POTRERO DISTRI

Nivel II

- 1.Common busines collocations
- 1.1 Common business collocations II
- 2.Describing your company
- 3. Talking about your company

Assessment 1

- 4. Introducing your job
- 5. Talking about your job
- 6. Saying how you feel about your job
- 7. Talking about your job in more detail

Assessment 2

- 8. Promoting a product
- 9. Promoting a product Welcome email
- 10. Selling an idea
- 11. Email writing Persuasion
- 12. Socializing Small talk

Final Assessment

COMMON BUSINESS COLLOCATIONS

Verb + Noun Collocations

1. Do business

To do business is to enter into a business relationship with another person or company.

According to an article in Entrepreneur, there are many risks to consider if you're planning to do business in other countries.

2. Make money

To make money simply means to earn a profit from your business.

While waiting for a job offer, he's trying to make money as a seller on Amazon.

3. Join forces

To join forces means to team up and work together with another person or business.

The Sales and Marketing Departments will join forces to promote the next product campaign.

4. Go bankrupt

To go bankrupt is a situation where a company doesn't have enough money to pay its debts.

The weak economy is causing many companies to go bankrupt.

5. Run a company

To run a company is to be in charge of the operations of a company. The verb run here refers to the act of managing a business activity or store.

So then, you could say run a business, run a restaurant, run a flower shop, etc.

After I retire, I plan to move to the countryside and run a small business.

6. Chair a meeting

To chair a meeting is to play the role of a chairperson at a meeting.

It's your turn to chair the sales meeting this week.

7. Lead a team

To lead a team is to be the leader of a group of people working together on a business activity.

Robert doesn't have enough experience to lead the team.

8. Attract investors

To attract investors is to promote a business in such a way as to encourage people and companies to invest in it.

This Forbes article shows you how to attract investors to fund your own startup company.

LESSON 1.1

COMMON BUSINESS COLLOCATIONS

9. Suffer losses

In business English, to suffer losses means your costs are more than your earnings. It's usually used to talk about business investments, markets, etc.

He suffered losses in the stock market recently. That's why he follows the market news closely every day.

10. Build trust

To build trust is to develop a strong relationship with others, where you both expect the best of each other. You wouldn't hear an English speaker say create trust, make trust, etc.

One way to build trust with our customers is by keeping our promises to them.

11. Discontinue a product

To discontinue a product is to stop manufacturing or selling the product.

Since this line of sportswear isn't doing well, the company may decide to discontinue the products.

12. Meet a deadline

To meet a deadline is to complete a task or job by the scheduled date.

Práctica 1

LESSON 2 DESCRIBING YOUR COMPANY

_	•			_	
ט	escri	bing	your (com	panv

We're based in (country/city)...

We're located in (country/city)...

Our headquarters is in (country/city)...

The company was founded in (year)...

We're in the _____ industry.

We produce/manufacture...

We sell...

We distribute...

We offer/provide...

We're a multinational company.

We're a local company.

We're a small business.

We're a start-up.

We have branches/subsidiaries/offices in (country).

We have (number) employees.

We're a privately owned company/corporation/government organization/non-profit.

We do business with...

Our clients/customers include...

Práctica 1

TALKING ABOUT YOUR COMPANY

Unilever/Renault:

- Started in...
- Dates from...

Its head office is in...

It has:

- Companies in...
- Subsidiaries in...

It:

- employs....people
- has... employees

It:

- Produces
- Manufactures
- Sells
- Offers
- Designs

It has:

- (2) divisions
- (5) business units
- (many) wellknown brands

Práctica 1

Check your knowledge Assessment 1

INTRODUCING YOUR JOB

I'm a:

- IT director
- Application developer

I work in + field

- I work in online education
- I work in digital marketing

I work in + place/department

- I work in the IT department
- I work in a school

I work for + company

- I work for Unilever
- I work for myself

Most common job titles in IT:

- Customer service
- Web developer
- Network administrator
- IT technician
- Reasercher
- Intern
- Junior developer
- Account manager
- Digital marketing executive
- Creative designer

Práctica 1

HOW TO TALK ABOUT YOUR JOB

Describing your Job

I'm a (job)...

I work as a (job)...

I'm currently working as a (job)...

I just started at (company)...

I just started working as a (job)...

I've been with (company) since/for... I handle...

I've been a (job) since/for...

I work for (company).

I work in (field/industry)...

I'm self-employed.

I own my own company.

I'm responsible for (+ ing)...

I ensure...

I deal with...

I manage...

I direct...

I supervise...

I advise...

My role is....

My responsibilities include (+ing)...

I report to (person/people).

I work with/collaborate with

(person/people)

Práctica 1

SAYING HOW YOU FEEL ABOUT YOUR JOB

English Adjectives



- demanding this job requires a lot of your time and energy
- challenging this job is very difficult but in an enjoyable way
- repetitive in this job you do the same things again and again
- rewarding this job makes you feel satisfied when you do it well
- glamorous this job is very exciting because it's connected with fame and success
- lonely www.englishlessonviaskype.com
 in this job you work on your
 own and don't see many people



www.englishlessonviaskype.com

- mundane

 a very ordinary job, with no interest or excitement
- Clerical www.englishlessonviaskype.com relating to work in an office, it usually involves dealing with routine administration matters



Práctica 1

TALKING ABOUT YOUR JOB IN MORE DETAIL

A person who:

- Has a job: worker, employee
- Doesn't have a job: unemployed, out of work
- Works independently: self-employed
- Completed his/her normal period of service: retired
- Is away from work because of illness: on sick leave
- Is away from work for the birth of a baby: on paternity/maternity leave
- Refuses to work because they want more money, better conditions: on strike

Práctica 1

Check your knowledge Assessment 2

PROMOTING A PRODUCT

HOW CAN EFFECTIVELY PROMOTE YOUR PRODUCT



Apply customize promotions where we can select the products or special offers, festival offers & coupon code to gain sales



Selecting the products using the promotion menu helps the Select your product sellers to promote their products better.

Customize product for promotion

Customize your Product Title/Price, Discount Price, Personal Message, Promotion Title, Coupon code and Mailing Gap. You even can select the Start/End Date within which you want to promote your product.

Unique Identification number for each product.

Specific Product Title for Promotions.

Current price of the product.

Discount Price to be provided

Enter your message to the buyer for special promotions/offers.

To Identify Festival Offers/Promotions Title

Unique Coupon Code for users to promote Offers/Promotions

Mail for customer reach

Schedule the Mailing Gap

Start and End Date to promote the offer.

Práctica 1

PROMOTING A PRODUCT
EMAIL WRITING 1- WELCOME EMAIL

What is a welcome email? A welcome email is the first impression a company makes with a new customer, blog subscriber, or newsletter subscriber via email. Welcome emails can deliver videos, special offers, a sign-up form, or just a friendly hello to establish a relationship with a new contact.

SELLING AN IDEA - PITCHING A PRODUCT



HOW TO COME UP WITH INFO PRODUCT IDEAS THAT SELL

Creating and selling digital information products is a great way to add a steady revenue stream to your business. So, how can you come up with an info-product idea that will sell?

Focus On Problems and Solutions

Most of the bestselling information products help us solve a problem. This could be how to get the baby to sleep through the night, how to cook dinner in 30 minutes or less, or how to drive traffic with inexpensive Facebook ads. In each of these cases, there's a problem and the digital product offers the solution.

The more urgent or painful the problem, the easier it will be to sell the finished product. Look at what those around you are doing. There's no need to reinvent the wheel, and there's nothing wrong in with spying on the competition to come up with ideas. Piggyback on their efforts, or come up with a better version of what they have to offer.

Think about your target audience and the problems and challenges they face. How can you help them solve that problem?



Test Before You Create

There are a few different ways to test a product idea out before you sit down to create it. The first and easiest method is to find a similar product to what you are considering developing and promote it as an affiliate. If it sells well, you can come up with your version, with a twist on what you've already shared with them.

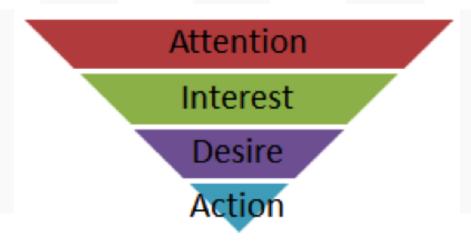
Come up with the general idea and flesh it out just enough to grab your potential customers' attention with a sample of the first few pages. Set up a sales page and a buy button, letting them know that they will be able to look over your shoulder while you create the product, or at the very least let them know of the delivery date.

Presell your product before you create it

IV ARY MIX

Práctica 1

LESSON 11 EMAIL WRITING 3 - PERSUASIVE



The AIDA Copywriting Formula

AIDA stands for:

Attention

Interest

Desire

Action

LESSON 12 SOCIALIZING

SMALL TALK

COMMON INTERESTS

Finding a common interest can start a great conversation.

Do you like sports?

Where are you from?

What do you like to do for fun?

What kind of music do you listen to?

Have you seen any good movies lately?

How do you know (a mutual friend*)?

*A mutual friend is someone you and the person you are talking to both know.

americanenglish.state.gov

American English at State A



Práctica 1

Check your knowledge Final Assessment

¡Muchas Gracias!

Aliados Pedagógicos



















Aliados Estratégicos







































Compromiso