

The Office - Closing The Deal (C0205)

Mr. Smith: I'm glad you could find time to meet with me, Mr. Johnson. I can't think of a nicer environment for our meeting today, the ambiance here is lovely!

Mr. Johnson: No problem, if possible I always combine business with pleasure. Now, let's hear more about these chocolates you're offering.

Mr. Smith: Well, as you know, I have recently become the sole distributor for Grangers Gourmet Bon-bons here in the United States. They're a new manufacturer and are looking to break into the luxury market. Naturally, your restaurant sprang into my mind immediately. I think your brand exemplifies many of the same traits as Grangers and serving these chocolates would really add to your reputation for providing elegant, luxurious, first class dining.

Mr. Johnson: Hmm, sounds interesting.... gourmet chocolates, where are they produced? Belgium?

Mr. Smith: Actually, the factory is located in Scotland.

Mr. Johnson: Really? I didn't think they were known for their luxury chocolate production. . .

Mr. Smith: That's what makes this such a fantastic opportunity! The government is one hundred percent supportive of creating new export markets and has guaranteed a low tariff for all wholesale orders of over one thousand units. They've also reduced the red tape involved at customs as well. Here, I brought these especially for you, try one!

Mr. Johnson: Oh, thanks. Mmm, hmm, creamy texture, smooth. . . .

Mr. Smith: Unique aren't they? I bet you've never tasted anything like it! Quality is assured as I personally visit the factory to make sure no one's cutting corners with the ingredients. Only the crème de la crème make it through inspection.

Mr. Johnson: Yes, very interesting flavors.....
Slightly spicy, very unique, that's for sure. Exactly what ARE the ingredients?

Mr. Smith: I have it on highest authority that this traditional secret recipe has been handed down in the Granger family for generations. I'm sure you can keep a secret. Buttermilk, cacao beans, sugar and Haggis.

Mr. Johnson: Haggis? What's Haggis?

Mr. Smith: It's a traditional Scottish delicacy; you take sheep's liver, heart and lung and stuff it inside of the sheep's stomach.

Mr. Johnson: Ah, get back to you.

Mr. Smith: Mr. Johnson? Mr. Johnson?

Key Vocabulary

ambience	<i>common noun, singular</i>	the atmosphere of a place
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distributor	<i>common</i>	<i>noun, singular</i>	a person or business that sells to retail stores
manufacturer	<i>common</i>	<i>noun, singular</i>	a company that makes goods
break into	<i>principle</i>	<i>verb, in- finitive</i>	enter quickly
spring	<i>principle</i>	<i>verb, past simple</i>	To appear or come into being quickly
exemplify	<i>principle</i>	<i>verb, present simple</i>	sets an example, a demonstration
trait	<i>common</i>	<i>noun, plural</i>	a characteristic feature or quality
factory	<i>common</i>	<i>noun, singular</i>	place where goods are made
know		<i>Adjective</i>	famous for, easily recognized
tariff	<i>common</i>	<i>noun, singular</i>	a tax or amount of money to be paid
wholesale	<i>common</i>	<i>noun, singular</i>	The sale of goods in large quantities.

red tape	<i>common singular</i>	<i>noun,</i>	procedures required to gain bureaucratic approval
cutting corners	<i>phrase</i>		To do something in the easiest or most inexpensive
hand down	<i>phrase</i>		to pass from one family member or generation to th
Haggis			made of sheep's viscera minced with oatmeal, suet,
stuff	<i>principle present simple</i>	<i>verb,</i>	to pack tightly, to cram inside

Supplementary Vocabulary

Angel Investors	<i>common singular</i>	<i>noun,</i>	Individuals who back emerging entrepreneurial ventures, usually as a bridge to get from the self-funded stage to the level of business that would both need and attract venture capital.
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Joint Venture	<i>common singular</i>	<i>noun,</i>	A legal entity created by two or more businesses joining together to conduct a specific business enterprise with both parties sharing profits and losses.
Venture Capital	<i>common singular</i>	<i>noun,</i>	A form of financing for a company in which the business gives up partial ownership and control of the business in exchange for capital over a limited time frame, usually 3-5 years.
Merger	<i>common singular</i>	<i>noun,</i>	A joining together of two previously separate corporations.
Audit	<i>common singular</i>	<i>noun,</i>	an evaluation of a person, organization, system, process, enterprise, project or product.

The Office - Interview Skills Part 1 - The Introduction (C0235)

Mr. Parsons: Come in.

Rebecca Carlyle: Mr Parsons ?

Mr. Parsons: Ah, you must be Rebecca.
Please do come in.

Rebecca Carlyle: Thank you for making some
time to see me Mr Parsons.
It's a pleasure to meet you finally.

Mr. Parsons: The pleasure's all mine Rebecca.
Have a seat please . Now would you like any refreshments?
Tea or coffee?

Rebecca Carlyle: A coffee would be lovely
thank you. Black, no sugar.

Mr. Parsons: No problem. Sally can
we have two coffees please
One, no milk or sugar?

Sally: Certainly Mr Parsons .

Mr. Parsons:

So Rebecca, I understand you had a first interview with Miss Childs last week.

Rebecca Carlyle:

Yes that's correct. She filled me in on the details of the job on the telephone.

Mr. Parsons:

Great. Well, I'm glad to say she recommended you for a 2nd interview, and here we are. Perhaps we can start by discussing your background and resume details a little?

Rebecca Carlyle:

Yes , of course.

Key Vocabulary

refreshment *N*

drinks

interview *N*

a meeting at which people talk to each other

resume *N*

a short document describing your education, work h

recommend	<i>V</i>	suggest
background	<i>N</i>	the experiences, knowledge, education of a person
make some time	<i>P</i>	manage to find to time
It's a pleasure to	<i>P</i>	It's happy to
fill me in	<i>V</i>	give me more information

Supplementary Vocabulary

introduction	<i>N</i>	formally introducing yourself to someone
business attire	<i>N</i>	formal business clothes (usually a suit and tie)
interviewer	<i>N</i>	the person giving the interview
interviewee	<i>N</i>	the person being interviewed

human *N*
resource
depart-
ment

the department in
charge of hiring new
employees

The Office - Interview Skills Part 2 - Discussing Your Background (C0238)

Mr. Parsons: Now, Miss Childs passed on your resume to me and I've had the chance to look it over and I must say I'm quite impressed.

Rebecca: Thank you very much. I've tried to keep it short and clear. If there's any questions please feel free to ask me.

Mr. Parsons: Well yes, I do have a number of questions, but perhaps first you could give me a brief overview I'd like to get a little bit of an idea of your background.

Rebecca: yes of course. Well as you can see from the resume I'm up and grew up in Brooklyn, New York, although our family moved to London when I was quite young, at around rook.

Mr. Parsons: Ah I see, so you were actually educated in Europe?

Rebecca: yes precisely. Although I was born in the US, I would definitely call London home. But as you see I've actually spent a lot of my life moving from country to country. My Father was in the oil business before he retired so we also spent a number of years in Saudi Arabia too.

Mr. Parsons: Very interesting. So it seems you had quite an adventurous childhood.

Rebecca: Absolutely! We were never still for too long. But now I'm really looking to settle down.

Mr. Parsons: I see. Okay, well let's move on to discuss your education shall we?

Rebecca: Sure.

Key Vocabulary

impress	<i>V</i>	cause someone to feel admiration
a brief overview	<i>P</i>	a general description

settle down	<i>P</i>	to calm down
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pass on	<i>P</i>	hand in
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feel free	<i>P</i>	feel relaxed
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Supplementary Vocabulary

concise	<i>A</i>	to be short and clear
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world traveller	<i>N</i>	a person who has traveled to many different countries
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cover page	<i>N</i>	a page briefly describing the interviewee
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qualities	<i>N</i>	certain positive characteristics a person has
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expatriate	<i>N</i>	a person who leaves their home country to work in another country
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The Office - Interview Skills 3 - Education Background (C0241)

Mr. Parsons: Now, if I look here I see that you completed a BA in English?

Rebecca: Yes, that's right. After graduating from high school in New York I attended York University in the UK. My major was English, and my minor was business studies . I completed my BA in 2004.

Mr. Parsons: Yes, I'm pleased to see that you also got a distinction.

Rebecca: Yes that's right. I've always enjoyed studying. My friends say I'm a bit of a bookworm, but my father always pushed us to succeed academically.

Mr. Parsons: Well, it looks like his encouragement paid off Rebecca. So how about extra-curricular activities at University

Rebecca: Well I've always been keen on writing, so I became the editor for the University student magazine, which I really loved. Also I volunteered for a group called Shelter, to help the homeless in York.

Mr. Parsons: What did that involve?

Rebecca: Providing warm meals and shelter, especially in the winter months . I found it really fulfilling to be part of that group .

Mr. Parsons: I'm sure. Okay, now let's move on to your work experience, shall we?

Rebecca: Yes, okay.

Key Vocabulary

BA	<i>B</i>	bachelor of arts
major	<i>N</i>	the main subject studied in a college
minor	<i>N</i>	a second subject studied in a college

distinction	<i>N</i>	excellence
bookworm	<i>N</i>	a person who likes reading and studying
pay off	<i>P</i>	to effect positively
extra-curricular	<i>A</i>	extra activities
keen on	<i>P</i>	willing or eager to do something
volunteer	<i>V</i>	want to do something without being forced or pay
involve	<i>V</i>	contain
fulfilling	<i>A</i>	full of happiness and satisfaction
push sb.	<i>V</i>	to encourage or persuade (someone) to do something

Supplementary Vocabulary

validictorian	a distinction given to the top graduate
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admiration

to have respect for a person

over
achiever

a person who strives to be the best

honors

a distinction given when graduating with high marks

class ring

a ring signifying the school and year graduated

The Office - Interview Skills 4 - Talking About Work Experience (C0244)

Mr. Parsons: Right Rebecca. Now I see that after graduating from University your first job was.....

Rebecca: For a local paper in York called the York Herald. Actually, I started with them as an intern in the beginning. I was really keen on getting some experience in the journalistic world, and this seemed like a good first step.

Mr. Parsons: Certainly. And after your internship

Rebecca: They seemed impressed, and offered me a position as a junior local news reporter. I ended up staying two years there actually. I was in charge of the sports news section of the newspaper. I really enjoyed it there, and it really helped me build my skills.

Mr. Parsons: Yes I see. But you decided to leave them in 2006 right

Rebecca: Yes, that's right. My husband and I moved to London, and so I managed to find a position with a National newspaper based in London

Mr. Parsons: The London Weekly right

Rebecca: Yes, in some ways it was a step down from my previous job but it did offer me much better prospects for the future.

Key Vocabulary

end up	<i>P</i>	turned out or result in
in charge of	<i>P</i>	be responsible for
manage to	<i>V</i>	be able to
step down	<i>P</i>	a decrease or reduction in size or amount
prospect	<i>N</i>	a mental picture of something to come

Supplementary Vocabulary

priority	<i>N</i>	to place importance over different objectives
career	<i>N</i>	the specific area of work a person pursues
quit	<i>V</i>	to stop doing an activity
unemployed	<i>A</i>	to not have a job
employable	<i>A</i>	the ability to be employed

The Office - Interview Skills 5 - Discussing Reasons For Leaving Previous Position (C0247)

Mr. Parsons: Okay, now I'd like to find out more about your last job. I see you spent almost four years at the London Weekly , is that right?

Rebecca: Yes, that's right. To be honest, the first year was quite tough for me. I was really just treated more like an intern. I didn't have many responsibilities and I found it quite frustrating.

Mr. Parsons: So, what changed?

Rebecca: Well slowly but surely I proved myself, and the new editor liked me so he promoted me to features writer .

Mr. Parsons: Wow, a real step up!

Rebecca: Yes I was responsible for restaurant and food reviews mostly. I spent restaurant years in that position, but to be honest it wasn't an area of journalism I wanted to stay in long-term.

Mr. Parsons: I see, so why did you decide to leave finally?

Rebecca: I just felt that the paper couldn't offer me any new opportunities. I really needed a more challenging role to be honest.

Key Vocabulary

frustrating	<i>A</i>	to cause feelings of discouragement or bafflement
slowly but surely	<i>P</i>	happening gradually but inevitably or without fail
to prove oneself	<i>P</i>	to show to have the character or ability expected
long-term	<i>A</i>	covering a relatively long period of time
challenging	<i>A</i>	a test of one's abilities or resources in a demanding but stimulating undertaking

Supplementary Vocabulary

unsatisfied	<i>A</i>	a feeling of unfulfillment
promote	<i>V</i>	to go up in rank or status(at your job)
trial period	<i>N</i>	to prove your worth(at your job)
food critic	<i>N</i>	a person who critiques food at restaurants
disinterested	<i>A</i>	to not have an interest in something

The Office - Interview Skills 6 - Describing Ones Strengths (C0250)

Mr. Parsons: Okay Rebecca. Now youyou've given me a good idea of your work and academic background, but what about you as a person? How would you describe your key strengths?

Rebecca: Well Mr. Parsons, as I mentioned before I'm someone who needs new challenges. I'm really focused and hard hard-working. I think my academic results prove this.

Mr. Parsons: Yes, true, but how about other personal qualities?

Hmmmmmm, that's a tough question. But I would have to say my passion. I'm really passionate about journalism and passionate about my career.

Rebecca: Well I believe I'm a good team-player, but I can also work well independently. I'm very enthusiastic and , well I hope my colleagues would agree, I'm fun to work with.

Mr. Parsons: What would you say is your most positive quality?

Rebecca: Hmmm, that's a tough question. But I would have to say my passion. I'm really passionate about journalism and passionate about my career.

Key Vocabulary

strengths	<i>N</i>	a quality that makes someone effective or useful
focus	<i>A</i>	giving attention and effort to a specific task
hard-working	<i>A</i>	worked hard
prove	<i>V</i>	show the truth by some evidence
team	<i>N</i>	group of people who work together to achieve a com
player	<i>N</i>	person taking part in a sporting event

positive	<i>A</i>	good
passionate	<i>A</i>	have a lot of interest in or passion for a particu
passion	<i>N</i>	enthusiasm that one has when doing things

Supplementary Vocabulary

over- confident	<i>A</i>	to have too much confi- dence to a fault
hobby	<i>N</i>	an activity done for pure enjoyment
outgoing	<i>A</i>	a person who is easy to get a long with
co- workers	<i>N</i>	the people who work with you
goal ori- ented	<i>A</i>	a person who actively pursues ways to better themselves

The Office - Interview Skills 7 - Describing Ones Weaknesses (C0253)

Mr Parsons: Okay Rebecca, well I think you've given me a clear impression of your positive qualities, but let's talk a little bit about your weaknesses.

Rebecca: Okay, well it's always more difficult to describe them isn't it?

Mr Parsons: Definitely, but if you had to pinpoint one weakness what would it be?

Rebecca: Well as I mentioned before, I do tend to get frustrated if I don't see progress in my work or career. I suppose I'm quite a restless character. My father always taught me to be a high achiever so.

Mr Parsons: So would you say if things don't go your way at work it could easily get you down?

Rebecca: Well, in a way yes. But I must say that even if I'm not completely happy in my work I always give 110% I would never shirk my responsibilities. I suppose sometimes I expect too much too soon.

Mr Parsons: Well, you know journalism is a highly competitive world, so you do need to keep pushing yourself it's true. Okay well lets move on to talk about the job position here shall we?

Rebecca: Yes please.

Key Vocabulary

weakness	<i>N</i>	a personal defect or failing
to pin-point	<i>V</i>	to locate or describe exactly or precisely
go someone's way	<i>P</i>	proceed according to one's plans or wishes

get someone down	<i>P</i>	to exhaust, discourage, or depress someone
to shirk	<i>V</i>	to avoid or neglect
impression	<i>N</i>	the feelings one has af- ter a specific event
frustrated	<i>A</i>	upset

Supplementary Vocabulary

honest	<i>A</i>	to tell the truth
workaholic	<i>N</i>	a person who is ob- sessed with their work
professional	<i>N</i>	to still behave accord- ingly even if unhappy
over- achiever	<i>N</i>	to strive to be the best
temper tantrum	<i>N</i>	to throw a fit if things do not go your way

The Office - Interview Skills 8 - Discussing Salary and Benefits (C0256)

Mr. Parsons: Okay, well I'm sure you have a number of questions to ask me regarding the position.

Rebecca: Yes, well Miss Childs did give me an overview of the position over the phone, but there were some details I'd like to clarify.

Mr. Parsons: Well feel free to ask me anything, and I'll try to fill in the details.

Rebecca: Could I first ask about the remuneration package ?

Mr. Parsons: Yes of course. That's quite an important point isn't it? As a junior sub editor we offer a starting salary of 150,000 HK dollars per annum. This doesn't include a generous housing allowance also.

Rebecca: I understand. And are there other bonuses included?

Mr. Parsons: Well apart from full health insurance we do offer a company staff bonus scheme linked to readership numbers. But we could go through all the details of that at a later date.

Rebecca: Well Mr. Parsons, I am flexible when it comes to salary. The opportunity to work in Hong Kong for you is the most important thing for me.

Mr. Parsons: Excellent. Well, what other questions do you have Rebecca?

Key Vocabulary

remuneration package	<i>N</i>	money and benefits given to someone for the work
per annum	<i>P</i>	each year
housing allowance	<i>A</i>	money that a company provides for rent of a house

flexible	<i>A</i>	able to change or to do different things
go through	<i>V</i>	to study or look at (something) in a careful way

Supplementary Vocabulary

Gross	<i>A</i>	Overall sum excluding tax and any deductions
Net	<i>A</i>	Free from all charges or deductions
Income Tax	<i>N</i>	A tax on the amount of money you earn
Stock Options	<i>P</i>	A benefit offered by a company to purchase stock for a fixed price
Bonus	<i>N</i>	An additional payment or reward given for good work or performance

The Office - Interview Skills 9 - Asking For Information About The Position (C0259)

Rebecca: Could you tell me a little about the organization? For example, how big is your workforce here?

Mr. Parsons: Well in total we have around 150 employees based in Hong Kong with another 400 in our head office in Beijing. The newsdesk staff in Hong Kong comprises around 80 staff.

Rebecca: I see. And how about the working hours?

Mr. Parsons: Well, as you know Rebecca, in journalism work hours are not exactly 9-5. You could be on call at any time. We do have to work very unsociable hours at times.

Rebecca: Well I am used to that Mr. Parsons, so that's not really a shock for me.

Mr. Parsons: Good, as long as you understand that.

Rebecca: And when do you need to fill the vacancy, Mr. Parsons?

Mr. Parsons: Yesterday! But no, we are hoping to start from the beginning of next month.

Rebecca: That sounds ideal.

Key Vocabulary

how about	<i>P</i>	what do you think
staff	<i>N</i>	employees
used to	<i>P</i>	accustomed or habituated to
on call	<i>P</i>	to be available to work at any time
nine to five	<i>P</i>	9AM-5PM

Supplementary Vocabulary

overtime	<i>N</i>	to work more than your normal working schedule
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policy	<i>N</i>	a set of rules or procedures in a company
dress code	<i>N</i>	rules regarding how one should dress
pay slip	<i>N</i>	a receipt with information about your salary, deductions and taxes.
HR	<i>N</i>	Human Resources

The Office - Interview Skills 10 - Concluding The Interview (C0262)

Mr Parsons: Well Rebecca, is there anything else you need to know for now?

Rebecca: I don't think so Mr. Parsons. I think you have covered all the main points for me.

Mr Parsons: Okay well listen, here is my business card with my mobile number. If any other questions spring to mind don't hesitate to contact me. Of course you can also call Miss Childs too.

Rebecca: Great. Ermm, when can I expect to hear from you?

Mr Parsons: Well, we are finishing the shortlist interviews tomorrow, so we will certainly have a decision made by early next week. Miss Childs will call you to discuss more on Monday or Tuesday. How does that sound?

Rebecca: That sounds perfect. Thank you very much for taking the time to speak to me Mr. Parsons.

Mr Parsons: The pleasure's all mine Rebecca.

Rebecca: I hope to hear from you very soon.

Mr Parsons: Absolutely. Thanks for coming Rebecca. Goodbye.

Key Vocabulary

spring to mind	<i>P</i>	be remembered; comes to mind
hesitate	<i>V</i>	to stop before you do something
expect	<i>V</i>	think something will probably happen
shortlist	<i>N</i>	list of people or items most likely to be chosen
How does that sound?	<i>P</i>	Does that seem good to you?

Supplementary Vocabulary

you can reach me by	<i>P</i>	you can get in contact with me by (method of communication)
round	<i>N</i>	one interview in a series of interviews that a candidate has to go through
group interview	<i>N</i>	an interview involving more than one candidate in which the candidates have to work together
status	<i>N</i>	acceptance or rejection (of an application)
contract	<i>N</i>	an agreement between two or more parties, especially one that is written and enforceable by law

The Office - Purchasing Manager (C0268)

A: Good morning, Angela, how have you been lately?

B: Morning, Michael. I've been very busy lately. One of our other vendors is going out of business and I've been searching for a suitable replacement.

A: Well, rest assured that you can count on us to be here for the long run sit down. Coffee?

B: No, thanks. I've been trying to cut down on the caffeine .

A: Haha, I could never do that. I'd be a zombie if I didn't have my morning coffee fix. Let's get down to business then.

B: Yes. I've come to talk with you about ordering the eight megapixel cameras for our new MePhone. The demand for phone cameras is growing, and Pear has been falling behind in the market.

A: That's great! I'm glad to hear that Pear has finally jumped on the bandwagon. Right now our contract is for the five megapixel cameras. Is Pear still interested in having those?

B: No, we're changing all the cameras to eight megapixels. We were hoping that by making your company our sole supplier for cameras we could negotiate a better deal.

A: Surely. Let's get started by drafting a new contract.

Key Vocabulary

suitable	<i>A</i>	having the right qualities
assured	<i>V</i>	to be sure, certain
long run	<i>P</i>	phrase used to express a long period of time.
contract	<i>N</i>	a formal written agreement between two or more people
negotiate	<i>V</i>	to reach an agreement on money, terms, etc
sole	<i>N</i>	unique. One and only

supplier	<i>N</i>	person or company who sells you goods
the long run	<i>P</i>	a long period of time

Supplementary Vocabulary

lead time	<i>N</i>	time needed to ship or manufacture goods
payment terms	<i>N</i>	terms or conditions for payment
backorder	<i>N</i>	order which cannot be taken or filled now
wholesale	<i>N</i>	sale of goods and services to retailers
buyer	<i>N</i>	Professional purchaser specializing in a specific group of materials, goods, or services

The Office - Marketing Plan (C0269)

- A: Okay everyone, let's begin. I called you here today to evaluate our marketing strategy during this recession. I wanted to re-emphasize our corporate mission of Aiming to give our customers the best coffee and service in a clean and welcoming atmosphere.
- B: Several other shops have reduced the prices for their coffees and are drawing in more customers. Why aren't we doing the same thing?
- A: I know that recent sales have been slow, but we are not going to reduce our prices to the level of our competitors. We offer a superior product and our focus is on long-term growth rather than short-term sales. If we lower our prices, we run the risk of devaluing our product.
- B: Customers don't care about the coffee anymore. They only care about the price.

- A: I disagree. Highly discerning customers know that our coffee is far better than the coffee you buy at the other places. Our coffee beans are artisan roasted and we use state-of-the-art equipment to brew our coffees. When you compare the coffees side-by-side our coffee wins the taste test every time. We have never sought to appeal to the mass market with cheap coffee drinks, and we will not do so now.
- C: That's true. We've certainly achieved top of mind awareness when it comes to the best best tasting brews and it's important to distinguish ourselves from our competitors. I think the main question is how we can show our appreciation to our customers.
- A: That's the main question I would like to discuss today.
- B: Money is tight for everyone these days so even our most loyal customers may be reconsidering the money they pay for their morning coffee. Since the superiority of our coffee beans is one of our core competencies why don't we sell the beans for people to brew coffee at home.

C: That could definitely be a way we could expand our company, but would we be undermining the essence of the company that way?

A: Let's brainstorm some more ideas, and do some research. The customer always comes first, and what the customer wants, the customer gets. Maybe it's time we started selling coffee beans.

Key Vocabulary

devalue	<i>N</i>	reduce in value
discerning	<i>A</i>	Showing insight and understanding
state-of-the-art	<i>A</i>	the latest and most advanced in technology
awareness	<i>N</i>	showing realization and perception
undermine	<i>V</i>	to subvert or weaken insidiously or secretly

Supplementary Vocabulary

Product Place- ment	<i>P</i>	also called "embedded marketing", where a company's products are placed in strategic places in film, television, or other forms of media
Downturn	<i>N</i>	a recession ; when things are not going very well
Value Proposi- tion	<i>N</i>	an analysis of the total cost and benefits of a product that a company can deliver its customers
R&D	<i>N</i>	Research and development
Excel	<i>V</i>	to be very good at doing something, to do something better than anyone else

Lifestyle
Segmen-
tation

N

when the population is divided up into different categories based upon hobbies, interests, spending habits, etc.

Word of
Mouth

N

advertisement that is spread through positive reviews from consumers, instead of from print or TV commercials

The Office - Presentation Series 1 - The Overview and the Agenda (C0271)

A: Hi everyone, Can everyone hear me? Can you guys at the back hear everything?

A: Okay great. Well I think all of you know why we are here this afternoon. As most of you are aware 2010 marks an important moment for Alpha computers.

A: We have bounced back from the recession and now we are set to launch our new line of laptop and desktop computers.

A: I'm really pleased to welcome Michael Ford, the Global Marketing Manager for Alpha computers, who has flown in from California to give all of you an overview of the marketing campaign and to answer any questions you may have. So please give a warm welcome to Mr. Ford .

B: Thank you Jonathan. It really is a pleasure to be here today. It has been three years since I visited Beijing ,and it's clear to me that operations here are obviously going from strength to strength.

- B: The Alpha brand continues to grow in leaps and bounds in China, and that is certainly down to the hard work of all of you here. So congratulations to all of you.
- B: I'd like to start by outlining the key points of my presentation this afternoon and giving you an idea of the topics that will be discussed. The presentation today is divided into five main parts.
- B: First of all, I'd like to briefly touch on the background of the new x420 line; how the whole concept has come about and how the new product fits into our existing brand line.
- B: Secondly I'd like to present data on projected sales for the x420. We will then go on to discuss our key rivals in this sector. Then I would like to go on to outline the campaign concept for the x420.
- B: Finally I'm happy to open up the discussion for any questions or points you might have for me.

Key Vocabulary

strength

N

a quality or feature that makes someone or something

first of all	<i>P</i>	phrase used to introduce a series of ideas, starting with the first one
go on	<i>I</i>	continue, go forward
Finally	<i>f</i>	at last
launch	<i>V</i>	to begin
overview	<i>N</i>	a general explanation
strength to strength	<i>P</i>	more and more successful

Supplementary Vocabulary

Powerpoint Presen- tation	<i>N</i>	A presentation using a computer program called powerpoint
Projector	<i>N</i>	a machine used to project a large digital image onto a plain white surface

Podium	<i>N</i>	a small usually wooden table used to hold a microphone for use of a speaker
Speech	<i>N</i>	a public discourse
Graph	<i>N</i>	A graphic image that represents variations and numbers

The Office - Presentation Series 2 - Talking about numbers, charts and graphs (C0274)

Mr Ford: As all of you are well aware, competition in the laptop computer sector is intense.

Mr Ford: We continue to fight with our competitors for market share, and this is the case both in the developed markets in the West, as well as more developing markets in Asia and Africa.

Mr Ford: You may ask yourself, why is this market so cut-throat? Well the answer is simple. There is a huge untapped potential market out there ,with a huge untapped potential for profit.

Mr Ford: If I bring up the first graph here, it shows the increase in terms of number of computer owners across the globe.

Mr Ford: As you can see in the 1980's computer ownership amounted to around 0.5% of the total world population. Since the 1990's, computer ownership has risen dramatically.

Mr Ford: In the new millennium we saw an even larger explosion in computer owners , with figures rising to around 4- 5%, an increase of 1000 % percent compared with the 1980's .

Mr Ford: If we move on to discuss the figures for China specifically we can see in Chart B that the overall figure for computer ownership stands at around 60 million, which represents a huge increase in a very short time period.

Mr Ford: Now of course 60 million is just a drop in the ocean if you compare the total population of China, and this is a key reason why the personal computer market is such a hot market.

Mr Ford: For us at Alpha, and of course for all our competitors as well, we have millions of potential customers who are looking to join the internet generation.

Mr Ford: If we do this right we really can reap huge rewards in a very short time frame. I'd now like to move on to discuss the x420 brand itself, and compare and contrast with some of our key competitors.

Key Vocabulary

amount to	<i>P</i>	to turn out to be
dramatically	<i>R</i>	in a sudden and extreme way
stand	<i>V</i>	represent
reap	<i>V</i>	to get something as a result of something
cut-throat	<i>A</i>	situation in which people compete in an unpleasant way

Supplementary Vocabulary

pie chart	<i>N</i>	a circular chart divided into sectors, illustrating proportion
bar graph	<i>N</i>	a chart with rectangular bars with lengths proportional to the values that they represent.

line chart	<i>N</i>	a two-dimensional scatterplot of ordered observations where the observations are connected following their order.
market share	<i>N</i>	the proportion of industry sales of a good or service that is controlled by a company.
sales forecast	<i>N</i>	the estimate of upcoming or future sales

The Office - Presentation Series 3 - Making Comparisons (C0277)

Mr. Ford: Now a key question you might ask yourself is what differentiates the new x420 line with our previous models, and also of course with some of our competitors.

Mr. Ford: In other words what makes the x420 stand out from all the others? This is a key question, and is something I'd like to explore in a little depth. Firstly, the x420 has a range of USPs that really make it a cut above the rest.

Mr. Ford: The first thing to mention is that the x420 is the first in a new generation of ultra-light laptop computers. It is only 2lbs, which compares very favorably with all our key competitors. In terms of computer performance, for such a light machine it's very powerful. 4Gb of RAM, with an ultra-fast processor.

Mr. Ford: The most advanced video and sound cards on the market are installed with a crystal-clear 15-inch LCD display. The x420 really stands out as next generation laptop. Compared with our previous x540 range it really is in a league of its own .

Mr. Ford: Now, if we go on to look at projected sales for the x420 we can see that sales revenue for 2010 is expected to hit at least 20 million dollars. Now this is really a conservative estimate.

Mr. Ford: If our marketing campaign is successful I'm confident that we could see a doubling of this figure at the very least. Now please bear in mind that this is only for the first year of production.

Mr. Ford: I'm certain that in the coming three years the x420 will actually overtake all our existing products, both in terms of sales and revenue. Okay, now let's move on to discuss our marketing concept and look more closely at our key competitors.

Key Vocabulary

a cut above	<i>P</i>	better than
crystal-clear	<i>A</i>	perfectly clear
bear in mind	<i>N</i>	remember
differentiate	<i>V</i>	recognize or show the difference
in other words	<i>P</i>	take another way to say
stand out	<i>P</i>	very noticeable
in a league of its own	<i>P</i>	the best;have no competitor

Supplementary Vocabulary

revenue	<i>N</i>	the amount of sales, in dollars (or other currency)
market share	<i>N</i>	how much of the market is occupied by sales of a certain product

breakthrough *N*

creative, innovative
technology

generate *V*

to come up with

The Office - Presentation Series 4 - Discussing the Competition (C0280)

Mr. Ford: Now, of course, with all this cutting-edge technology there must be a catch, you might ask yourself. I bet the retail price will be too much for most consumers, you might say. Well, you'd be wrong!

Mr. Ford: Yes, of course the x420 is aimed at the luxury market, but if you compare the price of our leading competitors, the x420 represents incredible value for money. At only 15,000RMB it is far more affordable and far more attractive than almost every leading brand and model.

Mr. Ford: So, what differentiates us from our competitors? Well, if we compare Orange's luxury MP40 range then we can really highlight some of the differences.

Mr. Ford: Now, of course Orange has an enviable record for producing revolutionary and top class products, and I must admit the MP40 is a breathtaking machine. However, for most consumers the MP40 is simply far too expensive to consider.

Mr. Ford: Compared with the x420 it is more expensive and there's no doubt that considering the quality and workmanship that goes into the x420 we really win hands down on value for money.

Mr. Ford: Also, if you compare the after sales service we offer I think we can proudly boast the best customer service facilities in the whole lap-top sector. As opposed to most of our rivals, we guarantee quality, we guarantee service and we guarantee reliability.

Mr. Ford: The questions we must ask ourselves are " What does the Alpha brand stand for? and also " How can we set ourselves apart from our competitors? The answer to both of these questions is the same my friends.

Mr. Ford: Alpha stands first and foremost for quality, for excellence and for service. If we always stick to this philosophy then I'm confident that we will really be able to expand our market share significantly. Okay, let me move on now to give you an idea of our marketing campaign for the x420

Key Vocabulary

cutting-edge	<i>A</i>	the newest and most advanced
catch	<i>N</i>	hidden problem that makes something complicated
aim	<i>V</i>	to direct (something) at a particular goal
differentiate	<i>V</i>	to make different in some way
highlight	<i>V</i>	to make or try to make people notice
enviable	<i>A</i>	causing envy ; very desirable
foremost	<i>A</i>	most important

Supplementary Vocabulary

high-end	<i>A</i>	at the top level of consumer purchases, aimed at luxury and high-quality markets
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outsource	<i>V</i>	to send a job somewhere else, often overseas
hotline	<i>N</i>	a phone number people can call to get help any time of day
motto	<i>N</i>	an expression that is the guiding principle of a person or organization
trademark	<i>N</i>	something (symbol, logo, phrase, etc.) that distinguishes one company's product from its competitors

The Office - Presentation Series 5 - Deferring Questions (C0283)

Mr. Ford: Now, as we have already discussed there is a huge untapped market out there both in Asia, in other developing markets, and in the more mature markets for us to push into. Now of course, this represents an enormous challenge with enormous rewards for the winners, but for any new product we need a great marketing message and marketing campaign

Mr. Ford: It needs to be directed and focused at our target consumer, and needs to be pitched at exactly the right level. The question we must first address is of course, who is our target consumer and secondly what do they expect from the next generation Alpha lap-top?

Mr. Ford: Let's first of all tackle the first question. Our target consumer for the x420 is the middle class, white collar worker with an above average income. However, as we mentioned before the total number of computer owners is expanding rapidly and we need to broaden our audience for this product.

Mr. Ford: For example, the x420 is also ideally suited to the younger student sector, who might use laptops both for study and gaming. There is no doubt that.

Audience Member: Mr. Ford, if I could just interrupt a moment. You say that the computer is suitable for students, but don't you think the price of the x420 is just too much for most students?

Mr Ford: Well, that's a fair point. If you don't mind I'd like to tackle your question a little bit later in the Q and A section. Is that okay?

Audience Member: Yes sure.

Mr Ford: Okay, so as I was saying we have an exciting campaign planned for the x420. Firstly, we will have a nationwide television campaign, as well as advertising on radio and also in many computer publications. We also intend to.

Audience Member: I'm sorry to stop you Mr. Ford, but do you really think that a television campaign is cost effective. I mean, how much is that going to cost?

Mr Ford: Well I don't have the figures to hand, but I'd be happy to discuss those figures with you after the presentation. Okay let me just go on to talk a little more about the exciting campaign we have in store.

Key Vocabulary

untapped	<i>A</i>	available but not used
developing market	<i>N</i>	markets that are in growth
mature markets	<i>N</i>	developed market
marketing message	<i>N</i>	the information of the sale of a product
tackle	<i>V</i>	deal with something that is difficult
white collar	<i>N</i>	a person that works in an office

Q and A *N* question and answer

Supplementary Vocabulary

consumerism *N* the increasing consumption of goods; a movement that emphasizes quality and consumer awareness

bottom of pyramid *N* those people who earn around \$1USD/day, the majority of the world's people belong to this consumer segment

promote *V* to encourage, to advertise something

out of reach *A* something that cannot be obtained

wallet-friendly *A* an inexpensive product; anything that saves you money

The Office - Presentation Series 6 - Addressing the Audience (C0286)

Mr. Ford: The campaign that we have in store for the x420 is exciting, imaginative and revolutionary. We have spent two years listening to and responding to feedback from customers and staff alike.

Mr. Ford: I would like to say that without the assistance and support of each and every one of you we really could not have devised this campaign. I'd like to take my hat off and really thank you all for the wonderful work you've done so far, not only in helping support our marketing efforts, but also in your continuing your commitment to Alpha computers.

Mr. Ford: There's no doubt in my mind that we have a great workforce here and together we can really push Alpha computers to a whole new level of success.

Mr. Ford: On the subject of the campaign let me ask you all a question. How do we define the perfect lap-top? Is it about affordability, quality, speed, reliability? What do you look for in a consumer? Well, I believe the answer lies in a combination of all of these elements.

Mr. Ford: Our campaign will really hammer home the point that the x420 is a state-of-the-art laptop for all of your computing needs. With our television campaign we hope to really reach out to a huge audience.

Mr. Ford: We have a great ad campaign planned focusing on the fantastic USP' s of the x420. We have hired one of the best PR companies to work with us on the campaign, and have already completed three separate TV adverts, all focusing on one key feature of the x420.

Mr. Ford: I'm excited to say that today, for the first time, we will unveil to all of you here the first of these advertisements!

Key Vocabulary

in store	<i>A</i>	existing, happening, or available in a store
hammer home	<i>P</i>	to emphasize a point
unveil	<i>V</i>	to show or reveal
each and every	<i>P</i>	a more forceful way of saying each

Supplementary Vocabulary

breakthrough	<i>N</i>	a significant or sudden advance
sleek	<i>A</i>	smooth, glossy, graceful, refined-looking
mind-boggling	<i>A</i>	something that overwhelms the mind; beyond comprehension
multitask	<i>V</i>	to do several different things simultaneously
masses	<i>N</i>	the general populace, the common people

The Office - Presentation Series 7 - Handling Technical Problems (C0289)

Mr. Ford: Okay, so if we could dim the lights Jonathan, we can kick-off with the first TV advert. Please note that we are still in the early days with this advert, so it might seem a bit rough round the edges. Okay, so. just need to click this and the advert should pop up on the screen...

Mr. Ford: Hmmmmmm. Sorry about this. Bear with me a second. There seems to be a problem with the projector. Let me see. could you lend a hand a second?

Jonathan: It looks like the projector is not recognizing the computer. Let me check the connection a second... Well the connection seems okay, and the computer is running normally.

Mr. Ford: Okay. Sorry guys. Obviously a problem with the system. Let's just reboot and start over. Let's see if this resolves the issue.

Jonathan: Right, lets try again. No, still nothing Michael. There might be a technical issue with the projector. I think maybe the projector has overheated. We might need to cool it down for ten minutes and start again. I'll call IT support to come over right now.

Mr. Ford: Okay guys. Unfortunately technical problems do crop up from time to time, don't they? But it's not a huge problem. In the meantime while the IT guys get to work on that I can talk a little bit more about the advertising concept and what we are looking to achieve overall with this campaign.

Key Vocabulary

kick-off	<i>V</i>	beginning of an event
recognize	<i>V</i>	Identify
crop up	<i>P</i>	appears or happens unexpectedly
rough round the edges	<i>A</i>	having a rough quality; not smooth or refined

bear with me	<i>P</i>	to be patient with me
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Supplementary Vocabulary

kink	<i>N</i>	a flaw that hinders the success of an operation or plan
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unprepared	<i>A</i>	without adequate preparation, not ready
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stall	<i>V</i>	to intentionally delay
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screw-up	<i>N</i>	as a noun: a mess-up, can be used to refer to a person or thing; as a verb: to mess up
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The Office - Presentation Series 8 - Common Presentation Mistakes (C0292)

Mr. Ford: So as I mentioned previously the campaign advertisement will focus on those key elements that every consumer looks for in a quality laptop: affordability, quality, speed and reliability. We have pulled out all the stops to produce a product that really rivals all our competitors.

Mr. Ford: Actually, just to illustrate my point let me give you an anecdote here. I remember last year I was playing golf with one of our key suppliers. It was a lovely summer afternoon. Anyway, I invited our supplier for a game of golf, and wanted to get his input on the new x420.

Mr. Ford: Actually, I often get together with him for a good game of golf. It really is a wonderful way to relax. To be honest, I'm not that great at golf, but I have improved in the last few years. But the key to golf is practice, practice, practice. I've lost my thread. What was I talking about again?

Jonathan: I think you were discussing the campaign advertisement Michael.

Mr. Ford: Yes, excuse me. I'm afraid I got side-tracked there. Yes anyway, the campaign. Well, erm. let me see. Is the projector working yet Jonathan?

Jonathan: No sorry, IT are still fixing it.

Mr. Ford: Ahh okay, erm... all the information on the campaign is on the PowerPoint. I haven't actually got my notes with me...ermlet me see, erm.....

Audience Member: Mr. Ford, could you at least tell us the schedule for the campaign? When are the first advertisements scheduled for?

Mr. Ford: That's a good question. Unfortunately I erm...don't have that information on me. I will have to get back to you on that point.

Jonathan: Okay Michael, the projector is fixed. I think we're ready.

Mr. Ford: Thank goodness. Okay everyone, sorry for the delay. So without further ado the new x420 marketing campaign! Enjoy! oh ermmm. I'm terribly sorry, this is not the advert, this is my golfing holiday in Barbados. I think I must have brought the wrong file. Can we take five?

Key Vocabulary

illustrate	<i>V</i>	to give examples to make something easier to under
side-track	<i>N</i>	change topic
get back to you	<i>P</i>	to talk to or write to you at a later time
take five	<i>P</i>	have rest

Supplementary Vocabulary

tangent	<i>N</i>	a separate, loosely related train of thought
befuddle	<i>V</i>	to confuse, make unclear

clumsy	<i>A</i>	awkward in movements or action
get tongue- tied	<i>P</i>	get confused, to not know what to say

The Office - Presentation Series 9 - Summary and Conclusion (C0295)

Mr. Ford: Right everyone. I apologize that I can't show you the marketing campaign today, but next week you will all have the opportunity to see it for yourselves, and I have no doubt that you will be impressed. Let me wrap up the presentation by summarising my key points.

Mr. Ford: As I mentioned at the outset, 2010 represents a key year for Alpha computers. The recession is hopefully behind us. It is clear to everyone in the computer industry that demand is booming, especially in the developing markets.

Mr. Ford: If we are to succeed in this ultra-competitive field then we really need to push forward and offer our customers products that meet their needs on all levels. As I hope I have illustrated, the x420 represents the kind of computer that can really satisfy those needs.

Mr. Ford: I gave you an idea of the kind of revenue we expect to hit in 2010 with the new x420 range, and believe me, this is really just the beginning. Once we establish the x420 in the market we have plans to continue to expand our range with ever more revolutionary and impressive products.

Mr. Ford: Alpha computers is dedicated to innovation and improvement. I really see no limit to our potential as long as we stick to the principles I stressed earlier: quality, excellence and service.

Mr. Ford: Before we move on to the Q and A section I'd really like to leave you with a quote that really sums up everything that we've discussed today, and hopefully it will provide you with the same inspiration that it gives me.

Mr. Ford: As the great Henry Ford once said "Quality means doing it right, when no one is looking" Well, in fact our customers are looking; they are looking for us to lead the way and to give them the quality that our competitors cannot. We cannot let them down!

Key Vocabulary

impress	<i>V</i>	cause someone to feel admiration
wrap up	<i>P</i>	to finish or end (something)
boom	<i>V</i>	to grow or expand suddenly
sum up	<i>P</i>	to tell information again using fewer words
at the outset	<i>P</i>	at the beginning of something

Supplementary Vocabulary

trend	<i>N</i>	the general course or prevailing tendency
Emphasis	<i>N</i>	special stress laid upon, or importance attached to
illustration	<i>N</i>	the act of clarifying or explaining

The Office - Presentation Series 10 - The Q and A Session (C0298)

Jonathan: Well everyone, I'm sure you'd like to join me in thanking Michael for what was a really inspirational presentation. Sincere thanks Michael.

Jonathan: Now, I'm sure many of you will be keen to ask some questions, so I'd like to open it up a Q and A session. Please raise your hand if you have any questions at all. Janice, go ahead.

Janice: Yes thank you Jonathan. I would just like to go back to the comment Mr. Ford made in regards to our competitors, particularly Orange. Now as you know, Orange has established themselves as the market leader in the high-end lap-top market.

Janice: How does Mr. Ford expect to compete with a company that has such a huge reputation and huge resources?

Mr. Ford: Well Janice, first of all, thanks for a very good question. I think you have hit the nail on the head actually. Orange are the global leaders precisely because of their size and power.

Mr. Ford: But, although we can't compete in terms of size I do believe we hold an advantage in terms of dedication to customer service. Yes, I admit this is a David and Goliath battle, but don't forget who won that contest.

Frank: Ermmm, Mr Ford. Could you elaborate on the actual technical details of the x420 a little more?

Mr. Ford: I'd love to but I think we are a little pressed for time right now. However Jonathan has all the technical specs for you on the power-point presentation, which you can look over in your own time.

Marcie: Mr. Ford. One final question. Would you like to join me for a game of golf this Sunday?

Key Vocabulary

inspiration	<i>N</i>	stimulation or arousal of the mind, feelings
open it up	<i>P</i>	begin; start

in re- gards	<i>P</i>	about
hit the nail on the head	<i>P</i>	to say something that is exactly right
elaborate	<i>V</i>	to explain something in a more detailed way
pressed for time	<i>P</i>	don't have enough time

Supplementary Vocabulary

interpret	<i>V</i>	to construe or under- stand in a particular way
precise	<i>A</i>	definite or exact in statement
jargon	<i>N</i>	any talk or writing that one does not under- stand
in a rush	<i>P</i>	requiring speed or ur- gency

put forth

P

to give an idea or question e.g I put forth this question to challenge your idea's