

English for Business

Chapter 1

Greetings and Socializing: Building a Working Relationship

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Greetings and Socializing: Building a Working Relationship

1. Make the first contact
2. Talk about current activities
3. Talk about jobs
4. Talk about companies
5. Talk about projects

Talk about Current Activities

Are you doing any of the activities below just now? Where possible, change the words in italics to make them true for you.

I'm ... at the moment/*today*/*this week*/*this month*.

... studying French.

... starting a project to install a new software system.

... doing some research on the electronics market.

... preparing for a conference/*an exhibition*/ an exam.

... planning a trip to Australia.

... designing on a proposal for an important client.

... writing a marketing report.

... applying for a new job in marketing.

Talk about Current Activities

Complete the conversation with B's responses a-g

A: Hello, Sylvia!

B:

A: Fine thanks. How about you?

B:

A: What are you doing these days?

B:

A: Really? Are you enjoying it?

B:

A: I'm still with XLC. But, I'm looking for a new job.

B:

A: I'm applying for jobs in advertising.

B:

A: It was good to see you again.

B:

A: Thanks. Bye.

a. Yes, very much. How about you?

b. Great!

c. Good to see you, too. And good luck with the job applications!

d. Well, best of luck! I'm afraid I can't stop – I'm late for an appointment.

e. What kind of job?

f. Hi, Ben. How are you?

g. I'm working for AR Travel in the sales department.

Talk about Current Activities

Complete the conversation with B's responses a-g

A: Hello, Sylvia!

B: (f)

A: Fine thanks. How about you?

B: (b)

A: What are you doing these days?

B: (g)

A: Really? Are you enjoying it?

B: (a)

A: I'm still with XLC. But, I'm looking for a new job.

B: (e)

A: I'm applying for jobs in advertising.

B: (d)

A: It was good to see you again.

B: (c)

A: Thanks. Bye.

- a. Yes, very much. How about you?
- b. Great!
- c. Good to see you, too. And good luck with the job applications!
- d. Well, best of luck! I'm afraid I can't stop – I'm late for an appointment.
- e. What kind of job?
- f. Hi, Ben. How are you?
- g. I'm working for AR Travel in the sales department.

Exchanging business cards

Formal

1. Some cultures treat business cards formally and with great respect.
2. The information on the card includes the title of the person and their qualifications.
3. In some cultures the person receives the card in both hands and reads the information carefully.
4. It is not polite to write on a card unless the person giving the cards says that it is OK.

Informal

1. Some cultures see business cards simply as a way to exchange important personal details (name, company, contact numbers).
2. The cards can be read quickly and then put in a pocket.
3. It is OK to write additional information on the card.

Make the first contact

Introduce yourself by completing the conversation with your personal information.

A: Hello, I'm ... (your name). I'm from ... (your country). I'm with ... (your company)

Or

A: I'm a student at ...(your school or university)

B: Nice to meet you.

Make the first contact

Match the questions 1-8 with the answers a-h

- | | |
|---|--------------------------|
| 1. Are you British? | a. Tony Wilson. |
| 2. Where are you from? | b. W-I-L-S-O-N. |
| 3. What company are you with? | c. Yes. I'm an engineer. |
| 4. Sorry, what's your company name again? | d. It's BP. |
| 5. What's your job? | e. I'm an engineer. |
| 6. Can you say that again? | f. I'm with BP. |
| 7. What's your name? | g. No, I'm not. |
| 8. Sorry, can you spell that? | h. I'm from Canada. |

Make the first contact

Match the questions 1-8 with the answers a-h

- | | |
|---|--------------------------|
| 1. Are you British? (g) | a. Tony Wilson. |
| 2. Where are you from? (h) | b. W-I-L-S-O-N. |
| 3. What company are you with? (f) | c. Yes. I'm an engineer. |
| 4. Sorry, what's your company name again? (d) | d. It's BP. |
| 5. What's your job? (e) | e. I'm an engineer. |
| 6. Can you say that again? (c) | f. I'm with BP. |
| 7. What's your name? (a) | g. No, I'm not. |
| 8. Sorry, can you spell that? (b) | h. I'm from Canada. |

Face-to-face vs On the phone

1. Confirm an order.
2. Ask for a salary increase.
3. Tell your boss you lost a contract.
4. Arrange lunch with a colleague.
5. Negotiate with a new supplier.

Make the first contact

At reception. Complete the conversation.

Visitor : ... morning. My .. Maria Sanchez. ... here to see Mr. Jackson.

Receptionist : Peter Jackson or Alan Jackson?

Visitor : I'm ... sure.

Receptionist : ... his ...?

Visitor : Sales manager.

Receptionist : That's Peter Jackson. Just a ... I'll call him.

Hello? Reception here. Maria Sanchez is ... to see Peter Jackson. ... sorry, Ms. Sanchez. Mr. Jackson ... in his office at the moment. ... in a meeting. ... wait about five minutes?

Visitor : Yes,

Receptionist : Here is your visitor's have a seat.

Visitor :

Make the first contact

At reception. Complete the conversation.

- Visitor : **Good** morning. My **name is** Maria Sanchez. **I am** here to see Mr. Jackson.
- Receptionist : Peter Jackson or Alan Jackson?
- Visitor : I'm **not** sure.
- Receptionist : **What is** his **position**?
- Visitor : Sales manager.
- Receptionist : That's Peter Jackson. Just a **moment please**. I'll call him.
Hello? Reception here. Maria Sanchez is **here** to see Peter Jackson.
I am sorry, Ms. Sanchez. Mr. Jackson **is not** in his office at the moment.
He is in a meeting. **Would you please** wait about five minutes?
- Visitor : Yes
- Receptionist : Here is your visitor's **id card**. **Please** have a seat.
- Visitor : **Thank you**.

Talk about Jobs

What do these people do in their jobs?

1. A project coordinator
2. A conference organizer
3. A marketing executive
4. A sales representative
5. A customer services manager
6. A personnel officer
7. A finance manager
8. An IT service engineer



A (verb)	B (phrase)
Coordinates	New employee
Works	Company products
Deals with	The budget
Organises	Computer equipment
Sells	conferences
maintains	The problems of customer
controls	In marketing
hires	projects

Talk about Jobs

What do these people do in their jobs?

1. A project coordinator: **coordinates projects.**
2. A conference organizer: **organizes conferences.**
3. A marketing executive: **works in marketing.**
4. A sales representative: **sells company products.**
5. A customer services manager: **deals with the problems of customer.**
6. A personnel officer: **hires new employee.**
7. A finance manager: **controls the budget.**
8. An IT service engineer: **maintains computer equipment.**

Talk about Jobs

Choose a job from the previous page. Introduce yourself and explaining your job with the sentence structure below:

Hello. I'm (name) and I'm a/an (export sales assistant). I'm responsible for/in charge of (sales to other countries). In my job, I (travel a lot)

Talk about Jobs

asking about someone's job

1. What do you do?
2. What exactly do you do in your job?
3. What kind of company do you work for?
 - a. I'm with Amtel, it's a multinational company. 3
 - b. I'm an account executive. 1
 - c. I work in the retail business. 3
 - d. I'm responsible for planning the company's financial strategy. 2
 - e. We manufacture sports equipment. 1
 - f. I sell electrical products to wholesalers. 2

Talk about Jobs

asking about someone's job

1. What do you do?
 - b. I'm an account executive.
 - e. We manufacture sports equipment.
2. What exactly do you do in your job?
 - d. I'm responsible for planning the company's financial strategy.
 - f. I sell electrical products to wholesalers.
3. What kind of company do you work for?
 - a. I'm with Amtel, it's a multinational company.
 - c. I work in the retail business

Do a role play

Student A

- Name: your real name
- Job title: Production Manager
- Job desc: you coordinate projects in the factory
- Company name: WNG plastics
- Company description: manufactures bottles

Student B

Name: your real name
Job title: IT trainer
Job desc: you teach people to use new computer programs
Company name: Howtech
Company description: organizes international training courses

Do a role play

Student A

- Hi, I am (your name).
- Nice to meet you. What do you do?
- I am a Production Manager.
- As a production manager, I coordinate projects in the factory. What about you?
- That sounds interesting. What's your company name?
- I'm with WNG plastics. We manufactures bottles.

Student B

- Hi, I am Lerissa.
- I am an IT trainer. What about you?
- I see. What exactly do you do in your job?
- As an IT trainer, I teach people to use new computer programs.
- It's Howtech. Our company organizes international training courses. What kind of company do you work for?

Talk about Companies

People often talk about their company when they meet new contacts, for example at the conferences, in sales situations or when they meet someone on an aero plane. What kind of information do people usually give? Choose from the following.

1. Company name
2. Kind of company/industry (e.g: retail, services, or manufacturing)
3. Location of headquarters
4. Number of employees
5. Name of the CEO
6. Others?

Talk about Companies

Use the information in the previous page and arrange them into six sentences as follow:

The company is called... (Unilever)

It's a manufacturing/ retail/ services company. (manufacturing company)

It produces .../ sells .../ develops .../ makes ... (consumer home goods, such as soap, shampoo, detergent and others)

It's an American/ a Japanese/ a French/ (other nationality) company.
(England)

It's based in (country). (UK)

The headquarters are in (London)

Talk about Companies

Match the questions with the answers

1. what's the name of your company?
 2. What kind of company is it?
 3. What does it make/ sell/ produce?
 4. Where are the headquarters?
 5. Does it have subsidiaries?
 6. How many employees are there?
 7. What are your sales figures?
 8. Who is the CEO?
- a. In the UK.
 - b. Harry Flanagan.
 - c. No, it doesn't.
 - d. It's a manufacturing company.
 - e. It's called Keele Machines Ltd.
 - f. About 980.
 - g. It makes office equipment.
 - h. £120 million a year.

Talk about Companies

Match the questions with the answers

1. what's the name of your company? (e)
 2. What kind of company is it? (d)
 3. What does it make/ sell/ produce? (g)
 4. Where are the headquarters? (a)
 5. Does it have subsidiaries? (c)
 6. How many employees are there? (f)
 7. What are your sales figures? (h)
 8. Who is the CEO? (b)
- a. In the UK.
 - b. Harry Flanagan.
 - c. No, it doesn't.
 - d. It's a manufacturing company.
 - e. It's called Keele Machines Ltd.
 - f. About 980.
 - g. It makes office equipment.
 - h. £120 million a year.

Phrases to show sequence of actions/ events

1. First..
2. Second..
3. Third...
4. After that..
5. Then.. /so then..
6. Next..
7. Finally...
8. For the next
9. And now
10. So what did I do?
11. After a while
12. To begin with
13. After moving

Sequence events: talking about past events

Fixed sequence

- When talking about the history of a company or project in a presentation you structure events into a beginning, middle and end.
- The background information builds towards a key piece of information.
- You get to the point quickly and keep to the facts.

Flexible sequence

- When talking about the history of a company or project in a presentation you may talk about different parts of the history, out of sequence.
- The background information can be as important as the main story.
- You talk around the subject and jump from point to point.

Sequence events: simple example

Then, finally, today, to begin with, hello

... ladies and gentlemen.

My name is ... (your name).

... I'd like to talk to you about time management.

... I'll tell you some of the theories about time management.

... we'll look at the company's current system.

And ... we'll talk about ways to improve time management in our department.

Sequence events: simple example

Then, finally, today, to begin with, hello

Hello ladies and gentlemen.

My name is ... (your name).

Today I'd like to talk to you about time management.

To begin with, I'll tell you some of the theories about time management.

Then we'll look at the company's current system.

And **finally** we'll talk about ways to improve time management in our department.

Talk about Projects

Read the details of the software project below

Actions	Jan	Feb	March	April	May	June	July	August
Agree the budget	14 th							
Set up the project team	>>							
Discuss with suppliers		>>>>>>>	>>>>>>					
Sign the contract				>>				
Suppliers design software				>>>	>>>>>>	>>>		
Install the software						15 th		
Test the new system							>>>>>>	
Train the staff								>>>
Start to run the new system								15 th

Talk about Projects

Read the sentences below about the project. Today is 16th August. Choose the correct time expression to complete each sentence.

1. The Finance Department agreed the budget on **14th January**.
2. We set up the project team
3. The team discussed ideas for the new system with suppliers ...
4. We signed a contract with the suppliers ...
5. ..., the suppliers designed the new software.
6. They installed the software ...
7. They tested the new system ...
8. We trained the staff to use the new software ...
9. We started to run the new system ...

In February and March	Two months ago
Between April and June	Last month
At the beginning of April	yesterday
At the end of January	Last week

Talk about Projects

Read the sentences below about the project. Today is 16th August. Choose the correct time expression to complete each sentence.

1. The Finance Department agreed the budget on **14th January**.
2. We set up the project team **at the end of January**.
3. The team discussed ideas for the new system with suppliers **in Feb and March**.
4. We signed a contract with the suppliers **at the beginning of April**.
5. **Between April and June**, the suppliers designed the new software.
6. They installed the software **two months ago**.
7. They tested the new system **last month**.
8. We trained the staff to use the new software **last week**.
9. We started to run the new system **yesterday**.

In February and March	Two months ago
Between April and June	Last month
At the beginning of April	yesterday
At the end of January	Last week

Thank you and see you in the 2nd session.

Yours sincerely,

Lerissa Daniela, S.S., M.Pd.

Original Source:

The original source of this chapter is taken from the book entitled “**Intelligent Business Skills Book**”

1. Elementary Business English level, written by **Christine Johnson**.
2. Pre-Intermediate Business English level, written by **Irene Barrall and Nikolas Barrall**.
3. Intermediate Business English level, written by **Christine Johnson**.

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