

English for Business

Chapter 2

Business Etiquette and Phone Messages

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Business Etiquette and Phone Messages

1. Business Etiquette

- a. Be a good guest
- b. Get things done
- c. Persuade people to do things
- d. Celebrate success

2. Telephoning

- a. Making phone calls
- b. Checking information
- c. Telephoning problems

Be a Good Guest: the perfect lunch guest

Good advice for guests at a business lunch

1. It's *important/not important* to be on time.
2. It's a *good/bad* idea to bring a small gift for the host or hostess.
3. It's *OK/not OK* to discuss business during the meal.
4. It's *OK/not polite* to refuse food or drink.
5. You *can/can't* tell your host directly if you don't like dish.
6. Your mobile phone should be turned *on/off* during the meal.
7. It's *important/not important* to say 'Thank you' at the end of the meal.

Be a Good Guest: the perfect lunch guest

Good advice for guests at a business lunch

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3. It's **OK**/~~not OK~~ to discuss business during the meal.
4. It's ~~OK~~/**not polite** to refuse food or drink.
5. You ~~can~~/**can't** tell your host directly if you don't like dish.
6. Your mobile phone should be turned ~~on~~/**off** during the meal.
7. It's **important**/~~not important~~ to say 'Thank you' at the end of the meal.

Be a Good Guest: Business Lunches

A business lunch is a good opportunity to relax and get to know people. However, it is important to remember that **it is still business**.

If you are visiting people in another country, **do some research** to check on **what behavior is expected**.

It is a good idea to **order a dish that is not difficult to eat**. You can concentrate on the people that you are having lunch with instead of worrying about how to eat the food.

If you do not know the people well, it is a good idea to **stay formal and polite**.

Be a Good Guest: Show appreciation

Step 1. Prepare a menu.

Step 2. Have a conversation

Guest:

- a. Start of the meal: ask your host to recommend a dish
- b. During the meal: comment on the food
- c. End of the meal: thank the host

Host:

- a. Start of the meal: recommend a dish from the menu
- b. During the meal: respond to your guest when they comment on the meal.
- c. End of the meal: respond to your guest when they thank you.

Be a Good Guest: Show appreciation

Menu

Main course: beef steak and agio olio pasta

Desserts: Tiramisu and caramel custard pudding

Start the meal

Guest: **What do you recommend me to eat here?**

Host: **The beef steak is good. I recommend you to try that.**

During the meal

Guest: **The steak tastes really good. The juiciness is perfect.**

Host: **I'm glad you like it. That's one of their specialties.**

End of the meal

Guest: **Thank you for lunch. I really enjoyed it.**

Host: **It was my pleasure.**

Culture at work: saying what you think

Diplomatic

Accept the food and eat it.

You think that it is impolite to refuse food or drink and you do not want to offend your host.

Honest

Explain that you do not like the food.

In your country, it is OK to refuse food or drink. You don't think that it is a problem to say what you like or don't like.

Getting things done on time

Which of the following strategies do you use to make sure you do things on time?

1. Make a list of things to do
2. Estimate the time you need for each task
3. Break down tasks into steps
4. Decide on the order in which to complete tasks
5. Draw a workflow diagram
6. Put high priority tasks first
7. Think about how to do things faster
8. Other ideas ...

Getting things done on time

Whether you are planning a special project or simply organizing your routine working day, the following steps can help you to meet deadlines and stay in control.

Do:

1. Make a list of tasks (things you must achieve)
2. Break down the tasks into shorter steps or actions.
3. Set a deadline for completing each action.
4. Do the most urgent tasks first.
5. Predict and try to prevent problems.
6. Check your list regularly and make sure you are on track to meet your deadlines.

Don't

1. Don't push off tasks because they are difficult or you don't like them.
2. Don't concentrate too much on one task and forget all the others.

Talking about urgency

1. I'd like to get everything done before April, if possible.
2. This is urgent – we must do it right away.
3. It's important to confirm the numbers by the end of the month.
4. We need to book as soon as possible.
5. There's no rush – we can do that any time.

Talking about urgency

1. I'd like to get everything done before April, if possible. (4)
2. This is urgent – we must do it right away. (1)
3. It's important to confirm the numbers by the end of the month. (3)
4. We need to book as soon as possible. (2)
5. There's no rush – we can do that any time. (5)

Persuade people to do things

Is there any way you can...?

I don't suppose you could...?

Would you do me a favor and...?

I wonder if you could ...

Would you mind ... (verb+ing)?

I'd really appreciate it if you could...

Culture at work: Being Direct

Direct

- Prefer to use the imperative: e.g. Send me your report this week, please.
- Make simple statements and use fewer words: e.g. I need those figures today.
- Use *please* and *thank you* less often.

Indirect

- Prefer question forms: e.g. Could you please send me your report this week?
- Use more wordy expressions: e.g. I was wondering if you could let me have those figures today? It would be really helpful if you could...
- Use *please* and *thank you* frequently.

Culture at work: Being Direct

Very indirect	1. I'm so sorry to trouble you. I wonder if you would mind getting me those figures?
	2. Do you think you could possibly get me those figures, please?
	3. Would you please get me those figures?
	4. Can you get me those figures??
	5. Get me those figures.
Very direct	

Culture at work: Celebrate Success

Individual praise

- It is acceptable to single out an individual for special praise: the person chosen feels proud.
- Pay rewards and even promotion are given for individual success.
- Individuals are motivated to work for personal achievement.
- People say, 'I did this.'

Group praise

- Showing favoritism is avoided: the person chosen feels embarrassed.
- Rewards or bonuses are shared amongst the group.
- People are motivated by the strong morale of the team.
- People say, 'we did this.'

What do you say: Celebrating Success

1. Thank people
 2. Praise people
 3. Show appreciation
 4. Make a toast
 5. Offer good wishes
- a. You've done a fantastic/excellent/brilliant job!
 - b. I've really enjoyed working with you.
 - c. It's been very productive/useful/interesting.
 - d. Here's to our success in the future!
 - e. Well done!
 - f. Thanks very much for your help!
 - g. I'd like to thank you for all your hard work.
 - h. Good luck with everything.
 - i. I'd like to propose a toast to a long and fruitful partnership between us.
 - j. I hope it all goes well.

What do you say: celebrating success

1. Thank people
 2. Praise people
 3. Show appreciation
 4. Make a toast
 5. Offer good wishes
- a. You've done a fantastic/excellent/brilliant job! (2)
 - b. I've really enjoyed working with you. (3)
 - c. It's been very productive/useful/interesting. (3)
 - d. Here's to our success in the future! (4)
 - e. Well done! (2)
 - f. Thanks very much for your help! (1)
 - g. I'd like to thank you for all your hard work. (1)
 - h. Good luck with everything. (5)
 - i. I'd like to propose a toast to a long and fruitful partnership between us. (4)
 - j. I hope it all goes well. (5)

Telephoning

Get through to someone on the telephone

1. Ask to speak to someone.
 2. Give the reason for the call.
 3. Ask someone to wait.
 4. Introduce yourself when you are the caller.
 5. Offer to take a message.
 6. Ask for someone's number.
- a. Just a moment, please.
 - b. This is Jane Kelly from Greenshanks.
 - c. Can you give me your number?
 - d. Can I speak to David Potts, please?
 - e. Can I take a message?
 - f. I'm calling about your new brochure.

Get through to someone on the telephone

1. Ask to speak to someone: (d)
 2. Give the reason for the call. (f)
 3. Ask someone to wait. (a)
 4. Introduce yourself when you are the caller. (b)
 5. Offer to take a message. (e)
 6. Ask for someone's number. (c)
- a. Just a moment, please.
 - b. This is Jane Kelly from Greenshanks.
 - c. Can you give me your number?
 - d. Can I speak to David Potts, please?
 - e. Can I take a message?
 - f. I'm calling about your new brochure.

Telephoning

Answering the phone

1. Say your name and the name of your dept or company:
Hello./Good morning. Sales office. Paul speaking.
2. When the caller asks for someone who isn't there:
I'm afraid Mr. Potts isn't in the office at the moment.
3. Offer to take a message:
Can I take a message?/ Can I ask him to call you back? Can you give me your number?
4. To promise action, use *I will ...*
I'll give him your message/ I'll ask him to call you back

Making a call

1. Introduce yourself:
Hello. This is Jane Kelly from Greenshanks. (NOT ~~I am Jane Kelly..~~)
My name is Jane Kelly.
2. Check if you have the right person or department:
Is that David Potts?
(NOT ~~Are you David Potts?~~)
3. Explain what the call is about:
I'm calling about our meeting next week.
I'd like to arrange a meeting.

Telephoning: Complete the phrases

Available | Calling | Hold | Leave | Through

1. Ask someone to wait: ... the line, please.
2. Ask for the caller's name: Who's .., please?
3. Tell the caller you will connect them to a person or department: I'll put you ...
4. Tell the caller that someone isn't there. I'm afraid Mr Tew isn't ... just now.
5. Offer to take a message: Would you like to ... a message?

Telephoning: Complete the phrases

Available | Calling | Hold | Leave | Through

1. Ask someone to wait: ***Hold*** the line, please.
2. Ask for the caller's name: Who's ***calling***, please?
3. Tell the caller you will connect them to a person or department: I'll put you ***through***.
4. Tell the caller that someone isn't there. I'm afraid Mr Tew isn't ***available*** just now.
5. Offer to take a message: Would you like to ***leave*** a message?

Practice: checking information

1. Which three phrases does Ulla use to ask someone to repeat information?
 2. Which two phrases does Ulla use to confirm that she understands?
 3. Which two phrases does William use to say that information is correct?
- a. Sorry, I didn't catch that.
 - b. Could you say that again, please?
 - c. That's right.
 - d. Yes, I've got that.
 - e. Can you repeat that, please?
 - f. OK.
 - g. That's correct.

Practice: checking information

1. Which three phrases does Ulla use to ask someone to repeat information?
(a, b, e)
 2. Which two phrases does Ulla use to confirm that she understands?
(d, f)
 3. Which two phrases does William use to say that information is correct?
(c, g)
- a. Sorry, I didn't catch that.
 - b. Could you say that again, please?
 - c. That's right.
 - d. Yes, I've got that.
 - e. Can you repeat that, please?
 - f. OK.
 - g. That's correct.

Practice: make phone calls

A

1. Greet the caller. Give your dept (finance) and your own name.
2. Tell the caller he isn't there. Offer to take a message.
3. Suggest that Harry calls back. Ask for the caller's phone number.
4. Check phone number. Check caller's name again.
5. Say goodbye.

B

1. Introduce yourself (use your own name). Ask for Harry Van Damm.
2. You met Harry at a conference. You would like to arrange to meet him again.
3. Give phone number (use your own number or invent one).
4. Say goodbye.

Practice: make phone calls

A

1. ***"Good morning. Finance department. Lerissa speaking. "***
2. ***"I am afraid he isn't here at the moment. Do you want to leave a message for him?"***
3. ***"I see. How about I ask him to call you back? Can I have your phone number?"***
4. ***"Let me repeat again to make sure it's correct. So this is Mr. A with the number 08...?"***
5. ***"My pleasure. Thank you for calling. Good bye."***

B

1. ***"Hello. This is (your name) speaking. Can I speak with Harry Van Damm, please?"***
2. ***"Yes please. I met Harry at a conference once and I would like to arrange to meet him again."***
3. ***"Of course. This is my number (use your own number or invent one)."***
4. ***"Yes, that's correct. Thank you very much."***
5. ***"Good bye."***

Telephoning problems

1. You didn't hear the caller's name.
 2. The other person speaks very fast and it's hard to understand.
 3. The line is bad/your phone signal is weak.
 4. The caller is through to the wrong person or wrong department.
 5. It is difficult to explain complex things on the phone.
 6. The other person is asking for information you don't have in front of you.
- a. Can you say that again slowly, please?
 - b. I'm afraid I can't help you with that.
 - c. Can you spell that, please?
 - d. Just hold on a moment, please.
 - e. Could I send you the details by email/fax?
 - f. Can I call you back?
 - g. I'm afraid I can't hear you very well.
 - h. I think you have the wrong number.
 - i. Sorry, I didn't catch that.
 - j. Just a moment. I'll transfer you (to..)

Telephoning problems

1. You didn't hear the caller's name. (c)
 2. The other person speaks very fast and it's hard to understand. (a,i)
 3. The line is bad/your phone signal is weak. (f,g)
 4. The caller is through to the wrong person or wrong department. (j,h)
 5. It is difficult to explain complex things on the phone. (e)
 6. The other person is asking for information you don't have in front of you. (b,d)
- a. Can you say that again slowly, please?
 - b. I'm afraid I can't help you with that.
 - c. Can you spell that, please?
 - d. Just hold on a moment, please.
 - e. Could I send you the details by email/fax?
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 - i. Sorry, I didn't catch that.
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Telephoning problems (1)

Before making a call:

1. Ask yourself: What is the purpose of this call?
2. Ask yourself: Who am I going to speak to? What do they need to know? How can they help me?
3. Prepare what you want to say.
4. Predict any problems you could have (e.g. the person you want isn't there)

During the call:

1. Speak clearly and check that the other person understands you.
2. Don't let the other person rush you.

Telephoning problems (2)

3. Respond frequently (saying: yes, mm, OK) so the other person knows you are still there.
4. Make notes during the call.
5. Check that you have understood correctly.
6. Repeat important information, especially names and numbers.
7. Confirm any arrangements.
8. Always be polite and friendly.
9. Smile while talking.

After the call:

1. Send an email to confirm what you said.

Dealing with problems on the phone

1. Introduce the problem.
 2. Ask for clarification.
 3. Predict the consequences.
 4. Suggest possible actions.
 5. Promise action.
- a. Perhaps we could talk to them.
 - b. That'll result in even more expense.
 - c. I'll get back to you soon as I can.
 - d. Couldn't we bring in some people?
 - e. How do you mean exactly?
 - f. It could be very dangerous.
 - g. I'm afraid we've got a problem.
 - h. I'm going to call a crisis meeting.
 - i. It will mean lengthy negotiations.
 - j. It might turn violent.

Dealing with problems on the phone

1. Introduce the problem.
(G)
 2. Ask for clarification.
(E)
 3. Predict the consequences.
(B, F, J)
 4. Suggest possible actions.
(A, D)
 5. Promise action.
(C, H)
- a. Perhaps we could talk to them.
 - b. That'll result in even more expense.
 - c. I'll get back to you soon as I can.
 - d. Couldn't we bring in some people?
 - e. How do you mean exactly?
 - f. It could be very dangerous.
 - g. I'm afraid we've got a problem.
 - h. I'm going to call a crisis meeting.
 - i. It might turn violent.

Thank you and see you in the 3rd session.

Yours sincerely,

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

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