

Contents

Introduction

Module 1 Cultural diversity and socialising

Unit 1 Building a relationship

- 1 Cross-cultural understanding (1)
- 2 Welcoming visitors
- 3 Small talk: keeping the conversation going

Unit 2 Culture and entertainment

- 1 Cross-cultural understanding (2)
- 2 Inviting, and accepting or declining
- 3 Eating out

Module 2 Telephoning

Unit 3 Could I leave a message?

- 1 Preparing to make a telephone call
- 2 Receiving calls
- 3 Taking and leaving messages
- 4 Asking for and giving repetition
- 5 The secretarial barrier

Unit 4 Good to hear from you again!

- 1 Cross-cultural communication on the telephone (1)
- 2 Setting up appointments
- 3 Changing arrangements
- 4 Ending a call

Unit 5 Unfortunately there's a problem ...

- 1 Cross-cultural communication on the telephone (2)
- 2 Problem-solving on the telephone
- 3 Complaints

Module 3 Presentations

Unit 6 Planning and getting started

- 1 Presentation technique and preparation
- 2 The audience
- 3 Structure (1) The introduction

Unit 7 Image, impact and making an impression

- 1 Using visual aids: general principles
- 2 Talking about the content of visual aids
- 3 Describing change

iv	Unit 8 The middle of the presentation	76
	1 Holding the audience's attention	76
	2 Structure (2) The main body	78
	3 Listing information	78
	4 Linking ideas	80
	5 Sequencing	82

Unit 9 The end is near ... this is the end

	1 Structure (3) The end	86
	2 Summarising and concluding	87
	3 Questions and discussion	88

Module 4 Meetings

Unit 10 Making meetings effective

	1 What makes a good meeting?	96
	2 Chairing a meeting	97
	3 Establishing the purpose of a meeting	99

Unit 11 Sorry to interrupt, but ...

	1 The structure of decision-making	103
	2 Stating and asking for opinion	104
	3 Interrupting and handling interruptions	106

Unit 12 What do you mean by ... ?

	1 Asking for and giving clarification	113
	2 Delaying decisions	114
	3 Ending the meeting	116

Module 5 Negotiations

Unit 13 Know what you want

	1 Types of negotiation	124
	2 Preparation for a negotiation	125
	3 Making an opening statement	127

Unit 14 Getting what you can

	1 Bargaining and making concessions	132
	2 Accepting and confirming	135
	3 Summarising and looking ahead	137

Unit 15 Not getting what you don't want

	1 Types of negotiator	142
	2 Dealing with conflict	144
	3 Rejecting	146
	4 Ending the negotiation	149

File cards 1A to 19A

	154
--	-----

File cards 1B to 19B

	162
--	-----

File cards 20 to 33

	171
--	-----