# Unit Socialize in business

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# STOP

# Lexical

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| 1吹嘘.吹捧  1. **厚颜无耻的**方法**吹嘘兜售(产品，feature) 拉生意顾客**  **2. 票贩子; 卖黄牛票 的人**  **3.探听出售马经有关（赛马或马厩）的情报** | tout /taʊt/ tout V.S. [traʊt] trout n. 鳟鱼，鲑鱼  1.[T] to praise something or someone in order to persuade people that they are important or worth a lot 赞扬；吹嘘吹捧  •his much touted musical 他那出备受推崇的音乐剧  e.g....slick television ads are touting the candidates. …吹嘘那些候选人的华而不实的电视广告  be touted as sth  •Nell is being touted as the next big thing in Hollywood. 内尔被誉为好莱坞的明日之星。  e.g. More than one million of the new flawless Galaxy S8 phone have been ordered in advance in South Korea. This is the first **high-en**d smartphone the tech giant has **rolled out产品发布** since the **debacle ([dɪˈbɑːkəl] complete failture)** over its fire-prone Galaxy Note 7. Samsung said its widely **touted 嘘吹捧** artificial intelligence tool Bixby -- seen as a rival for Apple's (AAPL, Tech30) Siri -- won't be fully operational in time for the U.S. release of the Galaxy S8.  2.[I,T] to try to persuade people to buy goods or services you are offering **厚颜无耻的**方法**吹嘘兜售(产品，feature) 拉生意顾客 ;** tout for sth: To solicit customers, votes, or business, especially in an impudent/brazen/shameless way尤指以一种厚颜无耻的方法吹嘘兜售(产品，feature) 拉生意顾客 => [美]厚颜无耻拉选票( tout for presidential election) eg The candidates try various maneuvers/ruse 花招伎俩噱头 to tout for the president election //巧妙的计策；花招, 噱头 maneuver = ruse [ru:z, ru:s]= artifice['ɑ:tifis] = tricks；[卑鄙的花招a shabby trick/maneuver/ruse]  **[ tout for business/custom ] (=look for customers)拉生意/招徕顾客**  **e.g.** street vendors who were touting pedestrians. 向行人兜售的沿街叫卖的商贩  e.g. Minicab drivers are not allowed to tout for business. 接受电话预订的出租车司机不得私自拉生意。  3. [I,T] to give someone information about a horse in a race （向…）提供赛马情报; To obtain or sell information on (**racehorses/"Royal Ascot"/turf/"the Jockey club"**) for the guidance of bettors. 探听出售马经有关（赛马或马厩）的情报 One who obtains information on racehorses/turf and their prospects and sells it to bettors. 秘密打听(赛马)情报 **(tout round)**  4. **[票贩子，黄牛: ticket tout]** someone who buys tickets for a concert, sports match etc and sells them at a higher price, usually on the street near a sports ground, theatre etc  V. V-T If someone touts tickets, they sell them outside a sports stadium, train station, theatre or concert veunue, usually for more than their original value. (在体育场或剧院外) 高价倒卖 (票)，卖黄牛票 e.g. He was trying to pick up some cash touting tickets.。=> N A tout is someone who sells things such as tickets unofficially, usually at prices which are higher than the official ones. 票贩子; 卖黄牛票 的人 e.g Another tout said he'd charge $1,000 for a $125 EXO concert ticket 另一个票贩子说一张$125的票他要价$1000。 |

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| [你看起来有点眼熟: You look kind of familiar.] |
| [pl**ʊə**'ræləti] plurality  n. 多数；复数；兼职；胜出票数 |
| So, 你今天因为会什么来到这里？[So what brings you here today”? ] |
| [bɑːm] balm   1. an oily liquid with a strong pleasant smell that you rub into your skin, often to **reduce or alleviate pain**; Balm is a sweet-smelling oil that is obtained from some tropical trees and used to make creams that heal wounds or reduce pain. (做疗伤或缓解镇痛的)药膏;〔涂在皮肤上常起止痛作用的〕油/膏/脂；镇痛软膏 •lip balm 润唇膏 2. [**是对xxx的抚慰be balm to/for sth]** literary something that gives you comfort, which relieves your pain, stress, or sadness; If you refer to something as balm, you mean that it makes you feel better. 慰藉物 ; 安慰（物）不可数名词   e.g.   The place **is balm to** the soul.  这个地方是对心灵的抚慰  e.g. A drive through the countryside **is balm** for **a weary/tired soul**. 驱车穿越乡间是对疲惫心灵的安慰。  e.g. "As long as interest rates remain contained, earnings growth will be sufficient enough to push the market to higher highs later this year," Emanuel said. "Inflation is just not there right now. That is **balm for** investors." //balm: something that gives you comfort安慰（物），慰藉（物） |
| **[不予理睬sb.; 冷落sb; 不愿意搭理/理睬sb.: brush sb. off ]**  [PHRASAL VERB 动词词组](javascript:;)If someone brushes you off when you speak to them, they refuse to talk to you or be nice to you.  e.g.  When I tried to talk to her about it, she just **brushed me off.**  我试图与她谈谈那件事，她就是 **不理我**。 |
| [A stake is put in the ground ]  e.g. I think the time is right for someone to put a stake in the ground and say : 'Yes , we should come up with a different model and we should get paid fair compensation for the content that we deliver .  我认为，现在是一个很好的时机来夯实基础、来向大家表示：‘没错，我们应该提出一种不同的模式，我们应该就我们所提供的内容得到合理的报酬。  e.g. "The market and the rest of the world is struggling with how this White House is handling itself," he added. "A stake is put in the ground and then it moves. That unnerves a lot of investors."  www.9512.net |
| **[N.] 情绪波动; 心境不稳mood swings ]**  e,g, What gives? Trade tension between the United States and China (but also Canada, Mexico and Europe) has been a big contributor to the market's **mood swings**. So have worries about rising interest rates and inflation.  e.g. As is often the case, though, the mood swing has gone too far.  人们的情绪波动有些过头了。  e.g. Don't confront the boss during **a mood swing**. 不要在老板 **情绪波动** 时和他见面 |
| **[谈正经事吧: get down to business]**  e.g. Let’s get down to business.  e.g. OK, let’s **return from digression** and **get down to business**. 让我们**回到正题**，开始**谈正经事吧**  **//digress, digression: [daɪ'greʃ(ə)n]　(谈话或写作的)离题/跑题** |
| * 体谅/体恤sb; 把sb.考虑进去 **make allowances for sb.(**e.g. vegetarian)   e.g. We have to **make allowances for** vegetarians. 要考虑/体谅素食者 e.g.  我们要 **考虑到<*这些有家庭有小孩的>*人**   * 把sth 考虑进去,考虑到sth ; 体谅 **[ take sth into consideration = take sth into account; take into consideration/account that xxx ]**   e.g. Frankly speaking/ **Can I be honest with you,**  //object to sth  Why?  我们要 **考虑到<这些有家庭有小孩的人>** |
| Straight, straighten:   * **[ Let me get this straight] 让我把这个搞清楚/理清楚**. Is it 15 or 50? * **[ straighten out a couple of things = straighten things out ]:** [PHRASAL VERB](javascript:;)If you straighte[n o]ut a confused situation, you succeed in getting it organized and cleaned up. **把(事情/情况的先后)理清/搞清楚/理清楚** e.g.  He would make an appointment with him to **straighte[n o]ut a couple of things**.   他想同他安排一次约会以 理清几件事情 e.g. He asked me to **straighten ['streɪt(ə)n] things out**. e.g. I will **straighten ['streɪt(ə)n] things out**. |
| [What did you have in mind你有啥想法吗? 你（脑子里）有啥想法吗;]  e.g. I wanna talk about the Team building?      //how much do you have **in savings/in debts**? |
| 我对<xxx>是有问题的/有意见的（表示反对）  **I have a problem with** anything on the weekend, like the weekend TB.  = **I’m uncomfortable with** anything on the weekend, like the weekend TB.  = I would have to **object to** anything on the weekend, like the weekend TB.  e.g. Frankly speaking/Can I be honest with you,  Why?  //make allowances for sb.为sb考虑／体谅sb. |

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# Part1)State “considerations”

 //verdict

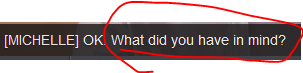
Really…



..



I wanna talk about the Team building?



//what did you have in mind你（脑子里）有啥想法吗? V.S. //how much do you have **in savings/in debts**?



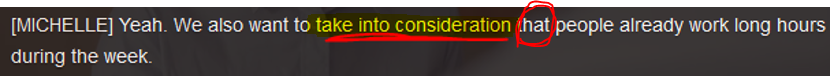
Frankly speaking,  //object to sth

Why?

 //make allowances for sb.



















## State considerations

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| When you're planning a team-building event, you have to take into consideration the different types of people on the team. Here are some expressions to help you do that. | | |
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|  | **We have to take into account/consideration** people's schedules.  **We need to take into consideration** the diversity of the group |  |
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|  | **You have to consider that** some people have families. |  |
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|  | **We have to make allowances for** vegetarians. //要考虑／体谅素食者 |  |
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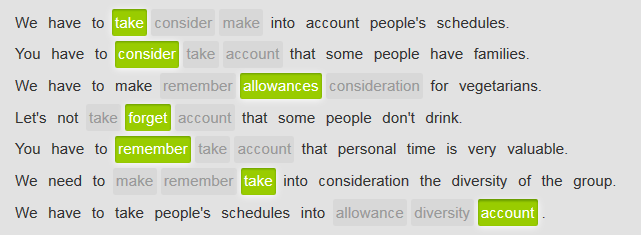
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|  | **Let's not forget that** some people don't drink. |  |
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|  | **You have to remember that** personal time is very valuable. |  |
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| Note that **take into** can be separated. | | |
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|  | We have to **take** people's schedules **into account.** |  |
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| --- | --- |
|  | We need to **take** the diversity of the group **into consideration**. |



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| * 体谅sb; 把sb.考虑进去 **make allowances for sb.(**e.g. vegetarian) * 把…sth 考虑进去，考虑到sth ; 体谅 [ take sth into consideration = take sth into account; take into consideration/account that xxx ]   e.g. Frankly speaking/ **Can I be honest with you,**  //object to sth  Why?  我们要 **考虑到<这些有家庭有小孩的人>** |

## Make objections and then give a recommendation

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| When you're about to make an objection, use the following expression to soften your tone. | | |
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|  | Can I be honest with you? = Frankly speaking |  |
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| To make your objection, use expressions like these: | | |
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|  | 我对周末是有问题的/有意见的（表示反对）  **I have a problem with** anything on the weekend.  = **I’m uncomfortable with** anything on the weekend.  = I would have to **object to** anything on the weekend |  |
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|  | **I would have to object to** places that allow smoking. | . |
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|  | **I'm uncomfortable with** activities with lots of alcohol. |  |
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| After objecting, it's a good idea to recommend an alternative. | | |
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|  | **One thing you might consider is** a fun activity outside. |  |
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|  | **I would recommend** an activity during work hours. |  |

# Part2)Socialize and network in business

## Networking in a business occasion













 //You look kind of familiar. 你看起来有点眼熟











Nice to meet you.







  //”So what brings you here today” So, 你今天因为什么来到这里？









Sure

Thank you

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| **Making small talk** | | |
| Small talk is a good way to start conversations at parties and networking events. Here are some examples. | | |
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|  | These appetizers are delicious. | These appetizers are delicious. |
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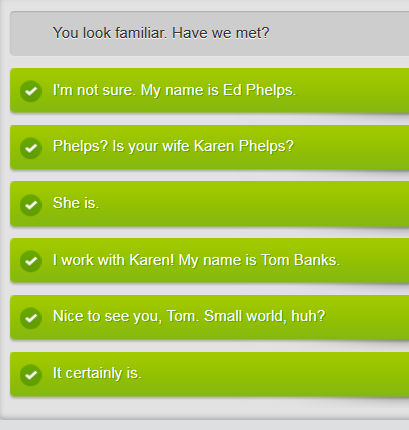
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| --- | --- | --- |
|  | Are you enjoying the evening? | Are you enjoying the evening? |
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|  | Haven't we met before? You look very familiar. | Haven't we met before? You look very familiar. |
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|  | **I see you work for** Alliance. | **I see you work for** Alliance. |
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|  | **I'm with** Defco. **I'm** their sales manager. | **I'm with** Defco. **I'm** their sales manager. |
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|  | I know him, too. It really is a small world.  It’s such a coincidence. | I know him, too. It really is a small world. |



## Get down to business谈正经事吧

／／e.g. OK, let’s **return from digression(谈话或写作的)离题/跑题**and **get down to business**.

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| After starting a conversation with small talk, you might want to **get down to business**. You can use expressions like these: | | |
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|  | So, what brings you here? |  |
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|  | Here – let me give you my business card. |  |
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|  | I'm actually here to look for a new position in finance. |  |
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|  | I'm exploring my options. |  |
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| Here are some ways to end the conversation, depending on whether you want to follow up with the person. | | |
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|  | It was great talking to you. I hope you enjoy the evening. |  |
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|  | Excuse me, but I see an old colleague I need to talk to. |  |
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|  | Pardon me, but I need to freshen my drink. |  |
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|  | We really should follow up. Is it okay if I call you? |  |
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|  | I'd love to talk more about this, at your convenience. |  |

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| **Understanding business cards** | | |
| A business card typically includes the person's name, company name and job title. The card also will include contact information, such as address, phone number, email and social networking details. | | |
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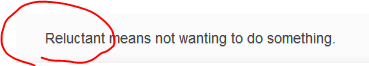
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| --- | --- | --- |
|  | A: Let me give you my business card. | Let me give you my business card. |
| B: Thanks. Here's mine. |  |

# Part3)

## Express frustration



 and direct



I feel very **frustrated** when I don't succeed at something.

Every time I call, I get his voicemail. I feel like I'm **getting the runaround = I’m not given a direct answer but just some meaningless or useless information; in other words, I’m not satisfied/not comfortable with the current answer/reply**.

We need employees to be **forthcoming** with their opinions.

I'**m always reluctant to** criticize others. I don't like criticism much myself.

It's best to **be \_forthcoming/straightforward**\_\_\_\_ when someone asks you a question.

**People just aren't** being **forthcoming**.

The boss **is \_\_\_ reluctant \_\_ to** have alcohol at team-building events.

There's nothing worse than **getting the runaround.**

**I've been asking** a lot of questions, **but I haven't been getting** a lot of answers.

**I almost feel as if** I'm **getting the runaround.**

It's normal to **be frustrated** \_ when you can't get answers, but just **get the runaround // I’m not given a direct answer but just some meaningless or useless information; in other words, I’m not satisfied/not comfortable with the current answer/reply**.

**I'll be frank: I'm frustrated** = Frankly, I’m frustrated.= **Can I be honest with you? I’m frustrated**.

## Reassuring

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| If someone is frustrated, you may want to offer reassurance. Use expressions like these: | | |
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|  | **Listen – rest assured that** I will get some answers. | . |
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|  | **I can assure you that** things will get better. |  |
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| --- | --- | --- |
|  | **I can guarantee that** the situation will change. |  |
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| --- | --- | --- |
|  | * I will **straighten**  ['streɪt(ə)n] **things out. // If you straighten out a confused situation, you succeed in getting it organized and cleaned up. 理清** | . |

## Dialogue: express your frustration

 // down = frustrated.



What seems to be the problem?

 **//reluctant** 





 **get the runaround**













**//just between you and me**















**You read my mind😊**





 //head over?











## Grammar: Past and present

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| **erfect tenses** | | |
| Use the present perfect tense to talk about an action at an unspecified time in the past. | | |
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|  | I**'ve met** him before. | **I've met** him before. |
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| Use the present perfect continuous to talk about an action that's been going on for some time. | | |
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|  | I**'ve been asking** a lot of questions. | **I've been asking** a lot of questions. |
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| Sometimes the present perfect can also be used to talk about an action that started in the past and continues now. Notice here both sentences have the same meaning. | | |
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|  | I**'ve gotten** the runaround for more than two weeks! | **I've gotten** the runaround for more than two weeks! |
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|  | I**'ve been getting** the runaround for more than two weeks! | **I've been getting** the runaround for more than two weeks! |
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| Just remember that, in contrast to these tenses, the past tense talks about a specific time in the past. | | |
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|  | We **went** to the bar last night. | We **went** to the bar last night. |

# Part4)

## Report what people said











































 //in a nutshell =Simply put



















Thanks .



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| **Reported statements – past tense** | | |
| Listen to the man describing a difficult business situation. | | |
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|  | *I'm very frustrated. I feel like I'm getting the runaround.* | I'm very frustrated. I feel like I'm getting the runaround. |
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| Now listen to the woman reporting what the man said. | | |
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|  | *He* ***said******that*** *he's very frustrated.* | He **said that** he's very frustrated. |
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|  | *He* ***told******me******that*** *he feels like he's getting the runaround.* | He **told me that** he feels like he's getting the runaround. |

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| **Reported statements – past tense** | | |
| Notice, in reported questions, that the word order changes back to subject **+** verb. | | |
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|  | *What* ***are the latest numbers****?* | What **are the latest numbers**? |
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|  | *He asked me what* ***the latest numbers are****.* | He asked me what **the latest numbers are**. |
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| **Use of tense** | | |
| In past tense reported statements and questions, the verbs in the main clause do not always have to be in the past. Using the past tense gives the action a sense of being completed, whereas using the present tense adds immediacy. Look at these examples. | | |
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|  | *He told me that the results from last quarter* ***were*** *not good enough.* | He told me that the results from last quarter **were** not good enough. |
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|  | *He said that our work on the project* ***is*** *not satisfactory.* | He said that our work on the project **is** not satisfactory. |

## Email summary

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| **Writing an email summary** | |
| Sometimes you may need to write an email summary for colleagues. Here's a simple format to follow: | |
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| 1. Write a clear, concise subject line. | |
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| *Subject: unhappy client* |  |
|  |  |
| 2. Explain the main reason for your email. | |
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| ***I'm writing to summarize*** *my evening with our client.* |  |
|  |  |
| 3. List the main topics discussed, including questions asked and answers given. | |
|  | |
| ***He said*** *he's not getting the information he needs.* |  |
| ***He told me*** *he feels like he's getting the runaround.* |  |
| ***He asked me*** *to* ***straighten* ['streɪt(ə)n] *things out****. //* If you straighten out a confused situation, you succeed in getting it organized and cleaned up. 理清 |  |
|  |  |

|  |  |
| --- | --- |
| 4. List any action items. | |
|  | |
| ***We need to make sure*** *our people give him the information he needs. Otherwise, the deal could be in jeopardy.* |  |
|  |  |
| Here are some other expressions that are good for summarizing: | |
|  | |
| ***To make a long story short****, he is not happy.* |  |
| ***In a nutshell/simply put,*** *we need to fix things quickly.* |  |
| ***To sum up/In conclusion,*** *we need to be more forthcoming.* |  |

Hey, Jack.

I'm writing to give you a summary of my evening with Rick Jones last night. Over drinks he told me that he is not happy. He actually said that he feels like he's getting the runaround. Some of our people are reluctant to share solid information with him.

I know how important this deal is, Jack. In a nutshell, we need to straighten things out fast. I reassured him that I'd speak with you today. The good news is we had a great dinner, good conversation and he was feeling a lot better.

I know you're in meetings all day, but please respond ASAP.

Best,

Craig

 Think about a business situation you have been in with an unhappy client, or make something up. Write a summary of the situation. What did the client say? What did you do?

Type in the input box. Write 70-90 words. Use your own words where possible.

