| d I was just wondering if ... | h I was just calling about / to ... |

- 8 **A 1.3** In what order would you do 1-4 in 7? Listen to a message and compare it with your answer.

- 9 Think of a reason for calling a colleague and note down the main points of the call you will make. Now work in groups of four – A, B, C, and D.

- 1 Students A and B work together, and Students C and D work together. Role-play your phone calls, asking to speak to someone, then leaving a message. Make sure you note down the message your partner leaves.
- 2 Now Students A and C, and Students B and D work together, and pass on the messages that you noted down.

## 1C &gt; DEALING WITH PROBLEMS ON THE PHONE

- 1 What sort of problems does this person have on the phone?



- 2 **A▶1.4** Listen to Kiko take a difficult call. What problems does she have? Does she deal with the problems well?

- 3 Complete the sentences with words for dealing with problems on the phone.

- 1 I'm sorry, who's \_\_\_\_\_? Can you repeat \_\_\_\_\_, please?
- 2 I'm \_\_\_\_\_, I still didn't \_\_\_\_\_ your name. Could you \_\_\_\_\_ it again, please?
- 3 \_\_\_\_\_ me a \_\_\_\_\_. I've got another \_\_\_\_\_.
- 4 Sorry \_\_\_\_\_ that. What can I \_\_\_\_\_ for you?
- 5 I'm \_\_\_\_\_ I can't hear you.
- 6 I think we got \_\_\_\_\_.
- 7 Thanks. I'll \_\_\_\_\_ you straight \_\_\_\_\_.

- 4 Look at the phone conversations. Correct the receptionist's rude responses.

- 1 **Caller** I'd like to speak to Matti, please.  
**Receptionist** There's no Matti here.
- 2 **Caller** Ich möchte bitte mit Claudia sprechen.  
**Receptionist** What?
- 3 **Caller** Oh hello. It's Mehmet here.  
**Receptionist** Who?
- 4 **Caller** It's about the project.  
**Receptionist** Wait. I have to answer the other phone.
- 5 **Caller** Hello, it's Mehmet again. We were speaking a minute ago.  
**Receptionist** What happened to you?
- 6 **Caller** I wanted to talk to Stuart about the JW111.  
**Receptionist** I don't know what you're saying.

- 5 **A▶1.5** Now listen and check your answers.

- 6 Work with a partner.

**Student A:**

You want to make three phone calls to:

- Susan Daniels, an important client
- Henrik Andersson, a colleague in Sweden
- the Accounts Department of your stationery supplier.

**Student B:**

You want to make three phone calls to:

- a potential new customer
- your boss who is at another branch today
- the Human Resources Manager in your company.

Take turns making the phone calls to each other. If possible, use your actual mobile phones and call each other from different rooms.

If you are making the call, try to reach the person you want or to leave a message. If you are receiving the call, roll a dice to select one of these problems:

- 1 The caller says something you cannot understand.
- 2 It is a wrong number.
- 3 You do not recognize the caller.
- 4 You are cut off.
- 5 Your phone rings with another call.
- 6 You connect the caller to someone else in your office.

# 1D > MAKING ARRANGEMENTS ON THE PHONE

1 Work with a partner. Look at the phrases from a phone call below. Is the conversation formal or informal?

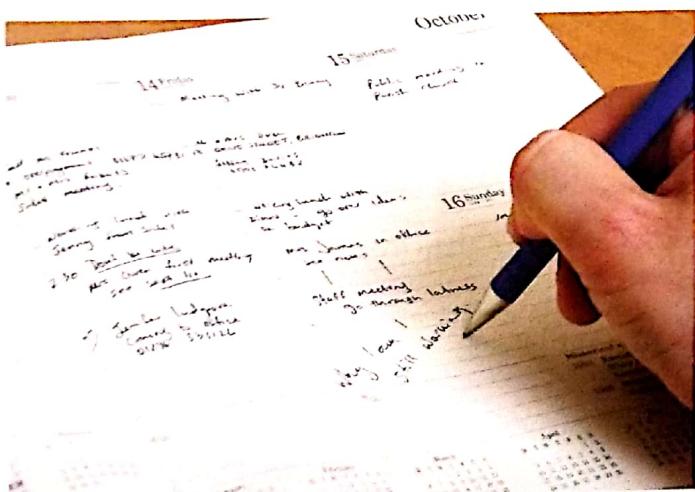
- 1 I'd like to meet you.
- 2 When are you available?
- 3 Does ... suit you?
- 4 I'm afraid I'm not available on Tuesday.
- 5 Shall we say ...?
- 6 That suits me.

**A 1.6** Listen to Fenola Young using the language from 1 to talk to a supplier on the phone. Why and when are they meeting?

**A 1.7** Listen to Fenola now using more informal language to talk to a colleague, Sven. Why and when are they meeting?

**A 1.7** Listen again and write down the equivalent informal phrases to the formal ones from 1.

- 1 \_\_\_\_\_ for lunch next week?
- 2 When \_\_\_\_\_?
- 3 \_\_\_\_\_ Tuesday OK \_\_\_\_\_?
- 4 Sorry, I can't \_\_\_\_\_ on Tuesday.
- 5 \_\_\_\_\_ Thursday at 12.30 instead?
- 6 \_\_\_\_\_ good.



6 Work with a partner and role-play the following phone calls.

- 1 A supplier calling a new customer to arrange a presentation.
- 2 A colleague calling another colleague to arrange a tennis match.

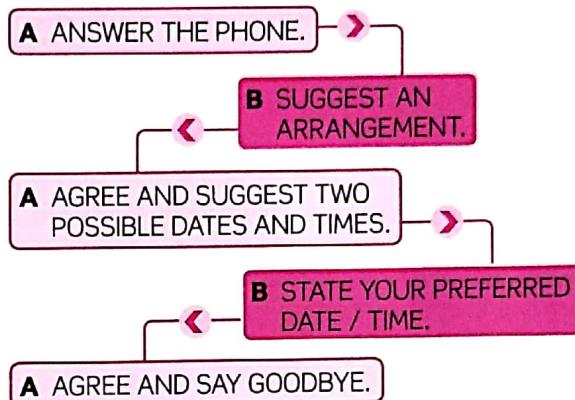
**A 1.8** Listen to the end of a phone call between a customer and a sales rep and answer questions 1–3.

- 1 What do they arrange? \_\_\_\_\_
- 2 What is planned for the 30th? \_\_\_\_\_
- 3 What is planned for the 1st? \_\_\_\_\_

7 **A 1.8** Listen again and complete these sentences.

- 1 Can we \_\_\_\_\_ a meeting then?
- 2 \_\_\_\_\_ about Tuesday the 31st?
- 3 I \_\_\_\_\_ the Wednesday.
- 4 The 1st of February? Yes, that \_\_\_\_\_ me.

8 Work with a partner. Take turns to answer the phone and make arrangements for the situations below. Use this flow chart and your own diaries if you have them.



- meeting to plan a new website
- visiting your new company headquarters
- celebrating your birthday
- an anniversary dinner
- playing golf or tennis

**9 A 1.9** Sergio calls Elena again. Listen and answer questions 1–4.

- 1 What is the main reason for his call?
- 2 What else do they talk about?
- 3 What can't Sergio make?
- 4 What do Sergio and Elena move back?

10 Read this sentence and then change the diary page below.

'Fabio can't make the 27th, so we'll bring the meeting forward a day and move the tour back a day.'

| 26 | 27                    | 28 |
|----|-----------------------|----|
|    | Meeting at<br>9.30a.m |    |
|    | Tour at<br>3p.m.      |    |

**11** Repeat your calls from exercise 8, but this time you can't make the appointments. Change the arrangements to a new time. Use your own diaries if you have them.

## 1E &gt; EMAIL - FIRST CONTACT AND REQUESTS

1 Discuss these questions with a partner.

- 1 How often do you send and receive emails?
- 2 When do you choose to use email rather than SMS or letters?

2 Read the email and answer the questions.

- 1 Who is Angela?
- 2 Does she know Sabina Zawadzki?
- 3 What does Angela want?

Dear Ms Zawadzki 

My name is Angela Lopez, and I am a Spanish student at Western Business College. I was given your name by my tutor, Donald Kelly. **b**

I am planning a career in publishing, and I am keen to learn more about the business. I am writing to ask if there are any opportunities for work experience in your company. **c**

Thank you for your attention. I hope to hear from you soon. **d**

Regards **e**

Angela Lopez **f**

3 Label the parts of the email.

- 1 closing sentence \_\_\_\_\_
- 2 closing salutation \_\_\_\_\_
- 3 sender's name \_\_\_\_\_
- 4 opening salutation \_\_\_\_\_
- 5 reason for writing \_\_\_\_\_
- 6 introduction \_\_\_\_\_

4 Put these parts of an email in the correct order.

Would you like to meet for a coffee to discuss any help you might need while I am here? \_\_\_\_\_

Dear James \_\_\_\_\_

I look forward to hearing from you. \_\_\_\_\_

I have just started a work placement here and thought I would introduce myself. \_\_\_\_\_

Andrea Haussmann \_\_\_\_\_

Please let me know when you are free. \_\_\_\_\_

Best wishes \_\_\_\_\_

5 Work with a partner. Read these emails and answer the questions.

- 1 What is the purpose of each email?
- 2 Do they include all the elements in 3? Should they?
- 3 How do they differ in tone?

Dear Sir or Madam 

I am writing to enquire about your trainee programme. I understand you offer traineeships to business studies graduates.

I would be grateful if you could send me details of this programme.

I look forward to hearing from you.

Yours

Alex Prower

Steve 

I was just wondering if you could send me the account details of JP Partnerships. I need to check an order from last year.

Thanks

Sandra

Hi Peter 

I am working on a pitch for a new client and was hoping you might be able to help me. I'd be interested in seeing any examples of successful pitches you have done. Please could you send me some from the last two years?

Thanks in advance

Philip

6 Look back through all the emails on this page and underline any useful expressions in them. Then put the expressions into these categories.

**Opening salutations**

**Reason for writing**

**Making a request**

**Closing sentence**

**Closing salutation**

7 Using some of the phrases in 6, write an email to a company asking for information on their products.

## 1F &gt; EMAIL - ENQUIRIES



1 Work in groups. Make a list of all the reasons why a business makes enquiries of a supplier, e.g. to ask for a brochure, to check an order.

2 Read and complete the email with these words.

Could recently also planning  
future know stand including

Dear Sir or Madam

We saw your <sup>1</sup> \_\_\_\_\_ at the Montreal trade fair, and we would like to <sup>2</sup> \_\_\_\_\_ more about your CCTV products.

GFC Designs is a graphic design agency, specializing in design solutions for businesses. We have <sup>3</sup> \_\_\_\_\_ moved to new business premises, and we are <sup>4</sup> \_\_\_\_\_ to replace our security cameras in the near <sup>5</sup> \_\_\_\_\_.

<sup>6</sup> \_\_\_\_\_ you please send us your latest catalogue, <sup>7</sup> \_\_\_\_\_ a full price list? We would <sup>8</sup> \_\_\_\_\_ like to know if you install and maintain your security systems.

We look forward to hearing from you soon.

Yours faithfully

Claude Danvers

3 When you write an email, you should organize your ideas clearly. Number these items in the order you find them in 2.

- a Request to reply \_\_\_\_\_
- b Your enquiry \_\_\_\_\_
- c Polite ending \_\_\_\_\_
- d Description of your company \_\_\_\_\_
- e How you know about the supplier \_\_\_\_\_

4 Work with a partner and discuss how you would reply to the email in 2. What would you include in the email?

5 Read this reply and compare it to your ideas in 4. Then answer these questions.

- 1 What does Ingrid send with the email?
- 2 What information does Ingrid ask for and why?

Dear Mr Danvers

Thank you for your enquiry. Please find attached our full, up-to-date price list. You can see our catalogue on our website by clicking on [this link](#).

I have also attached an order form, should you wish to place an order with us.

I would be grateful if you could let me know where you are based, so that I can also send you details of our delivery options.

If you have any further questions, please do not hesitate to ask.

Yours sincerely

Ingrid Mühlé

6 Complete the response with appropriate words.

Dear Ms Mühlé

Many thanks for getting back to me so quickly, and for supplying the <sup>1</sup> \_\_\_\_\_ and the <sup>2</sup> \_\_\_\_\_.

In answer to your question, my company is based in <sup>3</sup> \_\_\_\_\_.

Attached is the completed <sup>4</sup> \_\_\_\_\_. I hope I have filled it in correctly.

I look forward to <sup>5</sup> \_\_\_\_\_ the goods.

Best wishes

Claude

7 Find phrases in the emails in 5 and 6 that come under these categories.

- Acknowledging someone's email

- Including separate files in the email

- Polite ending

8 Work with a partner. Each person writes an email requesting something from another company. Use some of the phrases in 7.

Then swap your emails and write a reply to your partner. Continue doing this until you feel the email exchange is at a natural end.

## 1G &gt; EMAIL - FOLLOWING UP



- 1 Look at these notes from a meeting and answer the questions.

- 1 What are the notes about?
- 2 What points need no further action?
- 3 What still needs to be done for the other points?
- 4 Which of the points will Elaine be taking on herself?

**Conference planning meeting 20/03**

**Update from Elaine:**

- 1 **Venue:** booked – Sheldon conference centre.
- 2 **Accommodation for delegates:** Still trying to negotiate deals with local hotels.
- 3 **Speakers:** All but two have confirmed. Need to chase up these two.
- 4 **Catering:** Have received quotes from three suppliers. Action point: circulate quotes to team.
- 5 **Sponsorship:** no action yet taken, volunteer needed to take this on.
- 6 **Publicity:** Freelancer to create flyers. Need to check availability.

- 2 Read these email extracts from Elaine. Which points from the meeting do they address?

1

Dear Mr Carson

Further to our conversation last week, I wonder if I could press you on a decision as to whether you will speak at our conference in June.

2

Dear all

Following on from our meeting yesterday, here are the three quotes I talked about. Please take a look and let me know what you think. Please note that I am still expecting two more quotes as well.

3

Hi Tania

As you know, in the conference planning meeting yesterday it was agreed that I would need to get some help with one of the tasks. I was told you had a bit of spare time at the moment. Is that the case?

I'm copying in Amanda so she is aware I'm asking you for your time.

- 3 All of the emails above are following up on a previous discussion or meeting. Find phrases in the emails that mean the following:

- 1 As we discussed in ...

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- 2 This is extra / new information:

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- 3 I'm letting [someone else] read this email ...

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- 4 We decided that ...

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- 4 A 1.10 Elaine has found a freelancer to make the flyers for the conference. Listen to a phone conversation they have and answer the questions.

- 1 When does Harriet have to finish the flyer?
- 2 What is Elaine going to do next?
- 3 What do they agree on at the end of the conversation?

- 5 Write two follow-up emails from Elaine.

- 1 Write to the Sheldon Hotel to confirm the conference booking.
- 2 Write to Harriet, the flyer designer, confirming her job and attaching the job details. You also want your boss, Fiona Porter, to know about this.

- 6 When you have written your two emails, compare them with a partner's. Did you both include the same things in your emails? Do you have any advice on how to improve them?

## 1H &gt; EMAIL - LEVELS OF FORMALITY

1 Look at the pieces of advice about writing emails. Which ones do you agree with? Discuss your answers with a partner.

**Emails follow most of the rules of business letter writing.**

Always use an appropriate ending.

**Always use an appropriate greeting at the start.**

Use complete words – don't use contractions or abbreviations.

**Use complete sentences.**

2 Decide which of the following are formal [F], informal [I] or can be found in both situations [B].

Yours faithfully \_\_\_\_\_

Dear Mr Dunne \_\_\_\_\_

Best wishes \_\_\_\_\_

Yours sincerely \_\_\_\_\_

All the best \_\_\_\_\_

Thank you for your enquiry. \_\_\_\_\_

Please contact us if you have any further enquiries. \_\_\_\_\_

How are you? \_\_\_\_\_

Take care. \_\_\_\_\_

We look forward to hearing from you. \_\_\_\_\_

It's me again! \_\_\_\_\_

Dear Sir or Madam \_\_\_\_\_

Looking forward to the meeting. \_\_\_\_\_

Hi Sam \_\_\_\_\_

See you soon! \_\_\_\_\_

Regards \_\_\_\_\_

3 Read these emails and answer the questions.

1 In email a, what does Bruno ask Colette to do?

2 In email b, what information does Colette add?

3 In email c, what information does the hotel request?

4 In email d, what does Colette offer to do?

5 Which emails are more informal and why?

6 What do the abbreviations btw, FYI, and asap mean?

a

Colette

Thanks for booking the meeting with the Du Pont clients. Could you book me a room at the Park Inn Hotel, Geneva for the three nights? The usual – non-smoking, quiet double room!

Thanks

Bruno

btw: Do you know if Claire is going too?

b

Dear Sir or Madam @

I am writing to enquire if you have a double room, single occupancy, available for three nights, 27th, 28th and 29th March, for Mr Bruno Levy. He requires a non-smoking, quiet room.

I look forward to hearing from you.

Yours faithfully

Colette Montand  
Personal Assistant

c

Dear Colette Montand @

We have a double room for the nights you require. It is a quiet room at the back of the hotel and is on a non-smoking corridor. The price is 300 Swiss francs per night, including breakfast.

The hotel has security-controlled parking for an extra 25 Swiss francs per day.

We will hold the booking for 48 hours but we require your credit card number to confirm it.

Please could you also inform us if Mr Levy requires parking.

Yours sincerely

Carlo Graf

d

Bruno @

FYI - I've booked the hotel.

Do you want me to book you a parking space at the hotel too? I need to get back to them asap on this.

Colette

4 You are Colette. Write the following emails.

- 1 Write to the hotel: confirm the booking and give credit card details (VISA 6783 2612 4382 9032, expiry date: 06/15). Bruno doesn't need a parking space.
- 2 Write to Bruno asking him when he wants to travel to Geneva.
- 3 Write to the hotel: book another room for Sophie Meyer.
- 4 Write to Bruno asking him if you should book a train ticket for Sophie.

## 2A INTRODUCTIONS AND GREETINGS

1 Work with a partner and discuss these questions.

- 1 How many different ways of greeting people are there in your country? What do people do in other countries?
- 2 What do you find easy or difficult about introducing yourself to other people in English?



2 **2.1** Gianluca Donatelli is at a conference. Listen to him introducing himself to Jana Frkova. Make notes about:

- 1 Jana's nationality
- 2 her job
- 3 why she's at the conference.

3 **2.2** Complete what Gianluca says. Then listen and check your answers.

- 1 Excuse me. \_\_\_\_\_ this seat free?
- 2 Thanks very much. Can I \_\_\_\_\_ myself? I'm Gianluca Donatelli.
- 3 Nice to meet you \_\_\_\_\_, Jana. Where are you \_\_\_\_\_?
- 4 And \_\_\_\_\_ do you work for?
- 5 Oh really? And what do you \_\_\_\_\_?
- 6 So \_\_\_\_\_ are you at this conference?
- 7 That's interesting. A friend of mine works for an Italian service provider. Can I introduce \_\_\_\_\_ to \_\_\_\_\_?
- 8 Roberto. Can you come here for a minute? This is ... Sorry, what's your name \_\_\_\_\_?
- 9 Roberto. \_\_\_\_\_ is Jana. She's writing an article on Internet service providers.

4 **2.2** Listen to two extracts from a different version of the conversation.

- 1 What do we learn about Gianluca this time?
- 2 Underline the stressed words in Jana's questions.
  - a What about you? What do you do?
  - b What about you? What are you here for?

5 Rachel Steadman meets Gideon Lack at an international car show. Complete the conversation below with sentences a-i.

- a Nice to meet you too,
- b Can I introduce you to her?
- c And what do you do?
- d what's your name again?
- e What about you?
- f This is Rachel.
- g Can I introduce myself?
- h Nice to meet you.
- i What does the company do?

Rachel Excuse me. Can I sit here?

Gideon Yes, of course.

Rachel Thanks very much. <sup>1</sup> I'm Rachel Steadman.

Gideon <sup>2</sup> I'm Gideon Lack.

Rachel <sup>3</sup> Gideon. Where are you from?

Gideon I'm from Switzerland originally. But I live in Germany now. <sup>4</sup> Where are you based?

Rachel In Toronto.

Gideon And who do you work for?

Rachel Bos. Perhaps you don't know it.

Gideon No, I don't. <sup>5</sup>

Rachel It's an advertising agency. I'm here with Honda. It's one of our clients. <sup>6</sup>

Gideon I'm a teacher of Greek literature.

Rachel Oh really? What brings you to this car show?

Gideon I'm here with my wife. She works for BMW. Ah, there she is now. <sup>7</sup>

Rachel Yes, of course. That would be nice.

Gideon Sorry, <sup>8</sup>

Rachel Rachel. Rachel Steadman.

Gideon Ursula. <sup>9</sup> She works for an advertising agency in Canada.

6 Work with a partner. Imagine you are at a social event at a conference. Complete details about yourself on this role card.

Name: \_\_\_\_\_

Job: \_\_\_\_\_

Company: \_\_\_\_\_

Reason for being here: \_\_\_\_\_

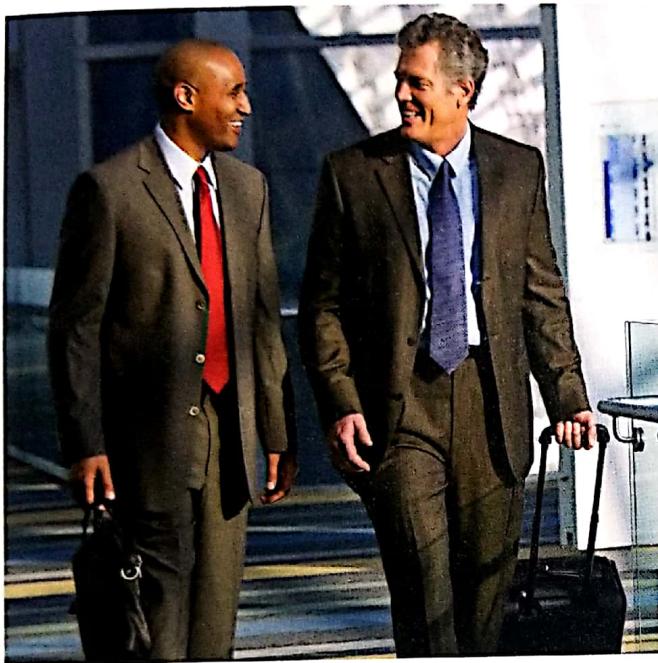
Introduce yourself to your partner using the phrases you have just learned. Then introduce your partner to someone else in the group.

## 2B &gt; MAKING SMALL TALK

- 1 Work with a partner. Look at the topics below. Which ones is it normal to talk about in your country when you meet someone from abroad for the first time?

work      the journey      money      the visitor's country  
family      politics      interests      holidays

- 2 A 2.3 Listen to Dan Ford meeting Jozef Dropinski at the airport. Which topics from 1 do they talk about?



- 3 A 2.3 Complete the questions from the conversation in 2 with *do*, *did*, or *are*. Then listen and check your answers.

- 1 \_\_\_\_\_ you have a good flight?
- 2 \_\_\_\_\_ you often travel abroad on business?
- 3 \_\_\_\_\_ you see the Alhambra?
- 4 What \_\_\_\_\_ you think of it?
- 5 \_\_\_\_\_ you interested in architecture?
- 6 When \_\_\_\_\_ you usually take your holiday?

- 4 Complete the table with the questions in 3.

| Asking about a journey  | Asking about experiences          |
|-------------------------|-----------------------------------|
| How was your journey?   | Is this your first time in Tokyo? |
| Was the flight delayed? | Have you been here before?        |
| Asking about habits     | Asking about opinions / interests |
| Do you ever go skiing?  | What kind of music do you like?   |

- 5 Work with a partner. Using some of the phrases in the table in 4, make three questions to ask your partner. Then take turns asking and answering them.

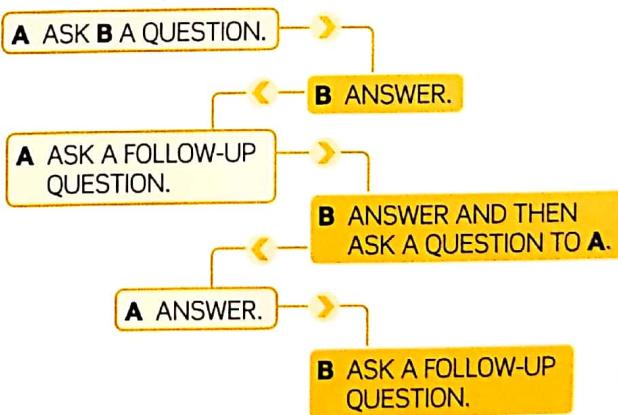
- 6 V 1 In this video, Maria has just started a new job. Watch the video and answer the questions.

- 1 What is Maria waiting for?
- 2 What do Maria and Monica talk about?
- 3 What are their jobs?
- 4 What do they have in common?

- 7 V 1 Maria and Monica keep their conversation going by asking each other questions and showing interest. Watch again and make a note of the questions they ask.

|        |  |
|--------|--|
| Maria  |  |
| Monica |  |

- 8 Think of three more questions you could ask a new colleague to find out more about them or the company. Work with a partner and have a short conversation. Start off by using your questions, then keep the conversation going with some follow-up questions. Use the flow chart below to help you if necessary.



- 9 When you have finished your conversation, tell the rest of the class what you found out about your partner.

## 2C &gt; INVITATIONS AND OFFERS

- 1 **A>2.4** Listen to four conversations and match each one with a place a-d.

- a Outside a hotel \_\_\_\_\_
- b In a manager's office \_\_\_\_\_
- c In a company reception \_\_\_\_\_
- d By a hot drinks machine \_\_\_\_\_



- 2 **A>2.4** Complete invitations and offers 1-4 and responses a-d from the conversations. Then match each invitation or offer to a response. Listen again and check your answers.

- 1 \_\_\_\_\_ join us?
  - 2 \_\_\_\_\_ get you a glass of water?
  - 3 \_\_\_\_\_ a coffee?
  - 4 \_\_\_\_\_ book a ticket for you?
- a Yes, please. That's very \_\_\_\_\_ of you.  
 b No, thanks. I'd \_\_\_\_\_ have tea.  
 c Yes, please. That would be \_\_\_\_\_.  
 d Thanks for the \_\_\_\_\_, but ...

- 3 Put the phrases in 2 into these categories.

Inviting  
Offering  
Accepting  
Declining

- 4 Are these ways of offering something formal, informal, or neutral?

- 1 Would you like a drink?
- 2 Do you want a drink?
- 3 Do you fancy a drink?
- 4 Can I get you a drink?

- 5 **A>2.5** Complete these responses to the offers in 4 with words from the list. Then listen to six conversations and check your answers.

would sounds fine time love please

- 1 No thanks, I'm \_\_\_\_\_.
- 2 I'd \_\_\_\_\_ one.
- 3 Yes, \_\_\_\_\_.
- 4 A drink \_\_\_\_\_ good.
- 5 That \_\_\_\_\_ be great, thanks.
- 6 I'm afraid I don't have \_\_\_\_\_.

- 6 Work with a partner. Look at these situations and take turns to make and respond to invitations and offers, using the phrases above.

- 1 Your visitor is looking tired.
- 2 Your visitor doesn't have enough copies of a document she needs for her talk.
- 3 It's the opening night of *Madame Butterfly*. Your visitor loves opera.
- 4 The meeting is over and your visitor's hotel is on the other side of town.
- 5 It's lunchtime and your visitor hasn't eaten since breakfast at 8.00.
- 6 Your visitor wants to set up a PowerPoint presentation, but they need help.

- 7 Work with a partner and role-play the situations below.

**Student A**

**Role-play 1:** Student B is a potential client who has spent the day visiting your company. Your colleagues have booked a table at a restaurant for dinner. Invite him / her and say when and where the table is booked. Offer to pick him / her up from the hotel.

**Role-play 2:** You are a colleague of Student B's in a different branch. You are spending the day in meetings at Student B's branch. You have a very busy day, but are free in the evening.

**Student B**

**Role-play 1:** You are a potential client of Student A's. You have spent the day at his / her company.

**Role-play 2:** Student A is a colleague at a different branch and is spending the day in meetings at your branch. You see Student A in the morning. Invite him / her to lunch. Offer to help with any work Student A has to do. Try to find a time when you can meet for a meal or a drink.

## 2D WELCOMING A VISITOR

- 1 When someone comes to visit your place of work, what do you show them? Are there any areas which are 'off-limits' (private or secret)?
- 2 **A>2.6** Jacinta Ross works for JJP Electronics. She meets Marvin Bernstein at reception. He is visiting the company for the day. Listen to their conversation and complete the agenda for Marvin's visit.

**Agenda for Marvin Bernstein's visit to JJP Electronics**  
Monday, 2 October

|            |
|------------|
| Morning:   |
| Lunchtime: |
| Afternoon: |

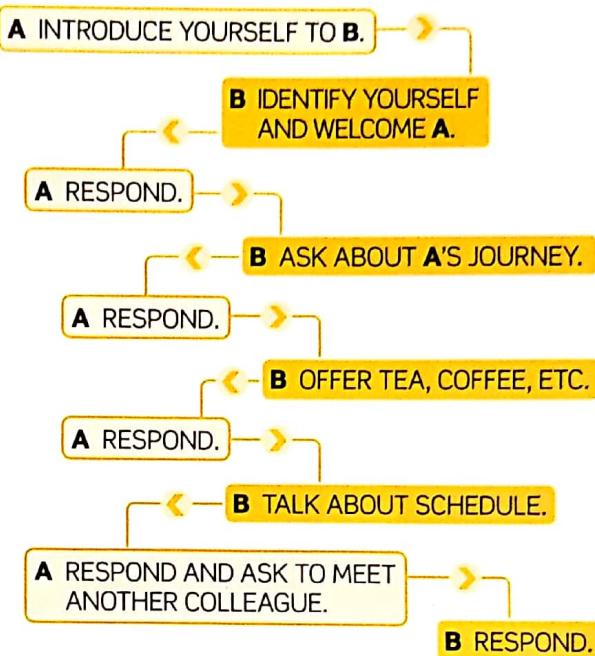
- 3 **A>2.6** Listen again and complete these phrases that Jacinta uses.

- 1 \_\_\_\_\_ our new facility.
- 2 It's nice to \_\_\_\_\_ in person.
- 3 So, how was \_\_\_\_\_?
- 4 And did you have \_\_\_\_\_ finding us?
- 5 Here, \_\_\_\_\_ your coat.
- 6 Can I \_\_\_\_\_ a coffee?
- 7 OK. Come this way and I'll \_\_\_\_\_ today's programme.
- 8 So, first of all, I \_\_\_\_\_ join a tour of the facility this morning.
- 9 Then, \_\_\_\_\_ at lunchtime.
- 10 He's introducing the tour this morning, but \_\_\_\_\_ to meet up with him over lunch.
- 11 You'll need this ID card to get around the site. \_\_\_\_\_ you keep it on you at all times.
- 12 Yes, \_\_\_\_\_ that. I'll clear it with Facilities.

- 4 Work with a partner. Match these responses to phrases 1–8 in 3.

- a Likewise. \_\_\_\_\_
- b Thank you. \_\_\_\_\_
- c OK. \_\_\_\_\_
- d That sounds interesting. \_\_\_\_\_
- e Yes, please. Black, no sugar. \_\_\_\_\_
- f I'll hang on to it, thanks. \_\_\_\_\_
- g Not really, it was easy. \_\_\_\_\_
- h It was fine, thanks. \_\_\_\_\_

- 5 Work with a partner. Have a conversation with a visitor to your place of work using this flow chart. Student A is the visitor and Student B is the host. When you have finished, change roles.



- 6 Work with a partner. Imagine you are welcoming a new person to the class today.

Have a short conversation about their journey to the classroom and go through the schedule for the lesson.



## 2E &gt; UNDERSTANDING A WELCOME SPEECH

1 Work with a partner and discuss the following questions.

- 1 Have you ever made a welcome speech at a conference or a party? If so, were you happy with it?
- 2 Have you been to a conference or a party where you heard a welcome speech? Was it good? Why? / Why not?



2 Read this welcome speech. What is the reason for the event?

- 1 Ladies and gentlemen, welcome to the official opening of our new headquarters. It's lovely to see so many of our colleagues from around the world here tonight.
- 2 As you know, our company started twelve years ago in a small rented office in Berlin. Since then, we have opened offices around the world and now employ over 500 people. The opening of this office is the next step in our expansion.
- 3 Before we begin the celebrations, I'd like to thank the organizers of this event, Janet Merrion and Howard Duncan, for doing such an excellent job. I'm sure you'll all agree that the dinner menu looks delicious and the entertainment programme is fantastic.
- 4 We're also honoured to have leading sports personality Friedrich Neff from the Hertha Berlin football team with us this evening.
- 5 While you're here, please feel free to look around the building and if you have any questions, please speak to any member of staff. Now, before I hand you over to Friedrich Neff to cut the ribbon and open the champagne, I'd like to thank you all once again for being here and I hope you enjoy the evening.

3 Work with a partner. Look at the welcome speech again and match sections 1–5 to functions a–e.

- a Talk about the reason for the event \_\_\_\_\_
- b Thank people who have helped to organize the event \_\_\_\_\_
- c Wish everyone a good day / good evening: \_\_\_\_\_
- d Give a special welcome to important guests: \_\_\_\_\_
- e Greet everyone: \_\_\_\_\_

4 Match 1–6 to a–f to make complete sentences.

- 1 It's lovely ... \_\_\_\_\_
  - 2 We're honoured ... \_\_\_\_\_
  - 3 I'm sure you'll all agree that ... \_\_\_\_\_
  - 4 I'd like to thank my wonderful PA, Janice Holder, ... \_\_\_\_\_
  - 5 Before I hand you over to Sir David, ... \_\_\_\_\_
  - 6 I hope ... \_\_\_\_\_
- a the event programme looks fantastic.
  - b you enjoy the party.
  - c for organizing the fantastic buffet.
  - d to see so many of you here tonight.
  - e I'd like to thank you all once again for coming.
  - f to have Sir David Morrow with us this evening.

5 **A 2.7** Listen to a different welcome speech and answer the questions.

- 1 Who is Dilip Patel?
- 2 How is the day organized?
- 3 What piece of advice does Dilip give the visitors?

6 Which elements from 3 are included in this speech? What other elements are in this speech?

7 **A 2.7** Listen again and find formal equivalents to these phrases.

- 1 Welcome to ...
- 2 You'll get a chance to ...
- 3 Remember ...
- 4 Make sure you ...

8 Work in groups of two or three. Write a welcome speech for an event of your own choice.

9 Take turns to give your welcome speech to the class. As you listen to the other welcome speeches, make a note of what the event is for and any special instructions the speakers give. Check whether everyone used all the functions in 3.

## 2F ASKING FOR AND OFFERING HELP

- 1 Imagine you have just started a new job. What things might you need help with at first? Make a list with a partner.
- 2 Read these emails from a new member of staff, asking for help. Underline the phrases she uses to introduce the request for help. Which phrases are formal and which are informal?

Hi Patrick

Thanks for your help this morning with setting up my desk. However, my phone still isn't working. Can you spare a moment to come and see if you can fix it?

Thanks

Carla

Dear Ms Foster

I wonder if you could help me with something. I have just started today and I need to access the customer database. Could I ask you to help me with the initial set-up at some point this week?

Many thanks

Carla Dubrowka

Hello Frieda

I'm your new colleague in the department. I hope we can meet soon for a coffee. In the meantime, can I ask a favour? I could do with some help with order processing. Is there a handbook for this, or could you show me how to do it?

Thanks in advance

Carla

- 3 **A>2.8** Fran and John work for a travel guide publisher. They have a stand at a trade fair in London. Read the sentences below, and then listen to four short conversations. Correct the information in the sentences. One of the sentences is already correct.

- 1 Fran cannot find the books on Australia.
- 2 Fran thinks there is space in the car for everything.
- 3 Fran has made a mistake with her T-shirt.
- 4 Fran does not want to go to the pub.



- 4 **A>2.8** Put the words from the conversations in the correct order. Then listen again and check your answers.

- 1 want / help / you / do / some?
- 2 them / just / I'll / get.
- 3 help / me / let.
- 4 me / to / it / leave.
- 5 OK / doing / you / are?
- 6 want / hand / you / do / a?
- 7 can / how / help / I?
- 8 get / for / one / shall / you / I?

- 5 Put the sentences above into the correct category.

- A Asking if someone needs help: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 B Offering to do something: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_  
 C Stating you want to help: \_\_\_\_\_, \_\_\_\_\_

- 6 The table below shows a list of possible responses to asking for or offering help. Label the phrases A (response to someone asking for help) or O (response to an offer of help).

| Positive responses              | Negative responses                      |
|---------------------------------|---|
| Yes please, that would be good. | I'm afraid I'm a bit busy.              |
| Yes, no problem.                | No I'm fine, thanks.                    |
| Yes, thanks.                    | I'll be OK, thanks.                     |
| That's kind of you, thanks.     | I can't really help with that.          |
| Yes, of course.                 | Sorry.                                  |
| Yes, what can I do?             | I can manage.                           |
|                                 | Sorry, I don't know the answer to that. |

- 7 Look back at the list you made in 1. Role-play some of the situations with a partner. Use the expressions for offering and asking for help on this page.

## 2G TELLING AN ANECDOTE

1 Do you prefer to tell an interesting story or listen to one? Why?

2 Look at these pictures. In which situations might you want to be able to tell a story or describe an event? Explain your choices.



3 **A 2.9** Mark, Gina, and Simon are talking during a coffee break at their office in New York. Simon has just started telling them a story about a time that he was travelling. Listen and answer the questions.

- 1 Why was Simon in London?
  - 2 What was the problem at Heathrow Airport?
  - 3 What did the airline staff ask the passengers?
  - 4 What did Simon say?
- 4 **A 2.10** What do you think happened to Simon after this? Discuss your ideas in small groups. Then listen to the next part of his story and check if you were right.

5 **A 2.9** Listen again to the earlier part of the conversation. Correct the sentences with the right verb forms for telling a story.

- 1 I was in London a few years ago on a business trip, and I flew back home ...
- 2 I could see these two ground staff ... they came down the line.
- 3 Well, I can see that there were families on vacation ...
- 4 ... and they probably have had a tighter schedule than me.
- 5 And I went home, so a day earlier, a day later, what the heck.
- 6 No, I was saying: 'It would be very inconvenient for me ...'

6 Read this extract from a presentation given by a visitor to another company. Complete it with the correct form of the verb.

Several years ago, I<sup>1</sup> \_\_\_\_\_ (visit) your company for the first time. At the time I<sup>2</sup> \_\_\_\_\_ (work) in France, so I<sup>3</sup> \_\_\_\_\_ (come) by train. As you know, back then, you<sup>4</sup> \_\_\_\_\_ (build) this magnificent building that we are in today, and I<sup>5</sup> \_\_\_\_\_ (can) see the building work as the train ran alongside this site. It's really wonderful to see it finally ...

7 Work with a partner. Think of your journey into work or school this morning. Tell your partner about it using the correct forms of the past tense.

8 **A 2.10** Simon uses some phrases to help keep his audience's attention. Put the words in the right order. Then listen again to the final part of the conversation and check your answers.

1 guess / and / what

---

2 so / told / them / I

---

3 finished / not / on / I'm / yet / hang

---

4 do / think / what / you?

---

9 Work in small groups. Spend a few minutes thinking about a time you were travelling when something interesting happened. Make notes about these points:

- Where were you travelling to / from?
- Why were you travelling?
- What was the interesting incident?
- How did you feel?
- Who did you talk to?
- How was it resolved?
- How did you feel afterwards?

10 Take turns to tell your anecdote to your group. Try to keep your audience's attention by using some of the phrases in 8.

## 2H > PRESENTING YOURSELF

# 2 PRESENTING YOURSELF



1 **A 2.11** Listen to two people, Thorsten Richter and Amy Chang, giving a presentation about themselves at the beginning of their talk at a company conference. Who gives the most information about themselves?

2 **A 2.11** Listen again. Which speaker says the following?

- 1 Last year I was promoted to this position.
- 2 I studied economics and business.
- 3 Recently I have worked on several successful cases.
- 4 In my previous role I ran the Creative Department in Bonn.
- 5 Up to now I've managed to find solutions for all the companies I have worked with.
- 6 Over the last year I've met with all the country managers.
- 7 In my current role as consultant to your company, I'm looking to improve your sales figures.
- 8 At the moment we're working together with a consultant.
- 9 Over the next year I'll spend two weeks in each department.
- 10 In the future we may have to target a different market.

3 Complete the table with the time phrases in 2.

Talking about the past

*Last year*

Talking about recent experiences

Talking about the present

Talking about the future

4 Read this presentation by a guest trainer at a company. Complete it with phrases from the list.

at the moment    In the future    In my previous role  
Last year    Up to now    Over the next week

Right then, before I start, I'll tell you a bit about myself and my organization. My name's Amjad Kazalbash and I run the Star School of Management.

- 1 \_\_\_\_\_ I was a manager in a successful electronics company. Later I decided to open a school to train future managers.
- 2 \_\_\_\_\_ my colleagues and I have given courses in nearly a hundred different companies, and all of our clients have gone away satisfied.
- 3 \_\_\_\_\_ I took on five new trainers which means there are twenty highly-qualified professionals working at my school
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_ we hope to develop even more training courses. But, for now, I hope you'll find the sessions useful.
- 6 \_\_\_\_\_ I will be supervising the course and answering any questions you may have about the material. So now, let me introduce you to your trainer ...

5 Work with a partner. Arjan Holtmann, a management consultant, is going to give a talk at your company. You have been asked to introduce him to the group. Prepare a short presentation about him using this information.

### Arjan Holtmann

Management Consultant

Professional background

Managing Director, Karpinsky Ltd, 1999–2012

Recent experience

Advising small companies on how to expand

Present role

Head of AH Consulting

Plans for the future

To expand AH Consulting into other markets  
– Belgium, Germany, Austria.

6 Practise giving your introduction about Arjan using phrases from 3 and 4.

7 Now prepare and give a presentation about yourself to the class. Include:

- your education
- your recent experiences
- your work experience
- your present situation

## 3A A COMPANY PROFILE

- Work with a partner. Make a list of all the things you would expect to find out about a company if you were reading or listening to a company profile.
- Are you able to give correct information on the items in your list about your school or company?
- Watch the interview with a company director.** Number the topics in the order he talks about them (1–6).
  - Glasbau Hahn's competitors \_\_\_\_\_
  - The history of the company \_\_\_\_\_
  - Glasbau Hahn's products \_\_\_\_\_
  - Where Glasbau Hahn is based \_\_\_\_\_
  - Key markets \_\_\_\_\_
  - Company employees \_\_\_\_\_



- Are there any areas from your list in 1 that Till doesn't mention?
- Make more detailed notes about each of the areas in 3. Then compare them with a partner. Watch the video again and check your notes.**
- Write down what these numbers refer to in the video. Read the transcript on page 73 to check your answers.
  - 1836 \_\_\_\_\_
  - 3 \_\_\_\_\_
  - 6 \_\_\_\_\_
  - 120 \_\_\_\_\_
  - 15 \_\_\_\_\_
  - 1970 \_\_\_\_\_

- Read this company profile. Are these sentences true (T) or false (F)?
  - The company has always been in the food business. \_\_\_\_\_
  - It has a limited range of products. \_\_\_\_\_
  - It tries to get products from all over the world. \_\_\_\_\_
  - All of its business is in Europe. \_\_\_\_\_
  - It has been sold several times since it began. \_\_\_\_\_

J. Canning Ltd is a family company. It was founded in 1894 by Joseph Canning, who began by selling bread and baked goods from a street stall.

It now sells a huge range of food goods to restaurants, shops, and hotels. Its unique selling proposition is that it sources food locally and, therefore, has a lower impact on the environment than its competitors.

It employs over 2,500 people and has 3 offices in the UK, including its head office in Birmingham.

85% of its business is in the UK, while 15% is in northern European markets, such as Denmark and the Netherlands.

The company has expanded since it started, but it is still run by the Canning family – Joseph's great-grandson, Patrick, is the current CEO.

- Find words in the text in 7 to match these definitions.

1 country or countries where products are sold \_\_\_\_\_

2 something that makes it different \_\_\_\_\_

3 started \_\_\_\_\_

4 finds \_\_\_\_\_

5 effect \_\_\_\_\_

6 got bigger \_\_\_\_\_

7 managed \_\_\_\_\_

8 head of a company \_\_\_\_\_

- Work with a partner. Think of reasons why it might be useful or important to know about a company before you start doing business with them. What could go wrong if you don't know anything about them?

- Now, with the same partner, try to agree on the three most important factors when buying a product. For example: quality, cost, time taken to manufacture / import the product, company reputation. Think of your own examples too.

- Next, compare your ideas with another pair. Discuss your answers as a group and try to agree on the three most important factors. Give reasons for your choices.

## 3B TALKING ABOUT YOUR COMPANY

1 Work with a partner. Think of a company in your region or country. How much do you know about it? Make a list of facts about the company.

2 Read these descriptions of some companies. Complete their names.

1 This company **provides** many different Internet services including news, online shopping, and email. Most of its **sales** come from advertising on its website. Its head office is in Sunnyvale, California. Y \_\_\_\_\_

2 This company **produces** tyres for cars and other vehicles. It is **based** in France, but it has more than 125,000 **employees** all over the world. It is also well known for its red and green travel guides. M \_\_\_\_\_

3 This northern European company operates in the retail market. It **specializes** in low-price products, including furniture, bathrooms, and kitchens. I \_\_\_\_\_

4 It's a **subsidiary** of the European Aeronautic Defence and Space Company (EADS). The company makes planes for the commercial aircraft market, where its main **competitor** is Boeing. A \_\_\_\_\_

5 This company makes many different electrical and electronic products, such as TVs, computers, and mobile phones. It is South Korea's largest company and exporter. S \_\_\_\_\_

3 Complete these sentences with a form of the words in bold in 2.

1 Some companies make or \_\_\_\_\_ goods.

2 Other companies \_\_\_\_\_ or offer services.

3 If you \_\_\_\_\_ in a particular product or service, it's your main activity.

4 If you work for a company, you are an \_\_\_\_\_.

5 If your head office is in a particular city, your company is \_\_\_\_\_ there.

6 If you work in a \_\_\_\_\_, your company is part of a bigger group.

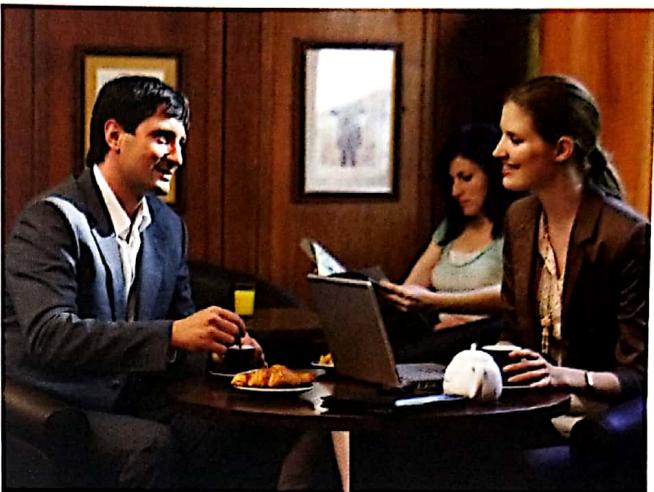
7 If you sell a lot of products, your \_\_\_\_\_ are very good.

8 If another company operates in the same market as you, it is your \_\_\_\_\_.

4 Work with a partner. Make sentences using the words in the table.

|            |                        |
|------------|------------------------|
| Gazprom    | produces / makes ...   |
| Pirelli    | specializes in ...     |
| AOL        | operates in ...        |
| Mitsubishi | provides / offers ...  |
| Volkswagen | sells ...              |
| UNICEF     | 's competitors are ... |

5 **A ▶ 3.1** An employee is talking about her company. Listen and complete the information in the table.



|                        |  |
|------------------------|--|
| Name of company        | Besam  |
| Products               | <sup>1</sup> A _____ <sup>2</sup> d _____ mechanisms: locks and <sup>3</sup> s _____ systems |
| Group                  | Assa Abloy   |
| Nationality            | <sup>4</sup> S _____   |
| Number of employees    | <sup>5</sup> _____ ,000  |
| Sales                  | € <sup>6</sup> _____ billion   |
| Number of subsidiaries | <sup>7</sup> _____ in 40 countries   |
| Other information      | Main <sup>8</sup> c _____ are the Eastern Company, Ingersoll Rand, and Master Lock           |

6 Work with a partner. Talk about Besam, using some or all of these phrases and the information in 5.

It's a(n) ... company

It's a subsidiary of ...

Its head office is ...

It makes / produces ...

It provides / offers ...

It has ... employees

It operates in ...

It is based in ...

It specializes in ...

Its main competitors are ...

It has sales of ...

7 Work with a partner. Take turns describing a well-known company using the phrases in 6. Don't tell your partner which company you are describing. Your partner must guess.

## 3C COMPANY STRUCTURE



- 1 Look at this list of common company departments. Discuss with a partner what each one does. Are there any other departments you would add to the list?

Sales      Marketing      Purchasing      Finance  
 Research and Development      Training      IT  
 Production      Logistics      Quality Control  
 Human Resources      Customer Services  
 Technical Support

- 2 Which department usually:

- 1 sells the products?
- 2 does the advertising and communication?
- 3 creates new products?
- 4 answers technical questions from customers?
- 5 answers all other questions from customers?

- 3 Complete the sentences about other departments with words from the list.

finds      buys      checks      arranges  
 maintains      deals      organizes

- 1 The Logistics Department \_\_\_\_\_ the transport of products.
- 2 The Training Department \_\_\_\_\_ courses.
- 3 The Purchasing Department \_\_\_\_\_ from suppliers.
- 4 The Human Resources Department \_\_\_\_\_ new staff.
- 5 The IT Department \_\_\_\_\_ the computer system.
- 6 The Finance Department \_\_\_\_\_ with all the money.
- 7 The Quality Control Department \_\_\_\_\_ that the products have no defects.

- 4 Work with a partner. Take turns to make sentences about different people who work in a company and to guess which department they work in.

**Example:**

- A She deals with all the money.  
 B She works in the Finance Department.

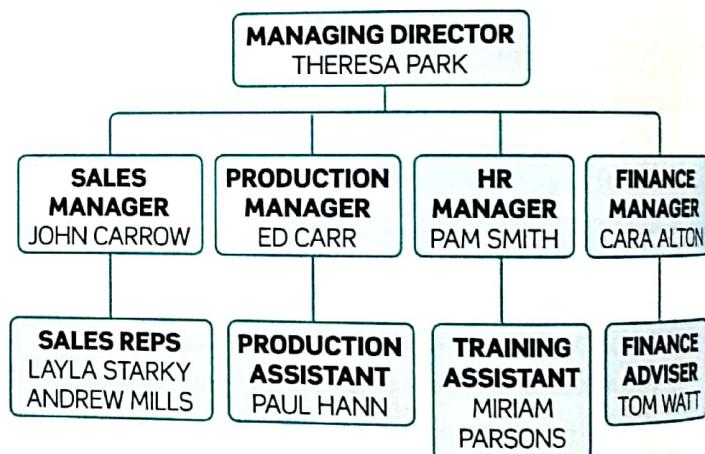
- 5 [A>3.2] Three people are receiving visitors from other departments in their company. Listen to the three conversations and complete the table.

| Person | Which department does he /she work in? | Which department does his / her visitor work in? |
|--------|--|--|
| 1      |  |  |
| 2      |  |  |
| 3      |  |  |

- 6 [A>3.2] Listen again and complete these sentences.

- 1 I have a meeting today with Anna Neves, who's \_\_\_\_\_ our software.
- 2 Our company is \_\_\_\_\_ three business units.
- 3 He's the person in \_\_\_\_\_ buying for the whole group.
- 4 I \_\_\_\_\_ a lot of training organizations.
- 5 I \_\_\_\_\_ the HR Director.

- 7 Look at this company organization chart and complete the sentences with a suitable word or words.



- 1 Ed \_\_\_\_\_ the MD.
- 2 Cara \_\_\_\_\_ for looking after the books.
- 3 Miriam \_\_\_\_\_ training courses.
- 4 Tom \_\_\_\_\_ the accounts.
- 5 Theresa \_\_\_\_\_ of the entire company.

- 8 Work with a partner. Add more departments and roles to the organization chart above, or create your own. Then take turns describing the roles and responsibilities of each person / department.

# 3D TALKING ABOUT YOUR JOB

# 3 PRESENTING

1 What do you think these people do in their work?

- 1 a retail buyer
- 2 a public relations officer
- 3 an occupational psychologist

2 Read the texts quickly and compare your answers to 1.

## 1 Sara – Retail Buyer



I work for a supermarket chain. My job **involves** buying prepared salads and vegetables from local and national **suppliers**. I also **take part in** different logistics projects. For example, at the moment we're working with an external **consultant**. He's looking at ways to get our salads and vegetables to the supermarket shelves more quickly.

## 2 Benjamin – Public Relations Officer



I work for the police, but I'm not a police officer. A lot of my work **consists of** answering questions from journalists when the police are in the news. I'm also **involved in** a new project to attract new people to the police force. For this, I'm working with senior police officers and with outside **employment agencies**.

## 3 Heidi – Occupational Psychologist



I'm self-employed. Basically, I **deal with** problems of relations between **staff**. At the moment, for example, I'm doing a study on virtual teamwork for one of my industrial **customers**. They work with many **subcontractors** all over the world, and their managers want to communicate better with their **colleagues** abroad. I work a lot with **training organizations** which provide the courses my customers need.

3 Read the texts again and answer these questions. Which person or people:

- 1 work(s) on problems of communication? \_\_\_\_\_
- 2 work(s) with people outside the company? \_\_\_\_\_
- 3 work(s) with products? \_\_\_\_\_
- 4 work(s) with companies, but not for a company?  
\_\_\_\_\_

4 Work with a partner. Match the words in *italics* in the texts to definitions a-h.

- a companies which sell their products to you
- b organizations which find new employees for you
- c companies which do work for you which you can't do yourself
- d people who work in the same company as you
- e organizations which offer courses to company employees
- f a person from outside a company who gives expert advice
- g companies which buy your products
- h all the people who work for a company

5 **A>3.3** Sang Chun is talking about his job in a software company. Listen and tick (✓) the people that he works with and the jobs that he does.

| People      | Jobs                    |
|-------------|-------------------------|
| Customers   | Answering calls         |
| Suppliers   | Visiting                |
| Sales reps  | Developing new programs |
| Programmers | Discussing old programs |

6 **A>3.3** Complete this description of Sang Chun's job with a form of the phrases in **bold** from the texts in 2. Listen again and check your answers.

### MAIN JOB

This <sup>1</sup> \_\_\_\_\_ answering calls from customers who are having problems with their software. It also <sup>2</sup> \_\_\_\_\_ working with sales reps from time to time.

### OTHER TASKS

He isn't <sup>3</sup> \_\_\_\_\_ developing new programs. But when programmers are preparing new versions of old products, he <sup>4</sup> \_\_\_\_\_ in the discussions.

### TYPICAL PROBLEMS

He <sup>5</sup> \_\_\_\_\_ installation issues, password problems, bugs, etc.

7 Work with a partner. Tell your partner about your job. If you do not have a job, think of a job you have had or would like to have. What is similar to your partner's job and what is different?

- Main job
- Typical problems
- Other tasks (projects, etc.)
- People you work with inside and outside the company

## 3E TALKING ABOUT PRODUCTS

1 What new products can you buy at the moment? Think about the following areas.

- electronic gadgets
- food and drink
- health and beauty

2 Write the names of your favourite brands for the products or services below. Then discuss the reasons you prefer them.

- shoes \_\_\_\_\_
- mobile phone \_\_\_\_\_
- coffee \_\_\_\_\_
- airline \_\_\_\_\_

3 Do you often try new products or do you usually keep to one brand?

4 Look at texts 1–4, which describe four new products. Match the texts to pictures a-d.

a



b



c



d



1 A well-designed piece of office furniture. Comes with user-friendly assembly instructions.

2 A simple and functional item. Frequent travellers like it as it is compact and can fit easily into a washbag or overnight bag.

3 Travel in style with this brand new stylish and attractive, yet practical, item.

4 If you haven't already made the switch, do it now, if only because it's more economical.

5 Match 1–8 below to definitions a-h.

- 1 practical
- 2 economical
- 3 attractive
- 4 functional
- 5 stylish
- 6 user-friendly
- 7 well-designed
- 8 compact

- a costs less to run
- b easy to use
- c fashionable and good to look at
- d useful
- e small
- f useful with little decoration
- g beautiful
- h planned and made well

6 Complete these sentences with words in bold from the texts in 4.

- 1 Our carpooling system is much cheaper for the staff. It's more \_\_\_\_\_.
- 2 Our new car is much easier to park. It's very \_\_\_\_\_ for driving in the city centre.
- 3 The new reception area looks more modern. It's quite \_\_\_\_\_.
- 4 They took a long time planning the new model. It's very \_\_\_\_\_.
- 5 The new office furniture is exactly what we needed. It's very \_\_\_\_\_.
- 6 The operating system on my computer is easy to use. It's very \_\_\_\_\_.
- 7 Jack's new PDA fits in his pocket. It's quite \_\_\_\_\_.
- 8 I really like our new uniforms. They're really \_\_\_\_\_.

7 Work with a partner. Take turns to describe different products you have or use, for example, your mobile phone, car, coat, bag, or PC.

**Example:**

My car wasn't cheap, but it is very economical because it doesn't use much petrol.

8 Work in a small group. Imagine your company is launching a new product. Decide what the product is, then prepare a short presentation about it. Present the product to your class, using the ideas below to help you.

- product or service brand
- product or service development
- description of the product or service

## 3F TALKING ABOUT SERVICES

1 Work with a partner. Discuss these questions.

- 1 What services do you use regularly? Make a list.
- 2 What do you like about them?
- 3 What makes services good or bad?

2 Read these website reviews.

- 1 Which of the extracts is about a website for
  - a bank?
  - a newspaper?
  - an online travel agency?

2 Would you be interested in these services? Why? / Why not?

a

Instead of continuously visiting websites to see if there are new articles and updates, you can have them delivered directly to you. Its user-friendly service gives you access to all the most up-to-date and accurate news and information on the web.

b

This service is free and gives you immediate access to your accounts when it's convenient for you.

The system also protects your personal financial information and ensures that you stay secure.

c

This system is really time-saving and efficient, because consumers can combine multiple flights, hotel bookings, car rentals, and local activities all from just one website. Users can customize their bookings to fit their needs and there are many discounts and special prices, so it's really cost-effective.

3 A 3.4 Listen to three speakers. Which website in 2 would they be interested in?

4 Underline the adjectives in the reviews in 2 that would attract the three speakers.

5 Work with a partner. Which of the adjectives you underlined in the texts in 2 might describe these services? Do you use services like these?



6 A 3.5 Listen to four people talking about a service from 5.

- 1 Which service is each person talking about?
- 2 How does the service make their life easier or what does it allow them to do?

7 Work with a partner. Make sentences using the words in this table.

**Example:**

Search engines allow people to find relevant websites.

|                    |                    |               |                         |
|--------------------|--------------------|---------------|-------------------------|
| Search engines     | help               | me            | infinitive<br>(with to) |
| Telecommunication  | allow              | you           |                         |
| Financial advisers | make it easier for | companies     |                         |
| Call centres       | let                | organizations |                         |
| Consultants        |                    | people        | verb<br>(without to)    |
| Legal services     |                    | the world     |                         |

8 Work with a partner. Look back to the list you made for 1. Can you add any more services to it? They might be financial, travel, legal, or medical. Tell your partner about the benefits of these services.

**Example:**

My financial adviser helps me to plan my future.  
Booking tickets online is really efficient and more cost-effective than using a travel agent.

## 3G &gt; TALKING ABOUT CHANGES

- 1 The pictures show some security measures. What are the advantages and disadvantages of each?



- 2 **A 3.6** Listen to two extracts from a meeting.

- 1 What are the current and new security systems?
- 2 What are the good and bad points of the new system?

- 3 **A 3.6** Match 1–10 to a–j. Then listen again and check your answers.

- 1 What I want to do today, ... \_\_\_\_\_
  - 2 I'll talk about ... \_\_\_\_\_
  - 3 As you know, we've recently ... \_\_\_\_\_
  - 4 Up to now, ... \_\_\_\_\_
  - 5 As a result, ... \_\_\_\_\_
  - 6 What's the reason for ... \_\_\_\_\_
  - 7 It's because Security ... \_\_\_\_\_
  - 8 Can you tell us ... \_\_\_\_\_
  - 9 Do you mean that ... \_\_\_\_\_
  - 10 The current situation, as it stands, ... \_\_\_\_\_
- a more about them?
  - b changing the current system?
  - c no one has stolen anything ...
  - d been having a few problems ...
  - e is to explain ...
  - f the background to the situation ...
  - g we have to swipe every time ...?
  - h can't always check ...
  - i simply doesn't prevent ...
  - j we've been installing ...

- 4 Put the phrases in 3 into these categories.

- a Introduce a talk
- b Give background information
- c Ask for information / clarification / an explanation
- d Give an explanation / reason

- 5 Work with a partner. Read your emails below, make notes on them, and then take turns to give an update. Listen to your partner's update and ask for an explanation. Listen again, and then ask for further clarification.

**Student A**

As many of you are aware, we've recently been having a number of problems with the underground car park. In one case, an employee had her bag stolen from her car. As a result, we've decided to install CCTV in all parts of the car park and in the corridors around the offices.

By the end of the month, you will see these cameras around the building. The cameras are connected to TV screens at reception.

**Student B**

As many of you know, we've recently had a number of problems with virus programs on the network. In one case, a hacker tried to read private employee information.

As a result, we've decided to install a new software program and to start a new system of passwords by the end of the month. The new software will automatically scan your computer when you open it. You will also receive a new password every month to log on to your computer. Your department manager will give you this password on the 1st of every month. Please do not pass this on to anyone else.

- 6 Work with a partner or in small groups. Think of a situation at work / school that changed, either recently or in the past. Explain the original circumstances, what the change was, and the reasons for it. Be prepared to answer any questions. It might be:

- a new security system
- a reorganization of your working space
- a reorganization of your class structure
- a new pricing system
- a new delivery system
- a change in your way of travelling to work / school

## 3H > PRESENTING PLANS

# 3 PRESENTING



1 Do you have fixed working hours or does your company let you work flexitime?

2 What are the advantages and disadvantages of fixed hours and flexitime?

3 **VIDEOPRINT** Watch the video. Paul, an HR manager, is giving an informal presentation during a meeting with his team. Make notes about the presentation's three main points.

### Background

### The three-part process

### Core hours

4 **VIDEOPRINT** Watch the video again. Match the beginnings 1–9 and endings a–i of each phrase.

- |                           |                          |
|---------------------------|--------------------------|
| 1 As you know _____       | 6 How are we going _____ |
| 2 We are going to _____   | 7 As you can see, _____  |
| 3 This is a _____         | 8 I'm dealing with _____ |
| 4 The MD would like _____ | 9 Can I ask you to _____ |
| 5 What we have is _____   |                          |
- a take a look at these lists?  
b that issue under 'What?' and 'How?'  
c be implementing flexible working hours wherever possible.  
d a three-part process.  
e to implement all these changes?  
f I've listed all the departments and teams into three groups.  
g huge change to our company culture.  
h we are relocating.  
i someone to look into the whole process ...

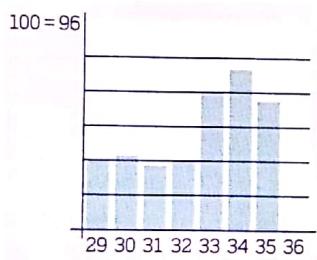
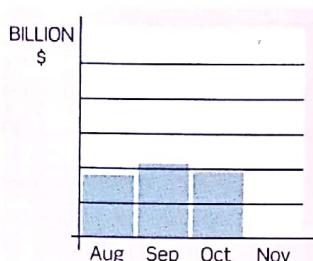
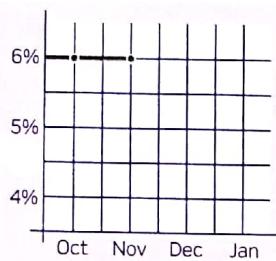
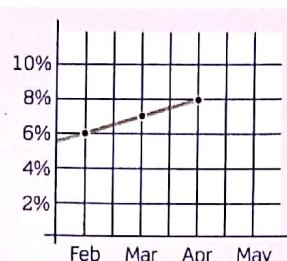
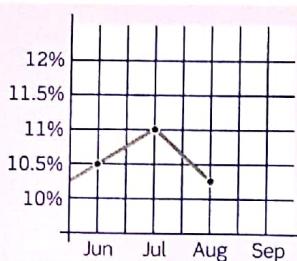
5 Your MD has asked each of you to think about a change to be made to the company. This could be anything from a change in the working hours to getting new drinks machines. Plan to give a short presentation about this.

6 Think of a change and make some notes on why the change needs to be made. In the DVD, Paul used 'Who?', 'What?', 'How?' to introduce his change. Look back at 3 for help on how to structure your presentation and look at 4 for useful language. Make notes but do not write down everything you want to say. Work with a partner and give your presentation. Your partner should give you feedback on what was good and how to improve.

7 After you have practised in pairs, form a group of four or five. Give your presentation to the group. As you listen to the other presentations, ask the speaker questions if you want clarification or further information.

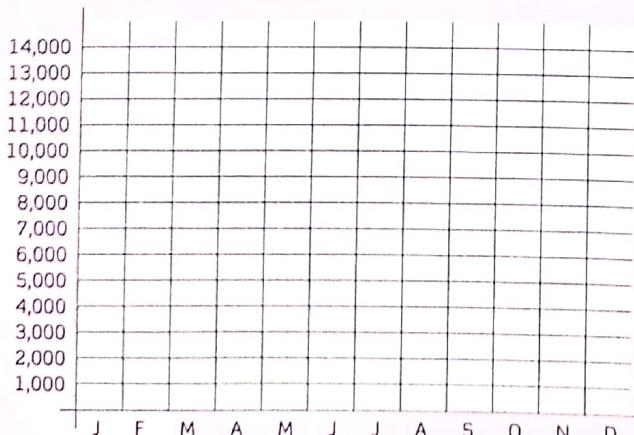
## 4A &gt; DESCRIBING GRAPHS

- 1 Complete these graphs.



- The rate of unemployment increased to 11% in September.
- Interest rates decreased by 2% in May.
- Inflation went down from 5.5% in December to 5% in January.
- Consumer spending rose sharply in November.
- The retail price index went up slightly in week 36.
- Production fell steadily in the last quarter of the year.

- 2 A 4.1 Listen to a sales manager describing her company's sales figures and complete this graph.



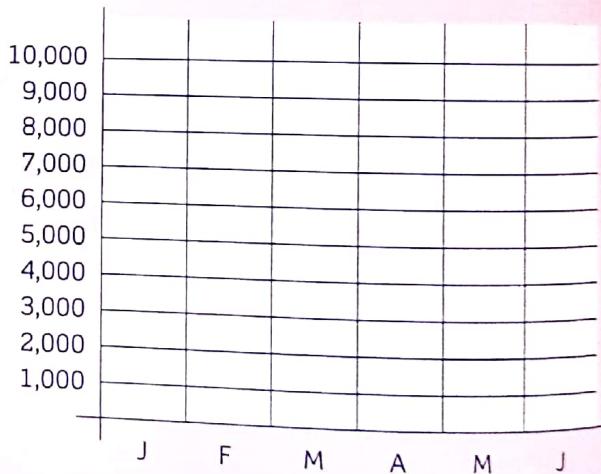
- 3 A 4.1 Listen again and say why these things happened.

- Sales increased in March.
- Sales fell in May.
- Sales rose in July.
- Sales increased in September.
- Sales went down in November.

- 4 Complete these sentences about the sales figures. Use a preposition (*to, from, by, at, etc.*).

- Sales stayed \_\_\_\_\_ 6,000 in February.
- They rose \_\_\_\_\_ 7,000 in March \_\_\_\_\_ 8,000 in April.
- They decreased \_\_\_\_\_ 3,000 in May.
- They fell \_\_\_\_\_ 4,000 in June.
- They increased \_\_\_\_\_ 5,000 \_\_\_\_\_ 6,000 in August.
- They increased \_\_\_\_\_ 7,000 between August and October.
- They remained steady \_\_\_\_\_ 7,000 in December.

- 5 Mark the points on the graph by following the descriptions of sales performance.



January: started the year at 9,000

February: fell by 5,000

March: rose to 7,000

April: decreased by 1,000

May: remained steady

June: dropped to 4,000

- 6 Now make your own graph. Describe it to your partner. Your partner must draw a new graph from your description. At the end, compare your graphs.

## 4B > DESCRIBING CHANGES

- 1** Discuss these figures with a partner. One person should use the information in the left-hand column and the other should use the information in the right-hand column. Use these verbs.

↑ increase, rise, go up, jump  
↓ decrease, fall, go down, drop

**Example:**

- A Our market share fell by 1% last year.  
B Yes, but on the other hand, our turnover increased by 8%.

|   |                                    |
|---|------------------------------------|
| Our gross revenues<br>+8%                   | Our market share<br>-1%            |
| Prices of raw materials<br>-4%              | Distribution costs<br>+18%         |
| Spending on research and development<br>+9% | The number of new contracts<br>-6% |
| Debts to our suppliers<br>-4%               | Earnings from investments<br>-3%   |
| Productivity<br>+6%                         | The number of employees<br>-4%     |
| Sales to South America<br>+5%               | Sales to the EU<br>-2%             |
| Our staff turnover<br>-20%                  | Salaries<br>+8%                    |
| Customer complaints<br>-16%                 | Spending on training<br>+15%       |

- 2** Which parts of the table do these sentences describe?

- 1 There was a dramatic increase in this.  
2 This decreased slightly.  
3 There was a sharp rise in this.

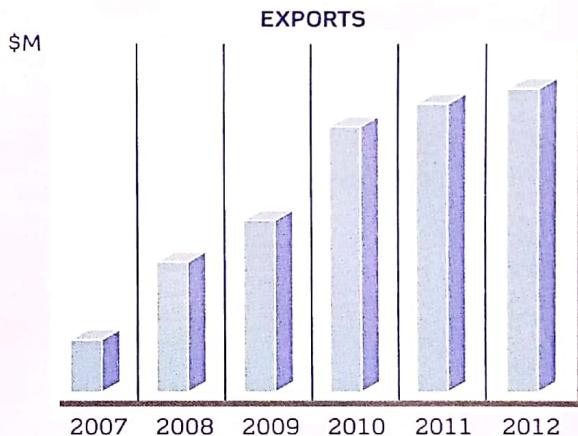
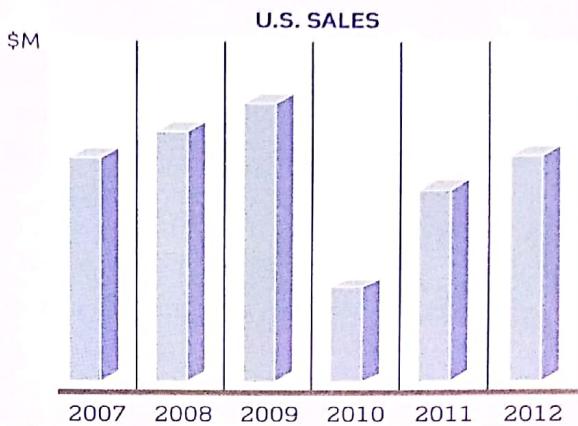
- 3** Complete this table.

| Adjective (describes a noun) | Adverb (describes a verb) |
|------------------------------|---------------------------|
| slight                       | slightly                  |
| sharp                        |                           |
| dramatic                     |                           |
| steady                       |                           |

- 4** Which adjective / adverb describes:

- 1 a sudden, very large change? \_\_\_\_\_  
2 a sudden, large change? \_\_\_\_\_  
3 a very small change? \_\_\_\_\_  
4 a gradual change (not sudden)? \_\_\_\_\_

- 5** Use each adverb and adjective once to complete this description.



Sales in the U.S. rose <sup>1</sup>\_\_\_\_\_ between 2007 and 2009. There was a <sup>2</sup>\_\_\_\_\_ decrease in 2010 when our main distributor went out of business. Sales rose <sup>3</sup>\_\_\_\_\_ in 2011, and the <sup>4</sup>\_\_\_\_\_ improvement in 2012 brought us back to the 2007 level. There was a <sup>5</sup>\_\_\_\_\_ rise in exports in 2008. They went up <sup>6</sup>\_\_\_\_\_ in 2009 when we began to break into the Chinese market. They rose <sup>7</sup>\_\_\_\_\_ in 2010 when we signed the new distributor agreements and there was a <sup>8</sup>\_\_\_\_\_ increase in 2011 and 2012.

- 6** Think about an aspect of your company, school, or country where there have been changes over the last year or two. Draw a bar chart for the last 12 months – one bar per month.

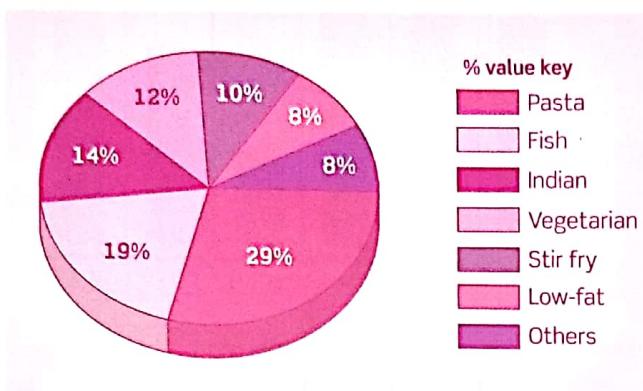
- 7** Now work with a partner and describe your bar chart to your partner using the adjectives and adverbs on this page. Your partner must draw a new graph from your description. At the end, compare your graphs.

## 4C &gt; COMPARING VISUAL INFORMATION

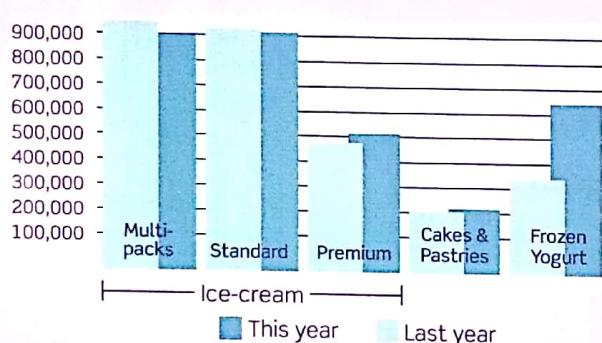
- 1 Look at these statistics on sales of frozen foods. Which one is:

- 1 a bar graph?
- 2 a table?
- 3 a pie chart?

a



b



c

|                  | Value (\$'000) | Volume (tons) |
|------------------|----------------|---------------|
| Meat and poultry | 20,000         | 7,690         |
| Vegetables       | 9,200          | 8,120         |
| Fish             | 6,000          | 1,410         |
| Ready meals      | 5,300          | 1,170         |
| Desserts         | 2,600          | 770           |
| Pizzas           | 2,300          | 330           |
| Fruit            | 100            | 40            |
| <b>Totals</b>    | <b>45,500</b>  | <b>19,530</b> |

- 2 Match these headings to the correct graph, table, or chart in 1.

- 1 Desserts - sales by value \_\_\_\_\_
- 2 Ready meals - sales by sector \_\_\_\_\_
- 3 Frozen foods - sales by sector \_\_\_\_\_

- 3 **A 4.2, 4.3, 4.4** Listen to some retailers discussing the figures. You will hear three parts of their conversation. Match each part to the correct statistics.

- 4 **A 4.2** Listen to the first conversation again. Are these statements true (T) or false (F)? Correct the ones that are false.

- 1 Sales are lower than last year. \_\_\_\_\_
- 2 Multi-pack and standard sales are higher. \_\_\_\_\_
- 3 Margins are better on premium brands. \_\_\_\_\_
- 4 Yoghurts have low margins. \_\_\_\_\_

- 5 **A 4.3** Listen to the second conversation again.

- 1 Why are meat and poultry sales falling? \_\_\_\_\_
- 2 What's the fastest-growing product line? \_\_\_\_\_

- 6 **A 4.4** Listen to the third conversation again. Complete the missing words.

- 1 A Yes. We're offering a \_\_\_\_\_, and consumers are becoming \_\_\_\_\_. About half our sales are international recipes now.
- 2 B And curries? A Yes, spicy dishes like curries are doing well. But the market's becoming \_\_\_\_\_, and some prices have come down.

- 7 Three companies produce the cardboard boxes you need. You are deciding which company to buy from. Your purchasing department has collected these statistics to help you make up your mind. Work with a partner and discuss which supplier is the best and why.

|                                      | EGP     | The Card Company | Paper Packs Inc |
|--------------------------------------|---------|------------------|-----------------|
| Price per standard 1 cubic metre box | 7.56    | 7.4              | 7.83            |
| No. of styles of boxes in the range  | 27      | 16               | 25              |
| Quality – faults per 1,000 units     | 0.1     | 1.3              | 2.5             |
| Delivery period                      | 2 days  | 1 day            | 4 days          |
| Discount                             | 5%      | 10%              | 15%             |
| Quantity kept in stock               | 100,000 | 600,000          | 500,000         |
| Terms of payment                     | 14 days | 30 days          | 60 days         |

## 4D EXPLAINING CAUSE AND EFFECT

1 Look at the figures below. In which month did events 1–6 happen?

## Milwaukee Branch

| Overheads                   | July \$ | Aug \$ | Sept \$ | Oct \$ | Nov \$ | Dec \$ |
|-----------------------------|---------|--------|---------|--------|--------|--------|
| Rent                        | 690     | 950    | 950     | 950    | 950    | 950    |
| Gas and electricity charges | 560     | 560    | 600     | 1,300  | 700    | 900    |
| Postage costs               | 600     | 610    | 1,500   | 590    | 630    | 580    |
| Travel costs                | 250     | 400    | 320     | 2,800  | 590    | 280    |
| Telephone charges           | 460     | 490    | 280     | 280    | 290    | 270    |
| Entertainment costs         | 640     | 520    | 500     | 490    | 2,100  | 650    |

- 1 a direct mailing \_\_\_\_\_
- 2 a spell of cold weather \_\_\_\_\_
- 3 a move to a larger building \_\_\_\_\_
- 4 the installation of an Internet-based phone system \_\_\_\_\_
- 5 the launch party for the new season's designs \_\_\_\_\_
- 6 the annual sales conference in Cancún \_\_\_\_\_
- 5 The big orders from Japan \_\_\_\_\_ a recovery in sales.
- 6 The shorter delivery times \_\_\_\_\_ the new distribution system.
- 7 The increase in competition \_\_\_\_\_ a decrease in our market share.
- 8 The higher distribution costs \_\_\_\_\_ the increase in gas prices.

2 Work with a partner. Ask and answer questions about the figures.

Example:

A Why was there an increase in rent in August?

B That was because of a move to a larger building.

3 Write sentences explaining the figures.

|   |                   |   |
|---|-------------------|---|
| A move to a larger building<br><b>(Reason)</b>    | resulted in       | an increase in rent in August.<br><b>(Result)</b> |
|   | led to            |   |
| The increase in rent in August<br><b>(Result)</b> | was the result of | a move to a larger building.<br><b>(Reason)</b>   |
|   | was due to        |   |

4 Study the sentences below. Which are reasons and which are results? Link them with one of the phrases above.

1 The factory automation \_\_\_\_\_ an increase in productivity.

2 The staff reductions \_\_\_\_\_ the factory automation.

3 The large pay rise \_\_\_\_\_ a decrease in staff turnover.

4 The cost savings \_\_\_\_\_ the new ERP system.

5 Draw a graph representing something connected with the world of work, for example:

- seasonal sales trends
- annual revenues
- material prices
- number of employees

6 Work with a partner or in small groups. Take turns presenting your graphs to one another.

- Explain what they represent.
- Give reasons for the changes.
- Answer questions.

These phrases will help you.

This graph shows ...

As you can see ...

This led to ...

This resulted in ...

This was due to ...

This was the result of ...

Are there any questions?

## 4E > INTERPRETING FINANCIAL RESULTS

- 1 Graphic Images has just published its annual profit and loss account. Match these explanations to the correct items from the table below.

- 1 money paid to the stockholders \_\_\_\_\_
- 2 the cost of delivering goods to the customers \_\_\_\_\_
- 3 the money kept in the company and added to the reserves \_\_\_\_\_
- 4 the cost of managing the company \_\_\_\_\_
- 5 the cost of raw materials and manufacturing \_\_\_\_\_

### GRAPHIC IMAGES INC.

#### Consolidated Profit and Loss Account

|                              | This year<br>(\$m) | Last year<br>(\$m) |
|------------------------------|--------------------|--------------------|
| Domestic sales               | 189                | 175                |
| Export sales                 | 181                | 191                |
| Gross revenues               | 370                | 366                |
| Cost of goods sold           | (254)              | (255)              |
| Gross margin                 | 116                | 111                |
| Distribution costs           | (17)               | (17)               |
| General administrative costs | (35)               | (30)               |
| Net income before tax        | 64                 | 64                 |
| Tax                          | (23)               | (22)               |
| Net income after tax         | 41                 | 42                 |
| Dividend                     | (36)               | (34)               |
| Retained earnings            | 5                  | 8                  |

- 2 Work with a partner. Ask and answer questions about the figures in 1.

- A What's happened to sales this year?  
 B They've increased / gone up / risen.  
 A What about net income after tax?  
 B It's decreased / gone down / fallen.

- 3 Study these regional sales results. Which regions:

- 1 have met their target?
- 2 have exceeded their target?
- 3 haven't met their target?

| Region       | Last year | This year | Target | Difference (%) |
|--------------|-----------|-----------|--------|----------------|
| Northeast    | 4,200     | 5,250     | 6,000  | -12.5          |
| West         | 5,400     | 7,300     | 7,000  | +4.3           |
| Mid-Atlantic | 4,110     | 5,500     | 5,500  | 0              |
| Midwest      | 2,950     | 4,250     | 4,000  | +6.25          |
| Southwest    | 2,950     | 4,600     | 4,600  | 0              |
| Southeast    | 4,100     | 5,650     | 5,800  | -2.6           |

- 4 Work with a partner. Ask and answer questions about the figures.

- A How many units did they sell in the northeast last year?  
 B They sold 4,200.  
 A And how many have they sold this year?  
 B They've sold 5,250. They haven't met their target.

- 5 You work for a pharmaceutical company. Your sales team sells two drugs: Mevacin and Rovocor. You want to give a prize to your best salesperson. Work with a partner. Student A looks at table A, below, and Student B looks at table B.

**Student A:** Ask questions and complete the table. Then decide who this year's 'top salesperson' is.

**Student B:** Ask questions and complete the table. Then decide who this year's 'top salesperson' is.

**Table A** (Eastern Region) Sales Results

|                   | Last year | This year | Target | Difference |
|-------------------|-----------|-----------|--------|------------|
| Catherine Ceretta | Mevacin   | 2,900     | 4,100  | 4,250      |
|                   | Rovocor   |           |        |            |
| Hyojung Gye       | Mevacin   | 4,850     | 6,150  | 6,000      |
|                   | Rovocor   |           |        |            |
| Peter Vogel       | Mevacin   | 3,950     | 3,900  | 5,000      |
|                   | Rovocor   |           |        |            |

**Table B** (Eastern Region) Sales Results

|                   | Last year | This year | Target | Difference |
|-------------------|-----------|-----------|--------|------------|
| Catherine Ceretta | Mevacin   |           |        |            |
|                   | Rovocor   | 3,400     | 4,600  | 4,000      |
| Hyojung Gye       | Mevacin   |           |        |            |
|                   | Rovocor   | 3,050     | 3,500  | 4,000      |
| Peter Vogel       | Mevacin   |           |        |            |
|                   | Rovocor   | 3,150     | 5,250  | 4,000      |

## 4F ➤ REPORTING ON SALES FIGURES

**1** When you have good news to report, how do you prefer to report it? By email, at a presentation, one-to-one? What about bad news? Discuss with a partner.

**2** How do you prefer to receive good or bad news?

**3** **A▶4.5** Listen to part of a meeting.

1 What is the meeting about?

2 What time of the year is the meeting taking place?

3 Is Mike pleased with the results for his department? Why?

**4** **A▶4.5** Now listen again and complete the table with the missing information for home sales.

**HOME SALES (TARGET INCREASE = 12.5%)**

|                       | Jan / Mar | Apr / Jun | Jul / Sep | Oct / Dec* | Total*    |
|-----------------------|-----------|-----------|-----------|------------|-----------|
| Compared to last year |           |           | +9.2%     |            | +8%*      |
| Units sold            | (6,550)   | (6,830)   | (6,250)   |            | (26,680)* |

\*forecasted results / sales



**5** **A▶4.6** Now listen to the Export Sales Manager's report. Complete the table with the missing information for export sales.

**EXPORT SALES (TARGET INCREASE = 7.5%)**

|                       | Jan / Mar | Apr / Jun | Jul / Sep | Oct / Dec* | Total*    |
|-----------------------|-----------|-----------|-----------|------------|-----------|
| Compared to last year | +8.8%     |           |           | +13.5%     |           |
| Units sold            | (7,250)   | (8,750)   | (9,250)   |            | (32,750)* |

\*forecasted results / sales

**6** **A▶4.6** Now listen again. Complete these sentences with the words she uses.

1 Well, \_\_\_\_\_ that the export market is doing really well.

2 I'm delighted to tell you that we have been able to sell \_\_\_\_\_ 9,000 units for the first time in the department, a \_\_\_\_\_ which represents an increase of 11.4%.

3 The forecast for the final quarter is also \_\_\_\_\_.

4 Obviously, \_\_\_\_\_ about the way the department has been working this year.

5 We have \_\_\_\_\_ in eastern Europe and the new Madrid office has increased its sales by just over 20% since January, which is \_\_\_\_\_.

7 Report on developments in ABC Ltd for this year. Use the table below and try to use the same language that Tony and Susan used above.

8 You are the manager of ABC Ltd. Write a short report about the ABC results.

**ABC LTD TARGETS FOR PRESENT YEAR**

| CONCEPT               | LAST YEAR | THIS YEAR | TARGET  |
|-----------------------|-----------|-----------|---------|
| Sales                 | \$23m     | \$25.5m   | \$24m   |
| Profit margin         | 8.4%      | 9.7%      | 9.5%    |
| Productivity          | 81%       | 89%       | 90%     |
| Units sold            | 31,500    | 37,350    | 35,500  |
| Employee satisfaction | 78%       | 89%       | 85%     |
| Client satisfaction   | 83%       | 95%       | 95%     |
| Number of new clients | 165       | 236       | 235     |
| Average delivery time | 24 days   | 21 days   | 22 days |

## 4G &gt; DESCRIBING A PROCESS

1 Work with a partner. Brainstorm the stages for any of the following processes.

- applying for a job
- moving office
- buying a house

2 Compare your stages with another pair. Who has the most stages? Are they all necessary?

3 Read this company information and answer these questions.

- 1 What kind of fuel do you use in your car? How is biodiesel different?
- 2 Is the oil from the jatropha plant a recent discovery?

**D1 OILS: BUILDING ITS BIODIESEL BUSINESS**

D1 Oils is a UK-based global producer of biodiesel. It designs, builds, owns, operates, and markets biodiesel refineries. Its vision is to be the world's leading biodiesel business.

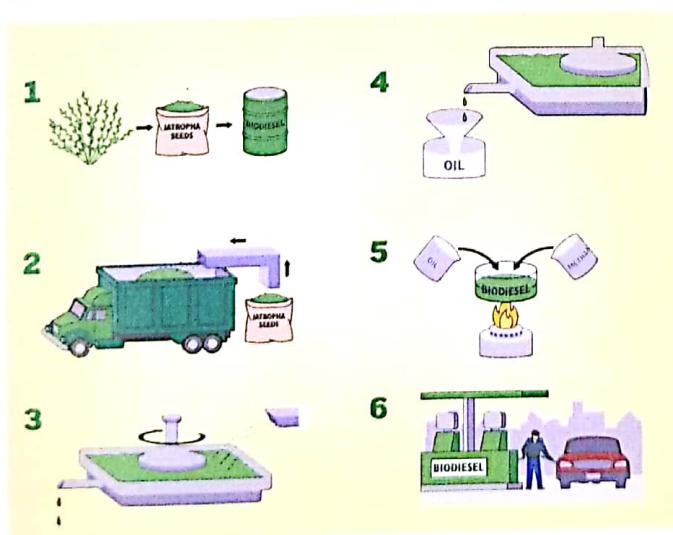
Each refinery can produce 8,000 tonnes of biodiesel per year from vegetable oils, including jatropha.

The jatropha plant originated in South America, where its leaves and seeds were used as medicines. It has also been used for centuries to make oil lamps.

4 **A 4.7** A biofuels company wants to open a new refinery. The CEO, Dr Karl Kirstler, is explaining the process to potential investors. Listen and answer these questions.

- 1 Is the basic procedure complex or simple?
- 2 What are the main stages of the process?
- 3 What is the end product?

5 **A 4.7** Listen again and complete sentences 1–6.



1 \_\_\_\_\_ the biodiesel fuel \_\_\_\_\_ the jatropha plant.

2 Trucks \_\_\_\_\_ the seeds.

3 \_\_\_\_\_ them (the seeds) \_\_\_\_\_ a grinder.

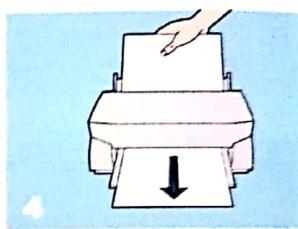
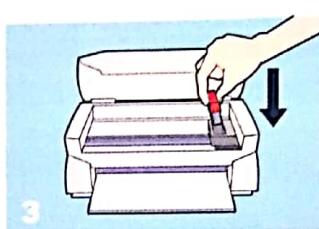
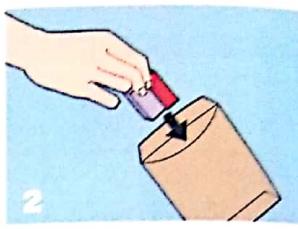
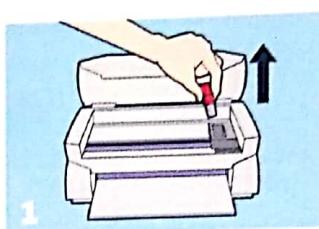
4 Oil is \_\_\_\_\_ of the seeds.

5 \_\_\_\_\_ it and \_\_\_\_\_ it with methanol.

6 \_\_\_\_\_ it \_\_\_\_\_ any transport vehicle.

6 Work with a partner. Look at this process of recycling printer ink cartridges. Which verb phrases in 5 can you use to describe the actions in stages 1–4?

**Example:** Take the cartridge out of the printer.



7 These phrases are from the audio extract in question 4. Put them in the order (1–6) you would use them to describe the process in 6.

- a Once ... , you're ready to ... \_\_\_\_\_
- b The basic procedure is ... \_\_\_\_\_
- c Essentially, there are ... main stages. \_\_\_\_\_
- d First of all, ... \_\_\_\_\_
- e Having done / finished / brought, etc. ... , you ... \_\_\_\_\_
- f Finally, ... \_\_\_\_\_

8 Choose one of these processes and list the main stages using the phrases from 7.

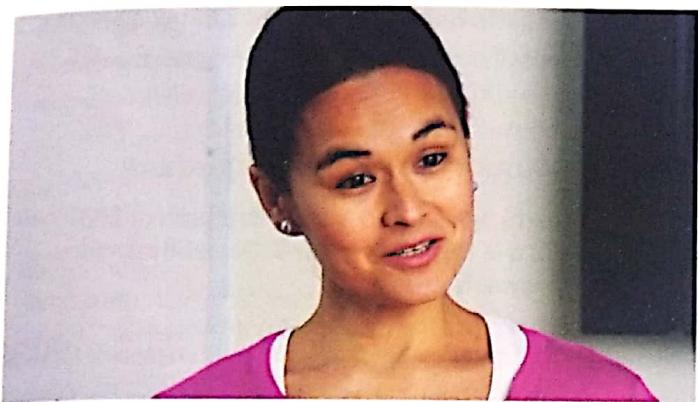
- loading new software onto a computer
- preparing for a business trip
- going through an airport – from arriving at the entrance to getting on the plane

9 Work with a partner. Take turns to describe your processes from 8. Does your partner think you included every stage?

10 Work with a partner. Prepare a visual aid to show the stages of a process you are very familiar with. Then present the process to the rest of the class.

## 4H > USING VISUALS IN A PRESENTATION

# 4 GRAPHS & TABLES



1 Work in groups of four and discuss these questions.

- 1 When you give a presentation, what kinds of visual aids do you normally use?
- 2 How important are visual aids in your presentations? Are they always necessary?
- 2 **V>4** Watch the video. Patricia Reyes, a market researcher, is presenting the results of a survey. During her presentation, she uses five different types of visual aids. Number them in the order she uses them (1–5).
  - a a handout with the findings of the survey \_\_\_\_\_
  - b slides with bullet points showing the key points \_\_\_\_\_
  - c bar charts with scales from 1–10 \_\_\_\_\_
  - d a pie chart showing responses from three regions \_\_\_\_\_
  - e a flow chart showing the research process \_\_\_\_\_

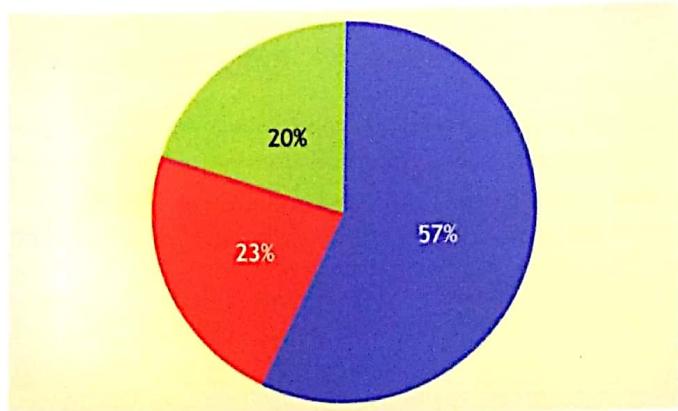
3 **V>4** Watch the video again and answer the questions below about the visual aids she uses.

### Extract 1: PowerPoint slides

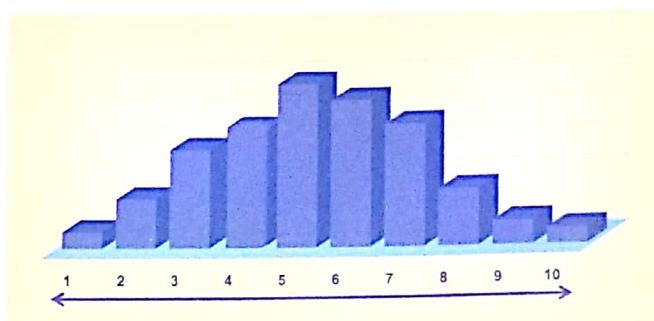
- 1 Write down the three words on her first slide.
- 2 What were the two key questions the survey needed to answer?

### Extract 2: flow charts, pie charts, and handouts

- 3 Patricia's third slide shows a flow chart describing the survey. 90,000 customers were selected. What percentage responded?
- 4 What does the blue section in the pie chart represent?



### Extract 3: bar charts



- 5 The first bar chart has a scale along the bottom from 1–10. What do these numbers represent?
- 6 Does the chart suggest that customers would recommend QPG?
- 7 In her second bar chart, what do the red and yellow bars represent?
- 4 Complete this extract from Patricia's presentation by replacing the words in *italics* with one of the verbs below. In some cases, more than one answer is possible.  
break down into    summarize    illustrate    indicate

I'm going to *sum up*<sup>1</sup> \_\_\_\_\_ the key findings ... According to this chart the overall response *suggests*<sup>2</sup> \_\_\_\_\_ that customers are fairly likely to recommend your company. However, this chart *represents*<sup>3</sup> \_\_\_\_\_ the average response across the three regions. If we *divide* these responses *into*<sup>4</sup> \_\_\_\_\_ the three regions like this, it *shows*<sup>5</sup> \_\_\_\_\_ the difference in customer satisfaction region by region.

- 5 Work on your own. You are going to prepare a short presentation describing your typical working life. If you don't have a job, imagine one you'd like to do. Draw three simple visual aids that show the following information:
  - 1 The basic management structure of your department (or company).
  - 2 A flow chart showing a process you follow in your daily work.
  - 3 A pie chart showing (in percentages) how your working day (or week) is divided. You can decide on the categories, e.g. the time you spend in meetings, working alone, and travelling.
- 6 Work in groups. Give a short presentation about your working life using your visual aids from 5.
- 7 After the presentations, discuss which visual aids were effective and why.

## 5A INTRODUCTION TO EMAILS, LETTERS, AND MEMOS

**1** Look at these situations and decide if you would write an email, letter, or memo for them.

- 1 You want to invite a colleague to lunch.
- 2 You need to tell your department about an important meeting they should attend.
- 3 You want to apply for a job.
- 4 You want to make a complaint about some poor service you have received.

**2** Read texts a–c below and answer these questions.

- 1 Match the texts to the following types of business writing.

memo \_\_\_\_\_  
email \_\_\_\_\_  
letter \_\_\_\_\_

- 2 Who do you think is the sender and who is the receiver in each text (e.g. boss, client, supplier, colleague, employees)?

a

Hi  
We're having the meeting Tuesday! Hope you can come. Sorry about the short notice.  
Thanks.  
All the best  
Joel

b

Dear Mr Owen  
I am writing to introduce myself. I am your new sales contact for Taylor and Whitaker and I look forward to working with you in the future. I will be in your area next week and would like the opportunity to meet you.  
Please do not hesitate to contact me about this or any other matter in the future. I am always available on 0970 567 4738.  
Yours sincerely  
Nile Peterson

c

To: All staff  
From: FD  
Subject: Meet our Spanish sales office colleagues  
Remember the meeting on Tuesday at 10.00 a.m. Our Spanish sales team is here for the day so please attend.

**3** Work with a partner and discuss the following questions.

- 1 What types of business writing do you do (in your own language and in English)?
- 2 Who do you write to?
- 3 Who do you get emails, memos, or letters from?

**4** Read the texts again. Then work with a partner and match texts a–c to sentences 1–9. Sometimes, more than one answer is possible.

- 1 The sender knows the receiver very well. \_\_\_\_\_
- 2 More than one person received this. \_\_\_\_\_
- 3 The sender doesn't know the receiver very well. \_\_\_\_\_
- 4 It is formal and very polite. \_\_\_\_\_
- 5 It is friendly. \_\_\_\_\_
- 6 It is very direct and not very friendly. \_\_\_\_\_
- 7 The sender wants a reply or further contact. \_\_\_\_\_
- 8 The sender doesn't expect a reply. \_\_\_\_\_
- 9 The sender wants to arrange a meeting. \_\_\_\_\_

**5** Read these rules for writing a memo. Choose the correct option from the words in *italics*.

**Rules for writing memos:**

- 1 Write who it is to and from at the *beginning / end* of the memo.
- 2 *Do / Don't* write a subject line.
- 3 Try to write about *two or three subjects / one subject* in each memo.
- 4 *Do / Don't* use short and clear sentences.
- 5 Be *informal / direct* and polite.

**6** Work with a partner. Write rules for one of the following, then compare your rules with another pair.

- 1 writing informal emails
- 2 writing formal business letters

**Think about the following:**

- |                       |               |
|-----------------------|---------------|
| • Starting and ending | • Structure   |
| • Being polite        | • Being clear |

**7** Write one of the following. Remember to follow your rules from **5** and **6**.

- 1 An email to a colleague – ask to meet tomorrow. Say when and where.
- 2 A letter to introduce yourself to a new customer – request a meeting.
- 3 A memo to everyone in your department – you want them to meet an important visitor next week. Say when and where.

## 5B > STRUCTURING A LETTER

# 5 BUSINESS WRITING

1 When did you last write a letter (or email):

- asking for information?
- giving information?
- saying sorry?
- saying thank you?
- accepting an invitation?
- congratulating someone?

Who was it to? What was the result?

2 Read this letter and answer the questions.

- 1 What kind of letter is it?
- 2 What did the writer and recipient do yesterday?
- 3 What extra information does the writer give?

a 45 Dale Road  
Stevenage  
SG6 6SB  
UK

Sandman Creek Summer Camps b  
1831 Ellis Avenue  
Eugene OR 97405

25 November, 20\_\_ c

Dear Mr Hemingway d

I am writing to thank you for the interview we had yesterday. I am very interested in working in your summer camp next year. I hope that my qualifications and interests were suitable. I meant to also mention that I am learning to drive and I hope to have my driving licence before the summer. e

Once again, thank you for seeing me. I look forward to hearing from you. f

Yours sincerely g

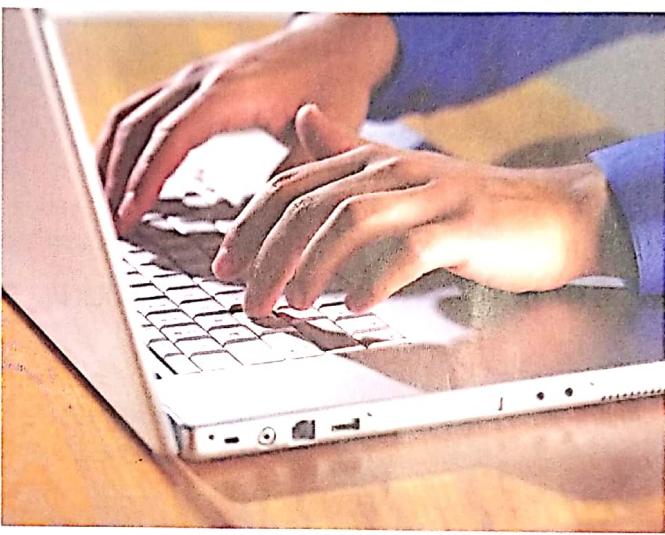
Amanda Nash h

Amanda Nash i

3 Match parts a-i in the letter to these sections.

- |                      |       |                       |       |
|----------------------|-------|-----------------------|-------|
| 1 opening salutation | _____ | 6 signature           | _____ |
| 2 closing sentence   | _____ | 7 date                | _____ |
| 3 full name (typed)  | _____ | 8 body                | _____ |
| 4 closing salutation | _____ | 9 recipient's address | _____ |
| 5 writer's address   | _____ |                       |       |

4 What are the differences in structure between a letter and an email? Does the letter in 2 follow the rules of letter writing in your country?



5 Look at these opening and closing salutations. Can you think of any other ways to open and close a letter?

Dear Mr ...

Dear Ms ...

Yours sincerely

6 Lay out the content of this letter correctly on a computer or rewrite it on a piece of paper.

128 Springfield Drive, Seattle, WA 98199

Raglan Business Solutions, 860 Lincoln House,  
Spokane, WA 99201

5 March, 20—Dear Ms Moran I am writing to thank you for your offer of an internship in June. I am very excited by the opportunity of working in your company.

I look forward to receiving your information pack.

Yours sincerely

Irene Porter

Irene Porter

## 5C &gt; WRITING A COMPLAINT

- 1 Look at the picture. What has happened?



- 2 Have you ever had to complain about something you bought? What did you buy? What did you do about it?

- 3 Read the letter extract below. Which sections fulfil these functions?

- 1 Detailing the problem.
- 2 Additional relevant information.
- 3 The effect the problem had on the customer.
- 4 Request for action.

Dear Sir or Madam

On the 28th of February I ordered a pair of jeans (size XS) from you. Confirmation came immediately, but when your package arrived today it was a pair of jeans in size XXL. There seems to have been some confusion with another order. In addition, you appear to have charged me €49.99, instead of the advertised price of €29.99. This has made me overdrawn at the bank and I now risk getting bank charges. Please send the correct jeans as soon as possible, and reimburse me the amount you owe me. Meanwhile, what shall I do with the other pair?

Yours

*Jane Harris*

Jane Harris

- 4 Find expressions from the letter which match the meanings below.

- 1 you said you could supply it \_\_\_\_\_
- 2 what caused the problem \_\_\_\_\_
- 3 another problem is \_\_\_\_\_
- 4 I think your bill is wrong \_\_\_\_\_
- 5 this is what I want you to do \_\_\_\_\_
- 6 tell me what to do \_\_\_\_\_

- 5 Look at these sentences from a letter of complaint. Which ones are polite (P) and which ones are impolite (I)?

- 1 You made a mistake. \_\_\_\_\_
- 2 There seems to be a mistake. \_\_\_\_\_
- 3 You appear to have charged me too much. \_\_\_\_\_
- 4 And another thing ... \_\_\_\_\_
- 5 Your bill was wrong. \_\_\_\_\_
- 6 What are you going to do about it? \_\_\_\_\_
- 7 Please rectify this mistake at the earliest possible opportunity. \_\_\_\_\_
- 8 I would be grateful if you could ... \_\_\_\_\_

- 6 Discuss with a partner. Is it better to complain politely or impolitely?

- 7 A group of students has done a summer course at a university. What four things do they complain about?

Dear Ms Hay

We booked 25 places on the Coral University summer school Economics course, which we recently attended. The bill has just arrived, <sup>1</sup> \_\_\_\_\_ in it. You have overcharged us, because your bill is for AU \$87,500, <sup>2</sup> \_\_\_\_\_ for the course, because we have already paid a deposit of \$875 per person. In addition, the course was 175 hours long, instead of 200, so there should be <sup>3</sup> \_\_\_\_\_ 12.5%. <sup>4</sup> \_\_\_\_\_ a corrected bill. Meanwhile, we would like you to know that the facilities <sup>5</sup> \_\_\_\_\_. Firstly, the classrooms seemed to have no air conditioning and they were poor quality. Secondly, they were a long way from the main campus facilities. All in all, we are dissatisfied with the <sup>6</sup> \_\_\_\_\_ that the university provided.

Yours sincerely

*Yaxi*

- 8 Complete the email in 7 with the words used for complaining below.

- a were not of a very high standard
- b a reduction of
- c Please send us
- d which is not the correct price
- e but I am afraid there is a mistake
- f standard of service

- 9 Work with a partner. Think of a recent occasion when you received poor service or the wrong product. Write a letter of complaint about it.

## 5D &gt; RESPONDING TO A COMPLAINT

- 1 Read this letter of complaint quickly. Find out what the problem is and what the person wants done. Is the letter polite?

Dear Sir or Madam

I am writing to complain about the recent order we placed with your company. Unfortunately, the order was not supplied correctly, so I am writing to ask for an explanation as to what happened and how it will be remedied.

On 30th October this year, we placed an order with your company for 10,000 items. However, on taking delivery of the shipment, it was discovered that you had sent only 8,000 units but had invoiced us for 10,000.

This shortfall has put our company in a difficult position, as we were due to supply one of our major customers and as such we were unable to fulfil their order.

Please could you look into what happened and obviously make up the shortfall in our order immediately. While we do not wish this incident to have a long-term effect on our working relationship, we will be forced to take further action if the problem is not resolved at the earliest opportunity.

I look forward to hearing from you shortly.

Yours faithfully

*Chris Vidic*

Chris Vidic

- 2 Work with a partner and discuss how you would respond to the complaint.

- 3 Work with a partner and decide which of the following is good advice when responding to a complaint.

- 1 Explain how the trouble occurred.
- 2 Express sincere regret.
- 3 Blame the customer.
- 4 Tell the customer they are the only person who complained.
- 5 Explain what you intend to do to rectify the situation.
- 6 Make promises you can't keep.
- 7 Trivialize the complaint - 'this is no big deal'.
- 8 Offer a goodwill gesture.
- 9 Promise to get to the bottom of the problem.

- 4 In what order would you put the steps you chose in 3 in a letter of response to a complaint?

- 5 Look at expressions 1–6 below. Match each one to a piece of good advice in 3. Then match 1–6 to a–f below to construct a letter responding to the complaint in 1.

- 1 I'm terribly sorry to hear about \_\_\_\_\_
  - 2 I'm afraid we have been having \_\_\_\_\_
  - 3 I will be investigating what exactly happened \_\_\_\_\_
  - 4 In the meantime, I've arranged for \_\_\_\_\_
  - 5 We would like to offer you \_\_\_\_\_
  - 6 Once again, please accept our sincere apologies \_\_\_\_\_
- a ... a 10% discount off your next order as we value your custom greatly.  
 b ... problems with our inventory system recently.  
 c ... the problems you've had with this shipment.  
 d ... for the inconvenience this has caused you.  
 e ... to make sure this problem doesn't occur again.  
 f ... the outstanding 2,000 units to be dispatched to you today.

- 6 Match a–f below to a phrase with a similar meaning from 1–6 in 5 above.

- a What I'll do immediately is to get ...
- b I would like to apologize for ...
- c I hope you will accept ...
- d I'm afraid this was because of ...
- e I really do apologize for ...
- f I would like to look into this further ...

- 7 Choose one of the problems below and write a letter of complaint.

- A new computer has broken down after just two days.
- You have just received a delivery where all the goods were damaged.
- You have just come back from a business trip and your baggage was lost.

- 8 When you have finished, swap letters with a partner and respond to the letter of complaint that you have received as sympathetically as possible. Use the information in 4, 5, and 6 to help you.

## 5E PLACING AN ORDER

1 Discuss these questions with a partner.

- 1 What sort of things would an office need to order?
- 2 What information do you need to give when you order products?

2 Complete the email with these words:

order confirmation arrange send  
agreed conversation check

Dear Mr Price



Following our telephone <sup>1</sup> \_\_\_\_\_ this morning we would like to place an <sup>2</sup> \_\_\_\_\_ for the following six printers:  
 3 x model number CGW560  
 3 x model number DJ360

Could you <sup>3</sup> \_\_\_\_\_ delivery by the end of the month? Please <sup>4</sup> \_\_\_\_\_ the items to:

Coffee Beans Premier Inc.

Unit 4

Thornhill Business Estate

Oxford

OX6 TBG

We would like to <sup>5</sup> \_\_\_\_\_ that the prices are as stated in your catalogue, with a 15% discount as <sup>6</sup> \_\_\_\_\_ with you on the phone.

As before, we will pay by credit card on receipt of invoice.

We look forward to your <sup>7</sup> \_\_\_\_\_ of this order.

Yours sincerely

Emily Buchanan

Facilities Department

3 Read the email and answer these questions.

- 1 Has Emily spoken to Mr Price?
  - 2 What did they agree on the phone?
  - 3 Does Emily have any requirements about delivery?
  - 4 How is she going to pay?
- 4 Work with a partner. You have been asked to order some new office furniture. Before writing to a supplier, discuss what you could ask them about the order.

5 Now read this email. Compare it to your ideas in 4.

Dear Sir or Madam



I am **looking into** purchasing a new range of office furniture for my company. I have looked at your online catalogue and have found a number of items that would **suit our needs**.

Before I place an order, though, I would like to ask if you can offer us a **discount** for a **bulk order**. We need to buy 110 desks, 125 office chairs, and 35 storage cabinets. There is a possibility of **future purchases** of similar items.

We would need delivery of all items **by the end of** next month. We are in the south-west of Scotland.

I look forward to hearing from you.

Yours

Emma Sandford

Carters Investments

6 Match the words in **bold** in the email in 5 to these equivalent phrases.

- 1 meet our requirements \_\_\_\_\_
- 2 trying to find out about \_\_\_\_\_
- 3 at or before \_\_\_\_\_
- 4 money off \_\_\_\_\_
- 5 a large order \_\_\_\_\_
- 6 further orders \_\_\_\_\_

7 You are in charge of office supplies at a company called Sportdirect. Write an email ordering a selection of the items from the catalogue below. You can spend around £25.00. This is the first time you have made contact with the office suppliers.

#### HIGHLIGHTERS

|             |       |
|-------------|-------|
| Wallet of 4 | £2.50 |
| Wallet of 8 | £4.50 |



#### SELF-STICK NOTES

|                          |        |
|--------------------------|--------|
| Pack of 10 (38mm x 51mm) | £6.50  |
| Pack of 10 (76mm x 76mm) | £11.90 |



#### ROLLERBALL PENS

|            |        |
|------------|--------|
| Pack of 12 | £10.90 |
|------------|--------|



#### TRANSPARENT OFFICE TAPE

|                             |       |
|-----------------------------|-------|
| 12 rolls of small core tape | £6.50 |
| 12 rolls of large core tape | £8.50 |



## 5F > CONFIRMING AN ORDER

1 Work with a partner and discuss the following questions.

- 1 Have you ever ordered one thing and received another?
- 2 Why do you think that orders sometimes go wrong?

2 Read the email confirming an order and answer the following questions.

- 1 What has been ordered?
- 2 How many have been ordered?
- 3 How much will it cost?
- 4 When will it be shipped?

Dear Mr Adams



- 1 Thank you for your order. Your purchase information **appears** below. Please take a moment to read through this email and **check** that the order details are correct.
- 2 You have placed an order for 25 of our new OP245Y laptops. The cost, after **discount**, is 900 euros per laptop. The total cost of the order is 22,500 euros. This is the amount we will **issue** an **invoice** for.
- 3 You will be pleased to know that we have the laptops **in stock** and can have them ready to be shipped within 24 hours of you confirming your order.
- 4 If you are happy with all these **details**, please send me an email to confirm the order and we will **process** it straightaway.

Best regards

Nemone Skolska

3 Read the email again and decide if these statements are true (T) or false (F).

1 Nemone is writing to confirm the details of the order.

2 Mr Adams's company will pay full price for the goods.

3 Some of the laptops are out of stock. \_\_\_\_\_

4 Mr Adams has to reply to this email. \_\_\_\_\_

4 Match paragraphs 1–4 in the email to functions a–d.

- a Invite a response. \_\_\_\_\_
- b Introduce the reason for writing. \_\_\_\_\_
- c Confirm details. \_\_\_\_\_
- d Give information / news. \_\_\_\_\_

5 Read the following paragraph. Which paragraph in the email could it replace? How would the other paragraphs need to change if you used this alternative paragraph?

Unfortunately, the model you have ordered is currently out of stock. We are expecting a delivery in five days, but if you prefer we could send you the OP245Z model which we have in stock now.

6 Match the words in **bold** in the email to definitions 1–8.

- 1 a reduction in the usual price \_\_\_\_\_
- 2 facts / information about something \_\_\_\_\_
- 3 be present / be noticeable \_\_\_\_\_
- 4 when a shop / factory has something available for sale / use \_\_\_\_\_
- 5 an official list of items or work done plus the cost \_\_\_\_\_
- 6 to deal with something in an official way \_\_\_\_\_
- 7 to produce / provide something official \_\_\_\_\_
- 8 to make certain that something is correct \_\_\_\_\_

7 Look at the order form and the notes made about it. Use the information to plan an email to Mr Noble. Decide what information you will give in each section of your email.

### ORDER FORM

Date: 15.1.2012

Name: Ross Noble

Company: Gilbert's Engineering

Quantity: 30

Item: OP250YZ laptops

Price per item: 1,100 euros

Total Price: 33,000 euros

*Regular customer*

*Quantity over 20 = discount 10% per unit (total price 29,700 euros)*

*Only 25 in stock, but we do have OP250S in stock.*

8 Write the email to Mr Noble, then exchange emails with a partner. Give feedback on your partner's email.

## 5G &gt; RESPONDING TO AN ENQUIRY

- 1 Look at this response to a letter of enquiry. How well do Tony and Claude know each other? How do you know?

AEK Software Plc  
Berlin

Tony Fuchs  
Promotech  
The Sidlings  
Aylesbury  
HP26 1VF

6 February, 2012

Re: Enquiry about the new operating system

Dear Mr Fuchs

Thank you for your letter dated 29.01 asking about our new operating systems. As you know from our previous communications, the new system will be launched in May this year.

The purpose of the system is to make day-to-day use quicker and more intuitive. In other words, we want the user to have everything at their fingertips. The new system is significantly different from the one that is currently in use.

As you point out, one downside is the need for initial training. The good news is that, as part of an introductory offer, all purchasers of the new operating system will be offered a free on-site training day with one of our developers.

You might be interested to know that there will be a preview of the system at an open day at our offices in April.

Please find enclosed the latest information leaflets, as you requested, and an invitation to the open day mentioned above. If you have any further questions, please do not hesitate to contact me.

Yours sincerely

*Claude Fischer*

Claude Fischer  
Sales and Marketing Manager

- 2 What information does the letter not include? Tick [✓] or cross [✗] each piece of information below.

- 1 Information about availability of the product \_\_\_\_\_
- 2 Prices and delivery details \_\_\_\_\_
- 3 Details of a special offer \_\_\_\_\_
- 4 Details of a promotional event \_\_\_\_\_
- 5 A general description of the product \_\_\_\_\_

- 3 From the information contained in the reply, what do you think the original letter of enquiry said? Do you think this is a positive response? Why? / Why not?

- 4 Match these words and phrases from the text with definitions 1–5.

intuitive      at their fingertips      significantly  
downsides      hesitate

- 1 ready and easy to use \_\_\_\_\_
- 2 the disadvantages or negative aspects \_\_\_\_\_
- 3 to pause before you do something \_\_\_\_\_
- 4 ability to know something by using feelings not facts \_\_\_\_\_
- 5 in a way that is large enough to be important \_\_\_\_\_

- 5 What is the purpose of each of the five paragraphs in the letter?

- 6 Underline words or phrases in the letter that help the writer to do these things.

- 1 Welcome the enquiry.
- 2 Acknowledge points in the original enquiry.
- 3 Try to avoid using the first person; *I* or *me*.
- 4 Refer to something that has already been talked about.
- 5 Introduce solutions.
- 6 Introduce a special offer / invitation.
- 7 Mention enclosures / attachments.
- 8 Invite further contact.

- 7 Read the short letter of enquiry below and highlight the areas that you would need to address when you are replying to it.

Dear Sir or Madam

I was recently sent a password and username for your Internet banking website, however, I have managed to lose it. Would it be possible for you to send the password again or will I have to re-register at the local branch?

Also, once I have access to the website will I be able to set up regular cash transfers overseas online?

Thank you for your prompt response.

Yours

Candace Park

- 8 Reply to the letter above. Make sure you answer the questions and give reasons. Also, take the opportunity to introduce a special offer to the customer.

# 5H > WRITING AND RESPONDING TO INVITATIONS

**1** When was the last time you were invited to a business or social event? What was it? How were you invited? Did you go?

**2** Read the letter and answer the following questions.

- 1** When is the conference?
- 2** What is it about?
- 3** Who is the opening speaker?
- 4** When will Ingrid receive the full programme?
- 5** Why is Robert going to send the programme?
- 6** What do they want Ingrid to do?

Angel Life Organization  
Piccadilly  
London

Ingrid Marna  
Executive Director  
The Hope Foundation  
Helgeandsholmen  
Stockholm  
7 April, 2012

Dear Ingrid

<sup>1</sup> \_\_\_\_\_ our telephone conversation last week, this letter serves to formally invite you to the second International Ethical Business Conference.

The conference is to be held from April 4th–7th at the Keyworth Centre, part of London South Bank University.

<sup>2</sup> \_\_\_\_\_ you would be one of the keynote speakers at the event.

The theme of the conference is 'Ethical Business in the 21st Century' and we are planning an event for approximately 1,000 delegates. <sup>3</sup> \_\_\_\_\_ Hal Gaur will be opening the event with a thought-provoking talk entitled 'It's the end of the (third) world as we know it', which examines how corruption and greed has led to an increased neglect of business ethics in developing countries.

<sup>4</sup> \_\_\_\_\_ give the final keynote speech.

<sup>5</sup> \_\_\_\_\_ base it on your recent research or, if you prefer, you are welcome to base it on other aspects in your area of specialism. We would be happy to discuss the content with you. We have invited several other distinguished speakers from the business and academic worlds and we will forward a complete speaker programme, with contact details, to you in a couple of weeks so that you get an idea of the specific subjects that will be covered by the other speakers.

To summarize, the Angel Life Organization would be pleased if you would agree to be our closing speaker at this year's conference. <sup>6</sup> \_\_\_\_\_ your reply.

Yours sincerely

*Robert Yates*  
Robert Yates

**3** Complete the letter with phrases a-f.

- a We wondered if you would like to
- b Further to
- c We look forward to
- d We would be delighted if
- e We would like you to
- f We are pleased to announce that

**4** Put the sentences in the correct order in Ingrid's reply to Robert's invitation.

- a Please could you send me more details of the travel and accommodation arrangements? \_\_\_\_\_
- b It sounds like a wonderful opportunity. \_\_\_\_\_
- c Thank you very much for the invitation to speak at the IEB Conference this year. \_\_\_\_\_
- d I look forward to hearing from you. \_\_\_\_\_
- e If this is acceptable, I would be honoured to deliver the closing speech at the conference. \_\_\_\_\_
- f I wondered if I could arrive on the 6th as I have other commitments that week. \_\_\_\_\_

**5** Work with a partner. What would you say if:

- 1 you wanted more information before you accepted?
- 2 you had to reject the invitation?

**6** Work with a partner and look at the letter in **2** again. What is the function of each paragraph?

**7** Look at the details below. Write a letter to the main speaker asking him / her to come to the conference. Remember to organize your letter like the one in **2**.

## Memo – Human Resource Management in 21th Century Conference

**Speaker:** J. Parker

**Date of Conference:** 31st October–3rd November

**Date of Speech:** 31st October (opening plenary)

**Title of Speech:** Speaker to choose own title

**Other Speakers:** Tern Albract (closing plenary)

Jana Smit (talk – title undecided)

Meals and accommodation provided.

**8** Once you have finished, swap your letter with someone else in the class. Write a response to the invitation you receive.

## 6A &gt; JOB ADS AND DESCRIPTIONS

**1** Have you ever looked for a job? What are the main things you look at when reading job adverts?

**2** Read these three job ads and answer the questions.

- 1 Which ad is for a part-time post?
- 2 What do all three ads want the candidates to have?
- 3 Which job offers training?
- 4 Which ad has requirements for how the candidate should look?
- 5 Which ads state a perk that the successful candidate will get?
- 6 Which ads state the exact hours that the successful candidate will be working?

### Trainee retail manager for 24-hour supermarket

**Hours:** 35 hours per week on a shift basis

**Salary:** £18,000 per annum + bonus

**Description:** Applicants should preferably have some experience in retail and be aged 18–25. No higher education qualifications are necessary as training is given. The job will involve cash handling, stock control, supervising staff, and dealing with customer complaints. Applicants must be prepared to work some night shifts. Possibilities for career development in the company.

### BAR STAFF

**Are you a student? Do you need to make money while you study? Why not join the staff at the Riverside Café-Bar?**

**Hours:** 20 hours per week (part-time)

**Wages:** £140 per week

Must have experience of working in the food and drink industry, and have a friendly manner and smart appearance. Applicants must be aged 18+. Applicants can choose their preferred working times.

### Salesperson

**Hours:** Monday to Friday, 8.30 a.m. to 5.30 p.m.

**Wages:** £15 per hour

The perfect job for someone who wants to progress in the world of sales and marketing. Applicants must have some previous experience within a sales environment. You will be required to generate new business and you must have a valid, clean driving licence as a company car will be provided.

**3** Match the phrases from the ads to their definitions.

1 Should preferably have some experience in \_\_\_\_\_

2 The job will involve \_\_\_\_\_

3 Possibilities for career development \_\_\_\_\_

4 Must have experience of \_\_\_\_\_

5 You will be required to \_\_\_\_\_

a It is essential to have experience in \_\_\_\_\_

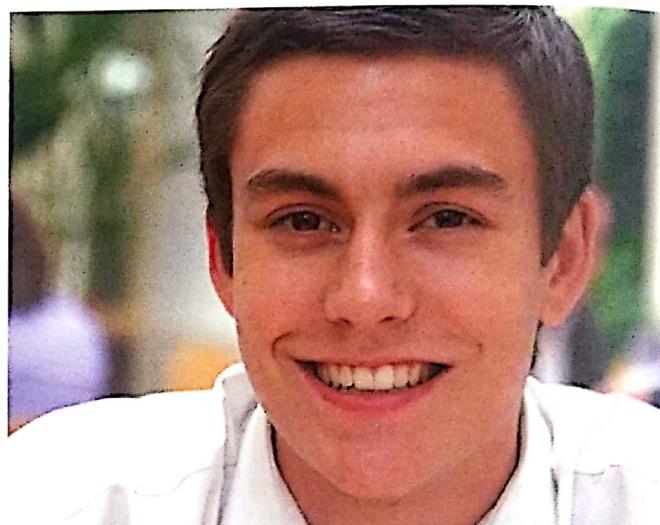
b The tasks of the job include \_\_\_\_\_

c The job could lead to more senior posts \_\_\_\_\_

d It is useful to have experience in \_\_\_\_\_

e The employee will have to \_\_\_\_\_

- 4** Alexis Gourrier has decided he needs to find a job that he can do at the same time as he studies at school. Read the notes he has made.



- born in Paris, 21 years old
- baccalauréat, two years ago. 13 out of 20
- finishing first year of 2-year course in sales and marketing at technical college in Rennes
- speak good English and basic German
- can use several word-processing packages
- last year was a group leader at summer camp in the USA
- summer before worked at Big Burgers serving customers
- before starting sales and marketing course worked in a printing shop, producing business cards, etc. for 2 months
- play the drums, swimming, diving
- would like something with training / promotion prospects
- shift work OK, but prefer normal hours - need time to do work for course though

- 5** Work in groups of two or three and discuss which job you think would suit Alexis the best and why. Try to agree on one job.

- 6** Write a job ad for your ideal job.

## 6B WRITING A CV

# 6 JOB APPLICATIONS

- What is a curriculum vitae (CV)? Do you have an up-to-date one? What information is on it?
- A 6.1** Listen to a personnel officer talking about the dos and don'ts of writing CVs. Make notes on the following points. Do you agree with what she says?

| Topic            | Do | Don't |
|------------------|----|-------|
| Personal details |    |       |
| Education        |    |       |
| Qualifications   |    |       |
| Work experience  |    |       |
| Photographs      |    |       |

- These are headings and categories commonly used in CVs.

marital status    referees    employment history  
 permanent address    educational history    skills  
 title    personal details    hobbies and interests  
 surname    qualifications    date of birth

Which one means:

- basic facts about you? \_\_\_\_\_
- practical abilities? \_\_\_\_\_
- where you live most of the time? \_\_\_\_\_
- what you do in your free time? \_\_\_\_\_
- when you were born? \_\_\_\_\_
- Mr, Mrs, Ms, or Dr? \_\_\_\_\_
- details about your working life? \_\_\_\_\_
- whether you are married or single? \_\_\_\_\_
- people who can tell the employer about your qualities and character? \_\_\_\_\_
- proof that you have successfully completed a course? \_\_\_\_\_

- schools and colleges? \_\_\_\_\_
- family name? \_\_\_\_\_

- Which information is not usually asked for in your country? Should you give any information that is not mentioned here?

- Read the CV. Complete a-h with appropriate headings or categories from the list in 3.

### Toni Carter

a \_\_\_\_\_

Full name: Toni (Antonella) Carter

b \_\_\_\_\_: 14/02/78

Permanent address: Linden Cottage, 88 Whitecross Road, Rickmansworth, Herts, WD3 8KY

Tel: 01923 0845841

Mobile: 07897 765782

Personal email: CarterToni@gratiserve.co.uk

c \_\_\_\_\_

I am currently following a part-time MBA programme in international business at Randolph Business School.

1997–2000: University of Nottingham

BSc Business Studies (2:1).

1994–1996: Dr Chalmer's Sixth Form College

A-levels in Italian (A), Mathematics (B), Biology (B).

d \_\_\_\_\_

Word-processing, Excel, PowerPoint.

Languages: Bilingual (English / Italian).

e \_\_\_\_\_

September 2002–present

Farinelli Fashions: Marketing Executive with responsibility for customer services. I regularly visit sales outlets in the south of England and our suppliers' factories in Malta and Morocco.

January 2001–September 2002

Kilt Corner: Shop Assistant, then Deputy Manager.

August–December 2000

La Sorpresa Italian Restaurant: Part-time Waitress.

f \_\_\_\_\_

Football: At university I was captain of the women's football team.

Playing the cello: Member of SN Chamber Orchestra.

Travel: In my gap year, I travelled round Australia and South East Asia. I developed a broader awareness of other cultures.

g \_\_\_\_\_

Catriona Flynn

Manager, Kilt Corner

Gorton Street

London, W8 7AT

Professor K. Prades

Randolph Business School

32 City Road

London, EC1A 7HG

- Read the CV again and answer these questions.

- Does Toni follow all the advice?

- What details does she give of her personal achievements?

- What does she hope to prove by giving details of her interests and hobbies?

- Create your own CV using Toni's as a guide.

## 6C &gt; WRITING A COVERING LETTER

- 1 A CV or job application form should always be accompanied by a short covering letter. What is the purpose of a covering letter?
- 2 Read this advice about writing covering letters. Does the same apply in your country? Discuss with a partner.
  - Always type a covering letter unless you are specifically asked for a handwritten one.
  - Where possible, address it to the person concerned.
  - Keep it short - use only one side of a page.
  - Make sure that the page isn't too full and that the layout is clear.
- 3 Read the covering letter below and answer these questions.
  - 1 What job do you think the writer is applying for?
  - 2 What kind of organization does he want to work for?
  - 3 How well does he 'sell' himself?

Dear Mrs Proctor

I am writing in response to your advertisement in the September edition of *Telemarketing Magazine* and would like to be considered for one of the Trainee Consultant posts mentioned.

As you will see from my enclosed CV, I have recently completed a degree in international marketing at Clifton University. A six-month company placement in France gave me the opportunity to put some of the theory learned on my course into practice, and to acquire a good working knowledge of French. The post involved helping with the development of telemarketing scripts for salespeople. Since then, I have had several months' experience of working in the international section of the Automobile Club's call centre. This means I have had direct experience of the day-to-day realities of communicating with the public.

From your corporate website, it appears that working for your organization would offer a stimulating and challenging career within a highly competitive field. I am extremely attracted by this opportunity and feel that I have already acquired some of the skills and awareness necessary to make an effective contribution to the company.

I am currently available for interview and would welcome the opportunity to discuss the post in more detail. I look forward to hearing from you.

Yours sincerely

*Russell Fleming*

Russell Fleming

- 4 The letter is divided into four paragraphs. In which paragraph (1–4) does he:
  - a state his enthusiasm and interest? \_\_\_\_\_
  - b say when he could be interviewed? \_\_\_\_\_
  - c show that he knows something about the organization he wants to work for? \_\_\_\_\_
  - d say how he heard about the job and state his interest in it? \_\_\_\_\_
  - e describe his practical work experience? \_\_\_\_\_
  - f include details of relevant skills? \_\_\_\_\_
- 5 The language in Russell's letter is formal. Put the words and phrases below into the correct part of the table - formal or informal.

|                      |                  |                 |             |
|----------------------|------------------|-----------------|-------------|
| begin                | at the moment    | complete        | reply       |
| please find enclosed | free             | answer          | available   |
| another thing        | commence         | request         | in addition |
| available jobs       | give you         | ask for         | discuss     |
| vacancies            | currently        | I have included | talk about  |
| job                  | provide you with | post            | finish      |

| Formal   | Informal |
|----------|----------|
| commence | begin    |

- 6 Using Russell's letter as a guide, write a covering letter in reply to one of the job advertisements on page 44. Include some of the formal words and expressions in 5 (up to eight) but avoid making your letter sound too formal.
- 7 Swap your letter with a partner and work together to try to improve each other's letters.



1 Have you ever made or seen a video CV? What makes it different from a written CV? Would you use it in the same way as a written CV?

2 Watch the video. Take notes about the different filming techniques for the CVs. Discuss your notes with a partner. Which technique did you prefer? Why?

3 Watch the video again. Complete the notes about each candidate in the table.

|   | Dacia       | Yang        | Adam | Bryony      |
|---|-------------|-------------|------|-------------|
| Personal details                        |             |             |      | Doesn't say |
| Education, training, and qualifications |             |             |      |             |
| Other skills                            | Doesn't say | Doesn't say |      |             |
| Work experience                         |             |             |      |             |
| Interests and hobbies                   |             |             |      | Doesn't say |

4 Complete these phrases from the video using a word from the list. Then watch the video again or read the transcript and check your answers.

training major received attended  
interacting self practical undergoing

1 I'm an electrical engineer by \_\_\_\_\_.

2 I've \_\_\_\_\_ a BSc in electrical and computer engineering.

3 I did my undergraduate degree at University of Newcastle upon Tyne, and my \_\_\_\_\_ was in economics.

4 I have been \_\_\_\_\_-employed all of my working life.

5 I have learnt pretty much all of my experience from \_\_\_\_\_ application.

6 I've \_\_\_\_\_ a Harvard Business School executive education course.

7 I'm \_\_\_\_\_ my MBA at Cranfield.

8 I enjoy \_\_\_\_\_ with people.

5 In groups, discuss these questions about the video CVs. Give reasons for your answers.

1 Which candidates communicated effectively in the video?  
How?

2 How could you improve some of the video CVs?

6 Work with a partner. Discuss and write a list of general advice for people making a video CV. Afterwards, compare your list with the rest of the class.

7 Write a script for your own video CV. Decide if you want it to be in the form of an interview or a monologue. If you have a video recorder, record your video CV and then show it to the class. If you don't have a video recorder, simply give your video CV to the class as if to a camera.

8 As a group, discuss and analyse everyone's video CVs. Offer advice on how they could be improved.

9 Based on the advice you received from your classmates, re-write your video CV and repeat steps 7 and 8 above.

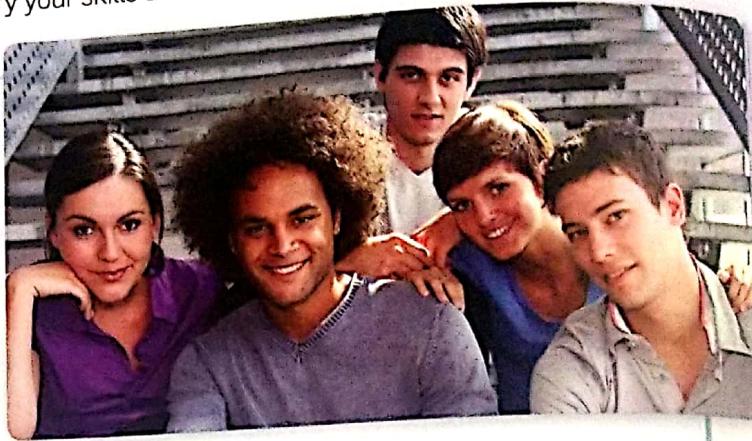
## 6E &gt; IDENTIFYING YOUR STRENGTHS AND SKILLS

- 1 Why is it a good idea to know what your strengths and weaknesses are?
- 2 Complete the instructions on this form to try to identify your skills and strengths.

## KNOW YOURSELF

1 Write five adjectives which describe your personality.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



2 Circle four skill areas below that reflect your skills most closely.

3 Then, for each skill area you circled, choose and circle a key area that best reflects your strengths. You will now have four circled skill areas and four circled key areas.

## TRANSFERABLE SKILLS

| SKILL AREAS            | KEY AREAS   |
|------------------------|---|
| Creative               | generate new ideas<br>imaginative<br>able to find solutions                               |
| Collecting information | good at research<br>can analyse information<br>can write reports<br>can work with systems |
| Organization           | good at planning<br>meet deadlines<br>good at time management                             |
| Communication          | make presentations<br>listen well<br>speak clearly<br>good at languages                   |

| SKILL AREAS            | KEY AREAS  |
|------------------------|--|
| People skills          | work in teams<br>handle conflict<br>help people<br>advise people   |
| Entrepreneurial        | innovative<br>positive thinker<br>take risks<br>determined   |
| Self-management        | self-motivated<br>able to make decisions<br>willing to learn<br>solve problems<br>have attention to detail |
| Information technology | word processing, graphics,<br>databases, email/Internet,<br>spreadsheets, PowerPoint                       |

3 Think about a personal example for each key area that you circled. Make notes. Be ready to discuss this with a partner.

Skill area: Creative

Key area: Imaginative

Personal example: I designed the cover for my sister's demo CD.

4 Work with a partner. Discuss your answers with your partner. Ask your partner questions about their personal examples. Discuss what type of job or career you are suited to.

5 Share your discussion with the class. Make a class list of the different career / job areas you are each suited to. How varied is the list?

## 6F ➤ PREPARING FOR AN INTERVIEW

1 Read the article below and match some of the interview mistakes with this advice.

- a Don't wear the wrong clothes.
- b Don't eat or drink.
- c Do your homework – learn about the company.
- d Prepare appropriate answers to questions.
- e Don't appear tired or bored.
- f Don't keep checking the time.

## How NOT to impress at an interview!

Going for a job interview is a chance to impress and show a company your best qualities. Or it should be! Interviewers told us about their worst experiences. Are you ready for some surprises?

- 1 One woman started eating a hamburger and fries during the interview. She said that she hadn't had lunch.
- 2 One candidate saw a photo of my wife on the desk and asked if it was my mother.
- 3 I was amazed when a woman brought her dog to the interview. She even asked for a bowl of water.
- 4 I must be very boring. A candidate once went to sleep during the interview. I had to wake him up!
- 5 The candidate made a phone call on his mobile. It was to his brother – he asked him how to answer the question.
- 6 During the interview, an alarm clock went off in the candidate's bag. He got up and said he had to leave because he had another interview.
- 7 Our company does telemarketing. But one candidate said she didn't like talking on the phone!
- 8 A candidate came in wearing earphones. She said she could listen to me and to the music at the same time.



- 9 We interviewed someone who forgot the name of our company halfway through the interview. We weren't impressed.
- 10 Our company has a casual dress policy. But one candidate took this too far! He came to the interview wearing shorts, flip-flops, and a T-shirt.

2 Work in groups. Decide which candidate's behaviour was:

- 1 the most embarrassing
- 2 the most stupid
- 3 the most offensive
- 4 the most inappropriate.

3 Work with a partner. Imagine you are interviewing someone to be the secretary of your place of study. What questions would you ask?

4 Interviewers want to know about your education and past experience, what sort of person you are, and what you can offer. Read the key questions below.

Write your answers to these questions.

### Key interview questions

- 1 What were your best / worst subjects at school?
- 2 What skills and qualities do you have?
- 3 What are some of your strengths and weaknesses?
- 4 Tell me about an achievement in your last job or at school.
- 5 Why are you interested in this company?
- 6 What experience have you had of working in a team or a group?

5 Work with a partner. Ask and answer the questions in 4.

## 6G &gt; GOING TO A JOB INTERVIEW (1)

- 1 Work with a partner. Make a list of ways you could improve your chances of success in a job interview.



- 2 Read the advice below about going to a job interview. What does it say about the following areas?

|                        |  |
|------------------------|--|
| 1 Research             |  |
| 2 Attitude             |  |
| 3 Skills and qualities |  |
| 4 Questions            |  |

### The perfect interviewee

As the person applying for the job, you need to do your research before the interview. Check the company's website, read recent news about the company, and talk to people who know the company. During the interview, try to demonstrate you have done your research as it shows you are serious about the position.

Most interviews have similar questions. Think carefully about what questions you will be asked and prepare positive answers in advance. Be clear about what strengths, skills, and qualities you want them to notice in you, especially ones that are relevant to the job. If you need to discuss any challenges or weaknesses, then explain how you intend to overcome them. In general, try to present a positive version of yourself. Dress well, try to relax, maintain eye contact, and be friendly and enthusiastic.

Finally, prepare questions which you would like to ask. Remember that good questions will demonstrate that you have done your research and have thought carefully about the requirements of the job.

- 3 **V>6** Monica has applied for the position of Finance Assistant in the Finance Department of QPG. Watch her job interview with Paul (Head of HR) and Maja (Head of Finance) and make notes on this form about her.

Name: Monica Bagley

Current job: 1

Reason(s) for applying:

2

Employment history:

Worked for the accountants Reynolds and Waters,

Duties included: 3

Reason for leaving previous job:

4

Relevant skills for this position:

5

Candidate's expectations of the position

(e.g. challenges of the post):

6

Reason why the candidate thinks he / she would be suitable:

7

Possible training this candidate may require:

8

Action needed: Email Monica details of

9

- 4 **V>6** Watch Monica's job interview again and analyse her performance. Rate each item below using the following scale:

1 = successful      2 = satisfactory      3 = unsuccessful

Appearance \_\_\_\_\_

Demonstrates research \_\_\_\_\_

Gives positive answers with examples \_\_\_\_\_

Has prepared answers to common questions \_\_\_\_\_

Asks her own relevant questions \_\_\_\_\_

Gives a good impression \_\_\_\_\_

- 5 Discuss, in small groups, how Monica could have improved her performance in the interview. Where did she go wrong? Could she be better prepared? Share your ideas with the class. Decide if you would offer her the job.

## 6H GOING TO A JOB INTERVIEW (2)

- 1 How many job interviews have you had? Talk about them in small groups. What were the interviews like? How did you perform? Did you get the job(s)?
- 2 During an interview, you will need to talk about your personal qualities. Look at these job advert extracts. Underline the adjectives that are used to describe personal qualities. Discuss with a partner what they mean.

**AMBITIOUS, HARD-WORKING INDIVIDUALS  
NEEDED FOR SALES POSITIONS!**

Are you an intelligent, resourceful, and outgoing person looking to start a successful career in sales?

**TRAINEE SOFTWARE DEVELOPER**

Fantastic opportunity for an enthusiastic and creative individual to join our innovative software development team. You will have excellent IT skills, including experience of website design, and be passionate about gaming software.

- 3 Read these comments by candidates in interviews. Match the personal qualities to the comments.
- |           |              |              |          |
|-----------|--------------|--------------|----------|
| ambitious | enthusiastic | reliable     | flexible |
| decisive  | determined   | hard-working | creative |
- 1 My last manager trusted me and let me deal with clients on my own.
  - 2 I like to think that I always approach any new task with a positive attitude and a smile.
  - 3 I'm able to make tough decisions when I have to.
  - 4 I think it's important to achieve your aims and I always try my hardest to make sure this happens.
  - 5 I suppose in two or three years' time I'd hope to see myself promoted to a senior position.
  - 6 I'm able to work with most people and adapt to different working environments.
  - 7 I don't mind working late or working extra hours when there's a lot of work to do.
  - 8 I've been told that I'm pretty good at coming up with new ideas.

- 4 Work with a partner or in small groups. One person is a candidate who is applying for one of these posts. The other person (or people) works for the employer and is going to interview the candidate.

**Telephone Banking Advisor**

A major bank is seeking Customer Advisors to work in their call centre in Swansea, Wales. As an advisor you will be taking calls from banking customers and dealing with general customer queries. Along with providing excellent customer service, you will be expected to promote the bank's products and services. Call centre experience desirable but full training provided. Apply initially by sending your CV and a covering letter.

**Area Sales Manager,  
southern Europe**

Leading educational publisher is looking to recruit an Area Sales Manager for southern Europe. This is an exciting opportunity for an ambitious individual who is passionate about the university sector. Sales experience required along with the ability to speak Spanish and Italian. The post offers a competitive salary along with an annual bonus and a company car.

- 5 Spend some time preparing for the interview. The candidate chooses the post and thinks of possible answers to questions and of questions to ask. The interviewer(s) should think about what skills and qualities they are looking for in the candidate and prepare their questions.
- 6 When you are ready, start the interview. Afterwards, swap roles and practise another interview using the job in the other advert.