

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ПО ОБРАЗОВАНИЮ
Государственное образовательное учреждение высшего профессионального образования
АМУРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
(ГОУВПО «АмГУ»)

УТВЕРЖДАЮ

Зав. кафедрой ин.яз.№1

_____ С.И.Гусева

“ _ ” _____ 200_ г.

ДЕЛОВЫЕ ПЕРЕГОВОРЫ НА АНГЛИЙСКОМ ЯЗЫКЕ

УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС

ПО ДИСЦИПЛИНЕ

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Бузина М.С. **Деловые переговоры на английском языке.** Учебно-методический комплекс. Учебное пособие для студентов III курса экономического факультета. Благовещенск: Амурский гос. ун-т, 2006

Пособие составлено в соответствии с программой по дисциплине «Деловые переговоры на английском языке» на основе оригинальных английских и американских источников по деловой коммуникации.

Цель пособия – развитие навыков публичной речи (сообщение, доклад, дискуссия), развитие основных навыков письма для ведения деловой переписки), закрепление навыков чтения специальной литературы с целью получения информации.

Предлагаемый УМК предназначен для студентов экономического факультета.

Амурский Государственный Университет, 2006

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ПРЕДИСЛОВИЕ

Цель преподавания учебной дисциплины «Деловые переговоры на английском языке» - умение соотносить языковые средства с конкретными сферами, ситуациями, условиями и задачами общения, уровень которого на отдельных этапах подготовки позволяет использовать иностранный язык практически как в устной и письменной коммуникации, так и для самообразования.

Структурно предлагаемое учебное пособие состоит из рабочей учебной программы (пояснительная записка, итоговый контроль, перечень и тематика промежуточных форм контроля, критерии оценок, формы занятий, учебные материалы и пособия) и содержание дисциплины: телефонные переговоры, презентации, деловые переговоры, встречи и деловая переписка. Особое внимание в учебном пособии уделяется развитию и совершенствованию умений аудирования и говорения.

РАБОЧАЯ УЧЕБНАЯ ПРОГРАММА

дисциплины

«Деловые переговоры на английском языке»

специальность	080301 коммерция	
факультет	филологический	
кафедра	иностранных языков №1	
курс	III курс	
семестр	V	
практические занятия	54	(час.)
самостоятельная работа	41	(час.)
экзамен	нет	
зачет	V	(семестр)

Программа курса составлена в соответствии с требованиями государственного образовательного стандарта профессионального высшего образования.

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Программа курса «Деловые переговоры на английском языке» составлена в соответствии с требованиями государственного образовательного стандарта профессионального высшего образования и предназначена для специальности 080301 коммерция (III курс, V семестр). Курс рассчитан на 95 часов (на практические занятия выделяется 54 часа, на самостоятельную работу 41 час). По окончании курса предусмотрен зачет.

Задачи изучения дисциплины:

1. Изучение нового лексико-грамматического материала, необходимого для активного применения, как в повседневном, так и в профессиональном общении (для деловых переговоров).
2. Развитие навыков публичной речи (сообщение, доклад, дискуссия).
3. Закрепление навыков чтения специальной литературы с целью получения информации.
4. Развитие основных навыков письма для ведения деловой переписки.

По завершению обучения по дисциплине студент должен:

- владеть навыками профессиональной речи (навыками ведения деловых переговоров);
- понимать устную (монологическую и диалогическую) речь на специальные темы;
- активно владеть наиболее употребительной (базовой) грамматикой и основными грамматическими явлениями, характерными для профессиональной речи;
- знать базовую лексику профессионального языка;
- участвовать в обсуждении тем, связанных со специальностью (задавать вопросы и отвечать на вопросы);
- владеть основными навыками письма, необходимыми для ведения деловой переписки

В аспекте «Английский язык для специальных целей: деловые переговоры» осуществляются:

- обучение восприятию на слух речи;
- развитие навыков устной публичной речи (на материале по специальности);
- закрепление навыков чтения литературы по специальности с целью извлечения профессиональной информации;
- знакомство с отраслевыми словарями и справочниками на английском языке;
- овладение лексикой и фразеологией, отражающей основные направления широкой специальности и узкую специализацию студента;
- обучение основным навыкам письма, необходимым для подготовки публикаций, тезисов и ведение переписки

Аудирование, говорение, письмо

Усвоению подлежат

- понимание на слух основного содержания аутентичных текстов с опорой на зрительный образ (видеоматериалы) и без него, в т.ч. материалов по тематике специальности,
- отнесение высказывания к тому или иному моменту времени и определение его модальности (утверждение, неуверенность, возможность, риторический вопрос),
- письменная и устная речь.

Чтение (способность понимать и извлекать информацию), говорение, письмо

Усвоению подлежат

- определение основного содержания текста,
- распознавание значения слов по контексту,

- восприятие смысловой структуры текста, выделение главной и второстепенной информации,
- обобщение фактов,
- умение написать деловое письмо по предложенной тематике.

Грамматика

Повторение системы времен английского глагола Present, Past, Future (Simple, Continuous, Perfect, Perfect Continuous). Пассивный залог. Модальные глаголы. Неличные формы глагола. Порядок слов в предложении. Отрицание. Вопросы.

Придаточные предложения времени и условия. Прямая и косвенная речь. Согласование времен (для грамотного изложения своих мыслей в письменной и устной речи)

Повторение основных грамматических явлений требуется для грамотного ведения бесед, для проведения презентаций, деловых переговоров и встреч.

Лексика и фразеология

Изучение и закрепление наиболее употребительной лексики, отражающей широкую и узкую специализацию. Расширение словарного запаса за счет лексических единиц, составляющих основу профессиональной речи.

ИТОГОВЫЙ КОНТРОЛЬ

III курс

V семестр

1. Итоговые письменные работы

Написание делового письма по пройденной тематике

2. Устный зачет

Ситуативные задания по пройденной тематике (монолог и диалог)

Примерные задания для сдачи зачета:

1. Напишите деловое письмо (150 пч.зн.):

Письмо написано 25.4.2004., фирме «Лаутон Бразерс Лтд» по адресу Англия, Ковентри, графство Йоркшир, улица Альдер Роуд, дом №20 по поводу вашего запроса от 15.4.2004. напишите, что в дополнение к Вашему письму от 15.4.2004. Вы хотели бы сообщить еще кое-какие сведения. ... В заключение выразите надежду, что установите с фирмой плодотворные деловые отношения.

2. Проведите переговоры по теме:

Представьте. Скажите, что вы в Манчестере по другому делу, но г-н Петров просил Вас зайти к г-ну Брауну и передать последние каталоги нашего нового оборудования. Узнав, что г-н Петров звонил г-ну Брауну и сообщил обо всем. Скажите, что вы были очень рады познакомиться с ним и попрощайтесь.

3. Устно изложите одну из пройденных тем: планирование и участие в продуктивных встречах

ПЕРЕЧЕНЬ И ТЕМАТИКА ПРОМЕЖУТОЧНЫХ ФОРМ КОНТРОЛЯ:

1. Лексико-грамматические тесты и тесты после прослушивания.
2. Подготовка сообщений для монологических высказываний по темам, связанным со специальностью студента (4 темы).
3. Подготовка сообщений для диалогических высказываний.

КРИТЕРИИ ОЦЕНОК

1. Студент получает отметку «зачтено» при следующих условиях:

- Деловое письмо, написанное студентом, содержит лексику в объеме, необходимом для выражения основных мыслей, соответствует теме и не содержит грамматические и орфографические ошибки (либо содержит немногочисленные ошибки, не превышающие 40% уровень);

- Диалог соответствует предложенной теме, не содержит грамматические ошибки (либо содержит немногочисленные ошибки, не превышающие 40% уровень);

- Монолог соответствует предложенной теме; имеются навыки аудирования; собственные мысли выражаются без грамматических ошибок (либо содержит немногочисленные ошибки, не превышающие 40% уровень);

2. Студент получает отметку «незачтено» при следующих условиях:

- Деловое письмо, написанное студентом, не содержит лексики, необходимой для выражения основных мыслей, не соответствует теме и содержит многочисленные грамматические и орфографические ошибки, превышающие 40% уровень;

- Диалог не соответствует теме, содержит грамматические ошибки, превышающие 40% уровень;

- Монолог не соответствует теме; наблюдается отсутствие навыков аудирования, собственные мысли выражаются с многочисленными грамматическими ошибками, превышающими 40% уровень

ФОРМЫ ЗАНЯТИЙ:

1. Аудиторные групповые занятия под руководством преподавателя.

2. Обязательные самостоятельные занятия студентов по заданию преподавателя (выполнение студентами текущих учебных заданий во внеурочное время – дома, в библиотеке, в компьютерном классе, в читальном зале иностранной литературы)

3. Индивидуальные самостоятельные занятия под руководством преподавателя.

Помимо перечисленных форм организации учебного процесса, непосредственно связанных с изучением программного материала по иностранному языку, курс обучения дополняется различными видами внеаудиторной работы, характер которой определяется индивидуальными интересами студентов. К числу таких видов внеаудиторной работы относятся следующие: встречи с носителями языка; участие в научных диспутах; конференциях; различных олимпиадах по иностранному языку, как в стенах вуза, так и на других уровнях.

УЧЕБНЫЕ МАТЕРИАЛЫ И ПОСОБИЯ

Основные

1. Богацкий И.С., Дюканова Н.М. Бизнес-курс английского языка. 2003г.
2. Barnar, Roger. Business venture 1. 2004
3. Barnar, Roger. Business venture 2. 2004

Дополнительные

1. Ионина А.А., Саакян А. С. Английская грамматика. 2003г.
2. Лукьянова Н.А. Настольная книга бизнесмена: Учебное пособие. 1998г.
3. Guffey, Mary Ellen. Essentials of business communication. 2001
4. Sweeney, Simon. English for business communication.

Технические средства обеспечения дисциплины

Аудио кассеты

СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

Формы деловой коммуникации:

I. TELEPHONE SKILLS

(ТЕЛЕФОННЫЕ ПЕРЕГОВОРЫ)

(практические занятия - 12 часов; самостоятельная работа – 8 часов)

Read the text:

Telephones and Voice Mail

Telephones and voice mail are valuable business tools only when they generate goodwill and increase productivity. Poor communication techniques can easily offset any benefits arising from improved equipment.

Making Productive Telephone Calls

Before making a telephone call, decide whether the intended call is really necessary. Could you find the information yourself? If you wait a while, would the problem resolve itself? Perhaps your message could be delivered more efficiently by some other means. Alternatives to telephone calls include e-mail, memos, or calls to voice mail systems. If a telephone call must be made, consider using the following suggestions to make it fully productive:

Plan a mini-agenda. Before placing a call, jot down notes regarding all the topics you need to discuss. Following an agenda guarantees not only a complete call but also a quick one. You'll be less likely to wander from the business at hand while rummaging through your mind trying to remember everything.

Use a three-point introduction. When placing a call, immediately

- (1) name the person you are calling,
- (2) identify yourself and your affiliation, and

(3) give a brief explanation of your reason for calling. For example: "May I speak to Larry Lopez? This is Hillary Dahl of Sebastian Enterprises, and I'm seeking information about a software program called Power Presentations." This kind of introduction enables the receiving individual to respond immediately without asking further questions.

Be cheerful and accurate. Let your voice show the same kind of animation that you radiate when you greet people in person. In your mind try to envision the individual answering the telephone. A smile can certainly affect the tone of your voice, so smile at that person. Moreover, be accurate about what you say. "Hang on a second; I'll be right back" rarely is true. Better to say, "It may take me two or three minutes to get that information. Would you prefer to hold or have me call you back?"

Bring it to a close. The responsibility for ending a call lies with the caller. This is sometimes difficult to do if the other person rambles on. You may need to use suggestive closing language, such as "I've certainly enjoyed talking with you," "I've learned what I needed to know, and now I can proceed with my work," "Thanks for your help," or "I must go now, but may I call you again in the future if I need . . .?"

Avoid telephone tag. If you call someone who's not in, ask when it would be best for you to call again. State that you will call at a specific time—and do it. If you ask a person to call you, give a time when you can be reached—and then be sure you are in at that time.

Leave complete voice mail messages. Remember that there's no rush when you leave a voice mail message. Always enunciate clearly. And be sure to provide a complete message, including your name, telephone number, and the time and date of your call. Explain your purpose so that the receiver can be ready with the required information when returning your call

Receiving Productive Telephone Calls

With a little forethought you can make your telephone a productive, efficient work tool. Developing good telephone manners also reflects well on you and on your organization.

Identify yourself immediately. In answering your telephone or someone else's, provide your name, title or affiliation, and, possibly, a greeting. For example, "Larry Lopez, Proteus Software. How may I help you?" Force yourself to speak clearly and slowly. Remember that the caller may be unfamiliar with what you are saying and fail to recognize slurred syllables.

Be responsive and helpful. If you are in a support role, be sympathetic to

callers' needs. Instead of "I don't know," try "That's a good question; let me investigate." Instead of "We can't do that," try "That's a tough one; let's see what we can do." Avoid "No" at the beginning of a sentence. It sounds especially abrasive and displeasing because it suggests total rejection.

Be cautious when answering calls for others. Be courteous and helpful, but don't give out confidential information. Better to say, "She's away from her desk" or "He's out of the office" than to report a colleague's exact whereabouts.

Take messages carefully. Few things are as frustrating as receiving a potentially important phone message that is illegible. Repeat the spelling of names and verify telephone numbers. Write messages legibly and record their time and date. Promise to give the messages to intended recipients, but don't guarantee return calls.

Explain what you're doing when transferring calls. Give a reason for transferring, and identify the extension to which you are directing the call in case the caller is disconnected.

Task 1: Speaking

Making or receiving a telephone call when should you be or not be:

- cheerful and accurate
- responsive and helpful
- cautious
- in a rush
- courteous
- cold and impersonal
- confusing and irritating
- sympathetic

Task 2: Voice mail

Use voice mail to answer routine questions that your clients ask:

- university;
- mobile phone company;

- entertainment company;
-

Task 3: Word Partnerships

Form strong partnerships with the following words:

to make		to answer	
to end
to place		to talk on	
to envision		a voice mail	

to greet		a computerized message	
to leave			interruptions
to take	calls
to provide			manners

Task 4: Insert prepositions or particles:

1. I'm talking ... the phone.
2. Will you jot ... the notes?
3. After waiting for a long time he hung
4. Don't wander ... the business.
5. Is he ... now?
6. Now I can't talk on the phone, I'll call
7. He always rambles He never tries to enunciate ... clearly.
8. You should smile ... the clients.

Telephoning Skills

The Language of Telephoning

Introducing yourself

Good morning, Aristo.

Hello, this is ... from

Hello, my name's ... calling from

Saying who you want

I'd like to speak to ..., please.

Could I have the ... Department, please?

Is ... there, please?

Saying someone is not available

I'm sorry he/she's not available

Sorry, he/she's away / not in / in a meeting / in Milan.

Leaving and taking messages

Could you give him/her a message?

Can I leave him/her a message?

Please tell him/her ...

Please ask him/her to ring me on ...

Can I take a message?

Would you like to leave a message?

If you give me your number

I'll ask him/her to call you later.

Offering to help in other ways

Can anyone else help you?

Can I help you perhaps?

Would you like to speak to his assistant?

Shall I ask him to call you back?

Asking for repetition

Sorry, I didn't catch (your name / your number / your company name / etc.)

Sorry, could you repeat your (name, number, etc.).

Sorry, I didn't hear that.

Sorry, I didn't understand that.

Could you spell (that / your name), please.

Acknowledging repetition

Okay, I've got that now. (Mr Kyoto.)

I understand. I see, thank you.

Stating reason for a call

I'm ringing to ...

I'd like to ...

I need some information about...

Making arrangements

Could we meet some time next month?

When would be a good time?

Would Thursday at 5 o'clock suit you?

What about July 21st?

That would be fine.

No, sorry, I can't make it then.

Sorry, I'm too busy next week.

Changing arrangements

We've an appointment for next month, but .

I'm afraid I can't come on that day. Could we fix an alternative?

Confirming information

So...

Can I check that? You said ...

To confirm that...

Can you / Can I confirm that by fax?

Ending a call

Right. I think that's all.

Thanks very much for your help.

Do call if you need anything else.

I look forward to ... seeing you / your call / your letter / your fax / our meeting.

Goodbye and thanks.

Stating reason for the call

I'm ringing about...

Unfortunately, there's a problem with ...

I'm ringing to complain about ...

Explaining the problem

There seems to be ... We haven't received ... The ... doesn't work.

The quality of the work is below standard.

The specifications are not in accordance with our order.

Referring to previous problems

It's not the first time we've had this problem.

This is the (third) time this has happened. Three months ago ...

We had a meeting about this and you assured us that...

Threatening

If the problem is not resolved ...

We'll have to reconsider our position.

We'll have to renegotiate the contract.

We'll contact other suppliers.

The consequences could be very serious.

Handling complaints and other problems

Asking for details

Could you tell me exactly what... ?

Can you tell me ... ?

What's the ... ?

Apologizing

I'm sorry to hear that.

I'm very sorry about the problem / delay / mistake ...

Denying an accusation

No, I don't think that can be right.

I'm sorry but I think you're mistaken.

I'm afraid that's not quite right.

I'm afraid that can't be true

I. Listening



You will hear three different types of telephone calls. Listen and match the calls you hear with the types of calls in the list below. (One is extra):

contact call: getting in touch with a business contact

information call: calling to get information

voice mail call: calling and leaving a message on a machine

appointment call: contacting a business to arrange a meeting/appointment

Call 1.... Call 2.... Call 3....

II. Key Language I

Complete these sentences from the listening using the pairs of words below.

how / help	calling / because	let / transfer
call / later	speak / please	this / speaking
name / from	mine / referred	sorry / was
afraid / in	put / down	remember / met
wondering / help	time / reach	I'll / message

1. ... can I ... you?
2. I'm... ... I need some information.
3. ... me ... you to Sales.
4. Would you like to ... back ... ?
5. My ... is Chris Robb ...York Paper.
6. A colleague of ... , Liz Peterson, ... me to you.
7. I'm ... she's not ... this week.
8. I could ... you ... for Friday afternoon.
9. ... , your name ... ?
10. I'd like to ... to Mark Chin,
- 11.... is Mark
- 12.You may not ... me - we ... last year.
- 13.I was ... if you could ... me.
- 14.... give him the
- 15.What's a good ... to ... you?



Listen to the calls again and check your answers.

III. Key Language 2

These are some common and useful telephone questions. Match the endings with the question starters. (More than one combination is sometimes possible.)

- | | |
|---------------------------------------|-------------------------------------|
| 1. ... leave a message? | 10.... ask who's calling? |
| 2. ... take a message? | 11.... repeat that please? |
| 3. ... transfer me to his voice mail? | 12.... ask him to call John Donson? |
| 4. ... have your phone number? | 13.... speak up a little, please? |
| 5. ... know what this regarding? | 14.... a good time? |
| 6. ... help you? | 15.... ask when he'll be back? |
| 7. ... ask what this is regarding? | 16.... call back later? |
| 8. ...speak to Stuart Tipps, please? | 17.....something I could help you |
| 9. ... 555-7434? | with? |

- a. Would you like to ...
- b. May I ... ?
- c. Could you ... ?
- d. Does s/he ... ?
- e. Is this ... ?

IV. Preparing to make a telephone call



Listen to the recording of Clare Macey, a director of Inter Marketing, suggesting ways to prepare for telephone calls. Then tick the suggestions that she makes that are included in the list below.

Do not try to guess what the other person will say.

☐

Think about your objectives from the call - any questions you need to ask or things you need to say.

☐

If someone calls and you are not ready for them, ask them to call back later.

Desk preparation: prepare the desk - paper, pen, any relevant documentation,

- computer files. ☐
- Check recent correspondence, know the situation. ☐
- Have your diary on hand, so you can fix appointments. ☐

V. Receiving calls



Listen to a short extract from the recording of Clare Macey. Here she is talking about being prepared for incoming calls. Tick what she recommends.

- Send a fax suggesting someone calls you - then be prepared for their call. ☐
- If you expect a call, think about what the other person will say or what they will ask. ☐
- Check any relevant documentation or correspondence. ☐
- If you are busy or not ready when they call, ask them to call back later. ☐

VI. Taking and leaving messages



Listen to the recording and complete the missing information on the message pads below.

a) Telephone Message

For

Time of call

Caller

Company:

Phone number

Message:

b) Telephone Message

For

Time of call

Caller

Company:

Phone number

Message:



Now listen to two more examples and complete the message pads below.

c)

To

From

Time of call

Message:

d)

Computer Services User Support

For attention of

Caller

Time of call

Department

Workstation

Extension number

Problem

enquiry:

Notes



Now listen to the recording of a model answer.

VII. Asking for and giving repetition



1. Listen to the recording of a conversation between a woman who calls the Personnel Office in the Singapore branch of Michigan Insurance Inc. She has to attend for a job interview.

- The first time you listen, say why she calls.
- Listen again. Notice that there are four requests for repetition. Why?

2. Look at the following situations and listen to the recording for each one. In each case, suggest why someone might ask for repetition and suggest a suitable phrase.



1



2



3

II. PRESENTATIONS

(ПРЕЗЕНТАЦИИ)

(практические занятия - 12 часов; самостоятельная работа – 8 часов)

Read the text:

Preparing an Effective Oral Presentation

Organizations today are increasingly interested in hiring people with speaking skills. Why? "As organizations are downsizing, we need more well-rounded people," says Hollis Church, communications specialist. "They may not only be the technical expert, but the spokesperson for a product."

At some point everyone in business has to sell an idea, and such persuasion is often done in person. Speaking skills play an important role in a successful career. You might, for example, need to describe your company's expansion plans to your banker, or you might need to persuade management to support your proposed marketing strategy. You might have to make a sales pitch before customers.

Most of us experience a certain amount of fear before making an oral presentation. You should expect to get butterflies in your stomach. It's quite normal. When you feel those butterflies, though, speech coach Dianna Booher advises getting them in formation and visualizing the swarm as a powerful push propelling you to a peak performance. In other words, you can capitalize on the adrenaline that is coursing through your body by converting it to excitement and enthusiasm for your performance. But you can't just walk in and "wing it." People who don't prepare suffer the most anxiety and give the worst performances. You can learn to make effective oral presentations by focusing on four areas: preparation, organization, visual aids, and delivery.

Knowing Your Purpose

The most important part of your preparation is deciding what you want to accomplish. Do you want to sell a health care program to a prospective client? Do you want to persuade management to increase the marketing budget? Whether your goal is to persuade or to inform, you must have a clear idea of where you are going. At the end of your presentation, what do you want your listeners to remember or do?

Eric Evans, a loan officer at First Fidelity Trust, faced such questions as he planned a talk for a class in small business management. Eric's former business professor had asked him to return to campus and give the class advice about borrowing money from banks in order to start new businesses. Because Eric knew so much about this topic, he found it difficult to extract a specific purpose statement for his presentation. After much thought he narrowed his purpose to this: To inform potential entrepreneurs about three important factors that loan officers consider before granting start-up loans to launch small businesses. His entire presentation focused on ensuring that the class members understood and remembered the three principal ideas.

Knowing Your Audience

A second key element in preparation is analyzing your audience, anticipating its reactions, and making appropriate adaptations. Many factors influence a presentation. A large audience, for example, usually requires a more formal and less personalized approach. Other audience characteristics, such as age, gender, education, experience, and attitude toward the subject, will also affect your style and message content. Analyze these factors to determine your strategy, vocabulary, illustrations, and level of detail. Here are specific questions to consider:

- How will this topic appeal to this audience?
- How can I relate this information to their needs?
- How can I earn respect so that they accept my message?
- Which of the following would be most effective in making my point? Statistics? Graphic illustrations? Demonstrations? Case histories? Analogies? Cost figures?
- What measures must I take to ensure that this audience remembers my main points?

Task I. Vocabulary

Replace the words in italics with the words used in the text:

1. The goal is to hire more *desirably varied* people. 2. If our organization *reduces the number of employed people*, I'll have to look for a job. 3. What is her

occupation? – She is either training people how to make a perfect speech¹ or a person chosen to speak on benefit of the company². 4. In case you are nervous, take a sedative (успокоительное). 5. If you didn't prepare the presentation carefully you would undergo¹ agitation¹. 6. If he had been a potential businessman, the loan officer would have given start-up loan. 7. How could he convince the customer to purchase this shoddy product? 8. What would you do if it were difficult to elicit a specific purpose statement for his presentation? 9. You can make advantage of a slump. 10. What is a potent push stimulating you to a peak performance? 11. There are four areas you should focus on. One of them is objects to be looked at that help the viewer to understand or remember something.

Task II. Questions

Answer the questions:

1. Why is there a tendency of hiring people with speaking skills? 2. What is the usual state people experience before making an oral presentation? What do you feel? 3. How can a person pull himself together before the presentation? What about you? 4. What are four areas a spokesperson should focus on? Explain. 5. What is the role of audience? 6. Do you take the audience into consideration when making an oral presentation? 7. Do you organize the presentation as a dialogue between your audience and yourself? Or just only monologue? Is there the bar or not?

Read the text:

Organizing the Content

Once you have determined your purpose and analyzed the audience, you're ready to collect information and organize it logically. Good organization and conscious repetition are the two most powerful keys to audience comprehension and retention. In fact, many speech experts recommend the following admittedly repetitious, but effective, plan:

Step 1: Tell them what you're going to say.

Step 2: Say it.

Step 3: Tell them what you've just said.

In other words, repeat your main points in the introduction, body, and conclusion of your presentation. Although it sounds deadly, this strategy works surprisingly well. Let's examine how to construct the three parts of a presentation and add appropriate verbal signposts to ensure that listeners understand and remember.

Introduction

The opening of your presentation should strive to accomplish three specific goals:

- Capture listeners' attention and get them involved
- Identify yourself and establish your credibility
- Preview your main points

If you're able to appeal to listeners and involve them in your presentation right from the start, you're more likely to hold their attention until the finish. Consider some of the same techniques that you used to open sales letters: a question, a startling fact, a joke, a story, or a quotation. Some speakers achieve involvement by opening with a question or command that requires audience members to raise their hands or stand up.

To establish your credibility, you need to describe your position, knowledge, or experience—whatever qualifies you to speak. Try also to connect with your audience. Listeners are particularly drawn to speakers who reveal something of themselves and identify with them.

After capturing attention and establishing yourself, you'll want to preview the main points of your topic, perhaps with a visual aid. You may wish to put off actually writing your introduction, however, until after you have organized the rest of the presentation and crystallized your principal ideas.

Body

The biggest problem with most oral presentations is a failure to focus on a few principal ideas. Thus, the body of your short presentation (20 or fewer minutes) should include a limited number of main points, say, two to four. Develop each main point with adequate, but not excessive, explanation and details. Because too many

details can obscure the main message, keep your presentation simple and logical. Remember, listeners have no pages to leaf back through should they become confused.

Conclusion

You should prepare the conclusion carefully because this is your last chance to drive home your main points. Don't end limply with comments such as "I guess that's about all I have to say." Skilled speakers use the conclusion to review the main themes of the presentation and focus on a goal. They concentrate on what they want the audience to do, think, or remember. Even though they were mentioned earlier, important ideas must be repeated.

When they finish, most speakers encourage questions. If silence ensues, you can prime the pump with "One question that I'm frequently asked is" You can also remark that you will be happy to answer questions individually after the presentation is completed.

Verbal Signposts

Speakers must remember that listeners, unlike readers of a report, cannot control the rate of presentation or flip back through pages to review main points. As a result, listeners get lost easily. Knowledgeable speakers help the audience recognize the organization and main points in an oral message with verbal signposts. They keep listeners on track by including helpful previews, summaries, and transitions, such as these:

- To Preview

The next segment of my talk presents three reasons for...

Let's now consider the causes of...

- To Summarize

Let me review with you the major problems I've just discussed . . .

You see, then, that the most significant factors are . . .

- To Switch Directions

Thus far we've talked solely about . . . ; now let's move to ...

I've argued that . . . and . . . , but an alternate view holds that....

You can further improve any oral presentation by including appropriate transitional expressions such as *first, second, next, then, therefore, moreover, on the other hand, on the contrary*, and *in conclusion*. These expressions lend emphasis and tell listeners where you are headed.

Read the text:

Planning Visual Aids and Handouts

Three of the most popular visuals are overhead transparencies, computer visuals, and handouts.

Overhead Transparencies. Student and professional speakers alike rely on the overhead projector for many reasons. Most meeting areas are equipped with projectors and screens. Moreover, acetate transparencies for the overhead are cheap, easily prepared on a computer or copier, and simple to use. And, because rooms need not be darkened, a speaker using transparencies can maintain eye contact with the audience. However, transparencies are definitely “low-tech” and avoided by many businesspeople today because they give the impression that the speaker is not up to date. If you do use transparencies, be sure to stand to the side of the projector so that you don’t obstruct the audience’s view.

Handouts. You can enhance and complement your presentations by distributing pictures, outlines, brochures, articles, charts, summaries, or other supplements. Speakers who use computer presentation programs often prepare a set of their slides along with notes to hand out to viewers. Timing the distribution of any handout, though, is tricky. If given out during a presentation, your handouts tend to distract the audience, causing you to lose control. Thus, it’s probably best to discuss most handouts during the presentation but delay distributing them until after you finish.

Computer visuals. With today’s excellent software programs—such as Power-Point, Freelance Graphics, and Corel Presentations—you can create dynamic, colorful presentations with your PC. The output from these programs is generally shown on a PC monitor, a TV monitor, an LCD (liquid crystal display) panel, or a

screen. With a little expertise and advanced equipment, you can create a multimedia presentation that includes stereo sound, videos, and hyperlinks, as described in the following discussion of electronic presentations.

Transparencies are easy and inexpensive to produce. Speaker keeps contact with audience.

Easels and charts are readily available and portable. Speaker can prepare the display in advance or on the spot. Porcelain-on-steel surface replaces messy chalkboard. Speaker can wipe clean with cloth.

Slides provide excellent graphic images. Darkened room may put audience to sleep. Slides demand expertise, time, and equipment to produce. A VCR display features motion and sound. Videos require skill, time, and equipment to prepare. Computers generate slides, transparencies, or multimedia visuals. Presentation software programs are easy to use, and they create dazzling results.

Audience appreciates take-home items such as outlines, tables, charts, reports, brochures, or summaries. However, handouts can divert attention from speaker.

Presentation Skills

The Language of Lecturing And Project Presentation

1) The introduction to a presentation

Greeting

Good morning / afternoon ladies and gentlemen.

(Ladies and) Gentlemen ...

Subject

I plan to say a few words about...

I'm going to talk about...

The subject of my talk is ...

The theme of my presentation is ...

I'd like to give you an overview of ...

Structure

I've divided my talk into (three) parts.

My talk will be in (three) parts.

I'm going to divide ...

First...

Second ...

Third...

In the first part...

Then in the second part...

Finally ...

Timing

My talk will take about ten minutes.

The presentation will take about two hours ... but there'll be a twenty minute break in the middle. We'll stop for lunch at 12 o'clock.

Policy on questions/ discussion

Please interrupt if you have any questions.

After my talk there'll be time for a discussion and any questions

Types of visual support

visual (n.)

film / video

picture

diagram

chart

pie chart

segment

table graph

- x axis / horizontal axis

- y axis / vertical axis
- left hand / right hand axis
- line graph
- solid line
- dotted line
- broken line

Equipment

- (slide) projector
- slides (Br. Eng.)
- diapositives (Am. Eng.)
- overhead projector (OHP)
- transparency (Br. Eng.)
- slide (Am. Eng.)
- flip chart
- whiteboard
- metaplan board

Introducing a visual

I'd like to show you ...

Have a look at this ...

This (graph) shows / represents...

Here we can see ...

Let's look at this ...

Here you see the trend in ...

Comparisons

This compares x with y

Let's compare the ...

Here you see a comparison between...

Describing trends

to go up		to go down	
to increase	an increase	to decrease	a decrease
to rise	a rise	to fall	a fall
to climb	a climb	to decline	a decline
to improve	an improvement	to deteriorate	a deterioration
to recover	a recovery		
to get better	an upturn	to get worse	a downturn
to level out	a levelling out		
to stabilise			
to stay the same			
to reach a peak	a peak	to reach a low point	
to reach a maximum		to hit bottom	a trough
to peak			
to undulate	an undulation		
to fluctuate	a fluctuation		

Describing the speed of change

a dramatic			dramatically
a marked			markedly
asignificant	increase/fall	to increase/ fall	slightly
a slght			significantly

2) The main body

Signalling different parts in a presentation:

Ending the introduction

So that concludes the introduction.

That's all for the introduction.

Beginning the main body

Now let's move to the first part of my talk, which is about...

So, first...

To begin with ...

Listing

There are three things to consider. First... Second ... Third ...

There are two kinds of The first is ... The second is ...

We can see four advantages and two disadvantages.

First, advantages. One is ... Another is ... A third advantage is ... Finally ...

On the other hand, the two disadvantages.

First... Second ...

Linking: Ending parts within the main body

That completes / concludes ...

That's all (I want to say for now) on ...

Linking: Beginning a new part

Let's move to (the next part which is) ...

So now we come to ...

Now I want to describe ...

Sequencing

There are (seven) different stages to the process

First / then / next / after that / then (x)/ after x there's y, last...

There are two steps involved.

The first step is The second step is ...

There are four stages to the project.

At the beginning, later, then, finally ...

I'll describe the development of the idea.

First the background, then the present situation, and then the prospects for the future.

3) The end of the presentation

Ending the main body of the presentation

Right, that ends (the third part of) my talk.

That's all I want to say for now on ...

Beginning the summary and/or conclusion

I'd like to end by emphasising the main point(s).

I'd like to finish with ...

- a summary of the main points.
- some observations based on what I've said.
- some conclusions / recommendations.
- a brief conclusion.

Concluding

There are two conclusions / recommendations.

What we need is ...

I think we have to ...

I think we have seen that we should ...

Inviting questions and/or introducing discussion

That concludes (the formal part of) my talk. (Thanks for listening) ...

Now I'd like to invite your comments.

Now we have (half an hour) for questions and discussion.

Right. Now, any questions or comments?

So, now I'd be very interested to hear your comments.

4) Handling questions

Understood but difficult or impossible to answer

That's a difficult question to answer in a few words.

- It could be ...
- In my experience ...

- I would say ...
- I don't think I'm the right person to answer that. Perhaps (Mr Holmes) can help ...
- I don't have much experience in that field...

Understood but irrelevant or impossible to answer in the time available

I'm afraid that's outside the scope of my talk /this session.

If I were you I'd discuss that with ...

I'll have to come to that later, perhaps during the break as we're short of time.

Not understood

Sorry, I'm not sure I've understood. Could you repeat?

Are you asking if... ?

Do you mean ... ?

I didn't catch (the last part of) your question.

If I have understood you correctly, you mean ... ?

Is that right?

Checking that your answer is sufficient

Does that answer your question? Is that okay?

I. Listening



Listen to the speaker talking about “tweens”.

What is her definition of a 'tween'?

Decide if each statement is true or false.

- 1 The audience of this presentation is probably business people.
- 2 The purpose of the presentation is to sell.
- 3 Audience members are encouraged to ask questions during the presentation.
- 4 The speaker will use visual aids in the talk.
- 5 There are handouts.

II. Key Language

1. These are some expressions used in the presentation you heard. In pairs, put them in a logical order. (The first one has been done for you.)

1. Good morning, Everyone.
2. I will then look at some of the challenges
3. I'm here to talk about the 'tweens' market.
4. I'll finish by looking at some case studies.
5. I will begin by outlining an overall profile.
6. To start off, let me ask you: ...
7. There will be time at the end for questions.
8. I guess the best way to answer that question is ...
9. If you look at this graph, you'll notice ...
10. My name is Janet Wilkins.



Listen again and check your answers.

2. Look at this sentence from the presentation: "*I'm here to talk about the growing 'tweens' market.*"

It is important to put the right verb + preposition together. Fill in the blanks with the correct verbs from the box.

talk look go (x2) begin finish start

1. I'm unprepared. I don't know what I'm going to ... about.
2. Let's ... at some examples, shall we?
3. I think it's best not to ... into that matter just yet.
4. Before I begin, I'd like to ... over some figures with you.

5. To ... off, let's analyze this chart.
6. I'll ... by examining the market potential, and then talk about specific opportunities.
7. I'll summarize and then ... by inviting questions and comments.


III. Word Partnerships

Complete the presentation extract below by matching the two halves of each sentence.

- | | |
|--|---|
| 1. First of all, let me say that we look forward to facing ... | a. the consumer in our home market without making the product too British for European tastes? |
| 2. But first we have to firmly establish ... | b. our brand in the minds of the British consumer. |
| 3. However, as you know, in global terms Britain is little more than a niche ... | c. product every time. |
| 4. So the question really is: how are we going to make sure we appeal to ... | d. our brand-image with strong visuals and background music and the minimum of product information. |
| 5. Well, I think what the whole campaign requires is ... | e. a global marketing strategy. |
| 6. We need to be running ... | f. our message across directly and simply and in a way that will cross cultural boundaries. |
| 7. What I'm saying is that we have to get... | g. the challenge of breaking into foreign markets with this product. |
| 8. In other words, the commercial itself should be reinforcing ... | h. market for our kind of product and demand is always going to be much greater overseas. |
| 9. Remember, image outsells ... | i. creative talent from outside, but in the long term creating a Euro-ad will actually save us money. |
| 10. Now, obviously, this will mean bringing in ... | j. commercials that will work well in |

Britain but which we can use again at a later stage in Europe.

IV. Listing information

 **1. Listen to two presentations of the same information about climatic change. Which is easiest to understand: Example 1 or 2? Why?**

Words:

Northern hemisphere — северное полушарие

volcanic activity

the 1991 eruption - извержение

to contribute - содействовать, способствовать (to)

ozone damage – повреждение озонового слоя

industrial contamination – промышленное загрязнение

noxious gases - вредный, ядовитый газы

CO₂ – углекислый газ

SO₂ -

CO -

NO₂ -

fossil fuels - ископаемое топливо

'greenhouse' effect – парниковый эффект

global warming –глобальное потепление

chlorofluorocarbon -

polychlorobiphenol-

a fire extinguisher - огнетушитель

 **2. Now listen to a recording of a presentation.**

What ways of advertising does the reporter suggest to use? And fill in the blanks.

....-the-line	
1
2
3
-
-

....-the-line	
1
-
-
2
-
-
-
-
3
-

Words:

new Cheri range

beauty products

above-the-line – внешняя

below-the-line - внутренняя

television commercials

to aim at

in-store advertising

on-pack promotions

targeted mailing

a display in the shop

merchandising

a coupon

a joint promotion

a free sample

a mailing list

to complete the overview

to launch the product

V. Linking ideas



1 Listen to the recording of part of the main body of a presentation on Energy Resources in Latin America and complete the notes below.

Words:

natural resources

to exploit

a strong oil industry

to be dependent on

the emphasis

fossil fuels

a great deal less

a hydro-electric power

the Andean countries

a long coast

The Amazon basin

conservation

ecological responsibilities

Topic: Energy resources in Venezuela, Argentina and Peru.

Venezuela→.....

Argentina →..... power
and.....

Peru →.....but
.....

WHY?

.....and.....factors
and.....



2 Listen again and this time notice how the speaker links different parts of the presentation. Write in the missing words.

a) *new topic*
 |
 Let's **Argentina**,
 which.....
Venezuela in that it hasn't enjoyed such ...
 |
old topic

b) *old topic*
 |
 That's **Argentina**.
 Now **Peru**. For many ...
 |
new topic

c) *old topic*
 |
 Now, **Peru**. I now want
other opportunities in Latin America (fade).
 |
new topic

VI. Sequencing



1. Listen to part of a presentation about a construction project in Seoul, South Korea. Number the stages in the project in the right order.

Words:

to outline the main stages

to commission research - поручать

a plant - завод

the necessary purchasing procedure

to determine the exact requirements

to put out a call

a tender - тендер, конкурс, заявка на подряд

a firm of architects

to select the appropriate proposal

to commence – зд.продолжаться

Put out tenders for construction. ☐

Technical consultation to determine design needs. ☐

Purchasing procedure. ☐

Building. ☐

Put out a call for tenders to architects. ☐

Select the best proposal. ☐

Commission research to find best location for plant. ☐

Period of consultation with architects over details. ☐



2. Listen again, this time focusing on the language used to indicate the sequence of events. Identify seven words or phrases that are used in this way.

a) F i r s t o f a l l

b) N _ _ _

c) W _ _ _ _ _ _ _ _ _ _

d) The _ _ _ _ _ _ _ _ _ _ be

e) T _ _ _ _

f) H _ _ _ _ _ _ _ _ _ _

g) The _ _ _ _ _ _ _ _ _ _ to



3. Now listen to a recording of a presentation. How many stages are there in the classical life of a product? Enumerate them.

Words:

to be extended

a time-scale

a fashion item

a consumer durable – товар длительного пользования

the launch

to gain acceptance


maturity

sales peak

the saturation point - точка насыщения рынка

the decline

VII. Summarising and concluding

 **1 Listen to the end of a presentation by Ben Ingleton, Marketing Director of Foss Ltd., an agricultural machinery manufacturer. His talk is about company valuation. What is his key message?**

Words:

value a company's assets

acquisitions

attempts

to take over - вступать во владение (вместо другого лица)

tangible assets


sufficient

to build up the power

to establish great brand identity

to require a radical approach


to boost the company's assets

 **2 Listen again. Is this a summary or a conclusion or is it both? Explain your answer.**

 **3 Listen again and complete the following phrases.**

a) 'I'd like to with a short of the '

b) 'So, what are that can from this? I think most importantly, we build up ...'

 **4. Now listen to a recording of a presentation. What problem do they face? What recommendations does the speaker want to give?**

Words:


incidents

existing communication procedures

place more emphasis on

regular revision

VIII. Questions and discussion

 **1. Listen to a recording of two different ways of ending the same sales presentation by Marisa Repp about an automatic warehouse system, the Storo.**

Words:

to cover the main points – раскрыть лавные пункты

the Storo System

a warehousing system - система хранения

clear - понятно

to need clarification – требовать пояснения


Decide if they:

invite the audience to ask questions

are a lead-in to a discussion

invite the audience to ask questions and have a discussion

request comments.

 **2. Listen to three examples of possible endings to other sales presentations.**


Words:

insurance
policy
a totally integrated networked system
complicated
the qualities of the machine
a packaging system
to meet your specific situation
effective packing
labelling
flexibility

Match each one to the comments below.

- A A hard sell approach, mainly interested in selling the product. ☐
- B Weak, as if the speaker lacks confidence. ☐
- C Customer-friendly, wants to help the customer. ☐

3. Handling questions is thought by many speakers to be the most difficult part of a presentation. Why do you think this is? How do you think difficulties can be minimised?


 **Listen to Penny Yates talking about the difficulties that can arise in dealing with questions after a presentation.**

Words:

to handle questions – справляться с вопросами , отвечать
useful - полезный
to paraphrase the question – переформулировать вопрос
to check - проверить
clarification - разъяснение

As you listen, tick (✓) any of the following pieces of advice that she gives.

- | | |
|--|--------------------------|
| Be polite. | <input type="checkbox"/> |
| Listen very carefully. | <input type="checkbox"/> |
| Ask for repetition or clarification. | <input type="checkbox"/> |
| Keep calm. | <input type="checkbox"/> |
| Tell the truth (most of the time!). | <input type="checkbox"/> |
| Don't say anything you'll regret later. | <input type="checkbox"/> |
| Check understanding if necessary by paraphrasing. | <input type="checkbox"/> |
| Agree partially before giving own opinion: Yes, but... | <input type="checkbox"/> |

 **4 A Conference on Land Development in Europe included presentations on Financial Support for Business. Listen to four extracts of different speakers' handling of questions and discussion.**

Words:

- not to get that - не понять
- the success - успех
- to follow - понимать
- used to be – бывало, раньше было
- government support – правительственная поддержка
- a government grant – правительственная субсидия
- widely publicized – широко известен
- available - доступный
- a tax advantage – налоговая льгота

Use the table below to mark which extracts are examples of good (✓) or bad (X) technique. Give reasons for your answers.

Technique (✓/X)	Why?
1
2

- 3.....
- 4.....

IX. Choosing a Topic for an Oral Presentation.

As an expert in your field, you have been called in to explain some aspect of a topic of your choice to an interested audience. Since your time is limited, prepare a concise yet forceful presentation with effective visual aids.

Your Task. Select a topic from the list below. Develop a five- to ten-minute oral presentation.

1. What time-management techniques can managers use to improve efficiency and reduce stress?
2. Should job candidates post their resumes at job sites on the Web?
3. What is the employment outlook in three career areas of interest to you?
4. What is telecommuting, and for what kind of workers is it an appropriate work alternative?
5. How much choice should parents have in selecting schools for their young children (private, and public)?
6. What travel location would you recommend for college students at New Year (or another holiday or in summer)?
7. What is the economic outlook for a given product (such as domestic cars, laptop computers, digital cameras, fitness equipment, or a product of your choice)?
8. How can your organization or institution improve its image?
9. Why should people invest in a company or scheme of your choice?
10. What brand and model of computer and printer represent the best buy for college students today?
11. What franchise would offer the best investment opportunity for an entrepreneur in your area?
12. How should a job candidate dress for an interview?
13. Why should you be hired for a position for which you have applied?
14. How do the accounting cycles in manual and computerized systems compare?

- 15.How is an administrative assistant different from a secretary?
- 16.What is your opinion of the statement "Advertising steals our time, defaces the landscape, and degrades the dignity of public institutions"?
- 17.How can individuals reduce their income tax responsibilities?
- 18.What do the personal assistants for celebrities do, and how does one become a personal assistant?
- 19.What kinds of gifts are appropriate for businesses to give clients and customers during the holiday season?
- 20.Should employees be able to use computers in a work environment for anything other than work-related business?
- 21.What suggestions can you offer to your school's athletic department to increase attendance at minor sports events?

III. PERSONAL CONTACTS: NEGOTIATING

(ЛИЧНЫЕ КОНТАКТЫ: ДЕЛОВЫЕ ПЕРЕГОВОРЫ)

(практические занятия - 12 часов; самостоятельная работа – 8 часов)

Negotiating Skills

The Language of Negotiating

Making an opening statement

Welcoming

Welcome to ...

I'm sure we will have a useful and productive meeting ...

First meeting

We see this as a preparatory meeting ...

We would like to reach agreement on ...

One of a series of meetings

Following previous meetings we have agreed on some important issues. Today we have to think about...

We have reached an important stage ...

Stating your aims and objectives

I'd like to begin with a few words about our general expectations ...

May I outline our principle aims and objectives today...

We want to clarify our positions...

We have a formal agenda ...

We don't have a formal agenda, but we hope to reach agreement on ...

There are three specific areas we would like to discuss. These are ...

We have to decide ...

Stating shared aims and objectives

Together we want to develop a good relationship ...

We agree that ...

It is important for both of us that we agree on ...

Handing over

I'd like to finish there and give you the opportunity to reply to this.

I'd like to hand over to my colleague ... , who has something to say about...

Bargaining

We can agree to that if ...

on condition that ...

so long as ...

That's not acceptable unless ...

without...

Making concessions

If you could ... we could consider ...

So long as ... we could agree to ...

On condition that we agree on ... then we could ...

Let's think about the issue of ...

We could offer you ...

Would you be interested in ... ?

Could we tie this agreement to ... ?

Accepting

We agree.

That seems acceptable.

That's probably all right.

Confirming

Can we run through what we've agreed?

I'd like to check what we've said / confirm I think this is a good moment to repeat what we've agreed so far.

Summarising

I'd like to run through the main points that we've talked about.

So, I'll summarise the important points of our offer.

Can we summarise the proposals in a few words?

Looking ahead

So, the next step is ...

We need to meet again soon.

In our next meeting we need to ...

So, can we ask you to ... ?

Before the next meeting we'll...

We need to draw up a formal contract.

Dealing with conflict

I think we should look at the points we agree on ...

We should focus on the positive aspects ...

We should look at the benefits for both sides ...

It is in our joint interests to resolve the issue ...

What do you think is a fair way to resolve this problem?

We hope you can see our point of view ...

Let us explain our position ...

Could you tell us why you feel like that?

I think we should look at the whole package, not so much at individual areas of difficulty.

Perhaps we could adjourn for a little while.

I think we need to consider some fresh ideas ...

Rejecting

I'm afraid we can't ...

Before agreeing to that we would need ...

Unfortunately...

I don't think it would be sensible for us to ...

I think if you consider our position, you'll see that...

Ending negotiations

So, can we summarise the progress we've made?

Can we go through the points we've agreed?

Perhaps if I can check the main points ...

So the next step is ...

What we need to do now is ...

It's been a very useful and productive meeting.

We look forward to a successful partnership.

Breaking off negotiations

I think we've gone as far as we can.

I'm sorry, but I don't think we're going to agree a deal.

It's a pity we couldn't reach agreement this time.

Unfortunately we appear unable to settle our differences.

It would be better if we looked for some independent arbitrator.

I. Listening



Amanda is a sales manager at a British computer parts supplier and George is the owner of a large chain of electronic stores in the United States. Listen to the opening of the negotiation. Does George seem happy with the proposal?

Now listen to the rest of the negotiation and circle the correct information.

1. What is Amanda initially asking for?

a. \$180,000 b. \$178,000 c \$177,000

2. What is her bottom line (minimum she will accept)?

a. \$ 180,000 b. \$ 178,000 c \$ 177,000

3. What is her compromise settlement?

- a. \$177,000 + 5% discount
- b. \$ 178,000 + 10% discount
- c. \$177,000+ 10% discount

Who came out winning: Amanda or George or both? Why?

II. Key Language

1. These are some expressions for negotiating you heard in the recording.

First unscramble them. The first word is in the correct place.

showing flexibility

- 1. It's / discussion / to / open
- 2. I / fair / think / that's
- 3. I'm / to / suggestions / open

showing hesitation/caution

- 4. I'll / writing / see / it / need / to / in
- 5. We / some / need / think / over / it / time / to
- 6. We're / prepared / that / much / pay / not / to
- 7. That's / exactly / mind / in / what / not / had / we

asking questions to open dialogue

- 8. And / is / why / that
- 9. How / sound / does / that
- 10. Are / you / with / that / happy
- 11. What / see / happen / like / you / would / to

pushing to a close/closing

- 12. Then / settled / it's
- 13. You / hard / a / bargain / drive
- 14. That's / best / do / the / can / we

15. You've / deal / got / a / yourself
16. So / on / we're / agreed / that / all
17. What / an / agreement / will / take / it / to / reach



2. Now listen again and check your answers.

3. These are useful sentence starters for negotiating. Choose the correct ending for each (A or B).

- | | |
|---------------------------------------|-----------------------|
| a. reduce the price | b. reducing the price |
| 1. We're not prepared to | |
| 1. I don't feel comfortable with | |
| 2. I see no problem in | |
| 3. In return, we'd like to | |
| 4. There's still the matter of | |
| 5. We would be willing to | |
| 6. If we ..., will, you ...? | |
| 7. Are you happy with ...? | |
| 8. Would you be happier with ...? | |
| 9. Would you be willing to ...? | |
| 10. How would you feel about...? | |

IX. When things get difficult

English-speakers know a key expression for each problem situation.

I think we need to look at the exact figures.

So, is that quite clear?

I don't think we're talking about the same thing.

Just give me a moment to do some calculations.

I'm sorry, could you go through that again?

Yes, I think we're talking at cross-purposes.

Can we say it's agreed here and now?

So what is your basis of calculation here?

Where does this January figure come from?

I'll have to come back to you on this.

Let me just check. Could you bear with me a moment?

I'm sorry, I don't have the figures to hand

Which key expression would you use in the following cases?

Example The other person has just realized that you are talking about different products! You say *Yes, I think we're talking at cross-purposes.*

- a. The other person wants you to agree a definite price today, but you need to consult your boss at the office tomorrow before committing yourself.
- b. He/she suddenly asks you what discount you would make for a very large order indeed. You need a minute to work it out.
- c. He/she asks to see the commission payments for the last three years. You didn't bring these figures because they are not really important.
- d. He/she suddenly asks the price of similar products in the range. You have the price list in your briefcase - somewhere.
- e. He/she has already explained the commission system twice, but you are still not really clear about it.
- f. You have been talking about air transportation costs while they have been talking about costs for transportation by sea. They suddenly realize and point this out.

X. Business Grammar 1

Obviously, in a delicate negotiation you do not always say exactly what you think! You need to be able to express yourself diplomatically, to make your point firmly but politely. Match what you think with what you say.

What you think

We are unhappy with this offer.

We are dissatisfied.

We can't accept it.

You said there would be a discount.

Don't forget your obligations.

We want a guarantee.

We want a bigger rebate.

We won't agree to this.

What you say

Unfortunately, we would be unable to accept that.

We're rather surprised you expect us to cover the costs.

I'm sure we don't need to remind you of your contractual obligations.

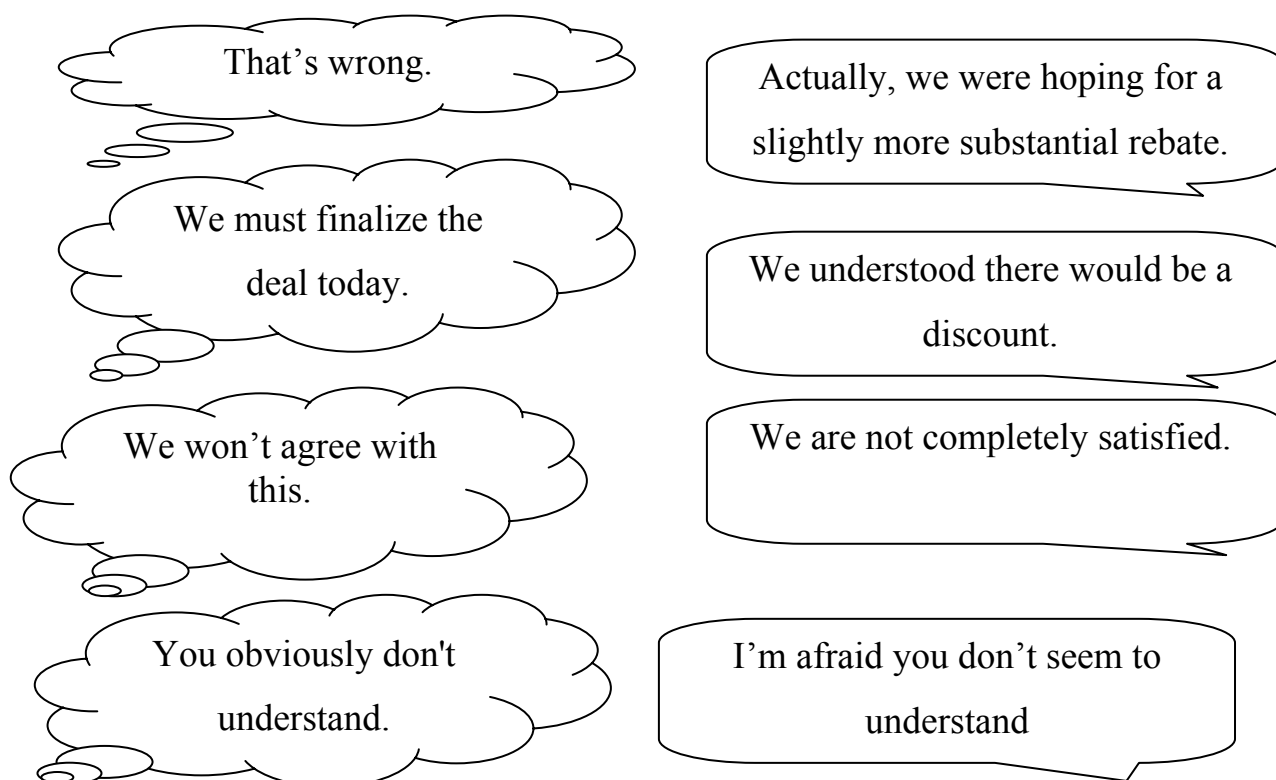
We were rather hoping to finalize the deal today.

With respect, that's not quite correct.

We would need some sort of guarantee.

We would find this somewhat difficult to agree to.

I'm sorry but we are not happy with this offer.



XI. Nationality and language

1. Business is transacted across the world and business people meet colleagues from many different nations and cultures. Identify the nationalities and languages of the residents of the following capitals.

nationality

language

Paris

Copenhagen

Beijing

Ottawa

Monaco

Berne

Ankara

Seoul

Beirut

Cairo

Amsterdam

Canberra

Jerusalem

Wellington

Dublin

2. Draw lines matching the festival to the country.

- | | |
|----------------|----------------------|
| 1. Japan | a. St Fermin |
| 2. China | b. Ferragosto |
| 3. France | c. New Year 22 March |
| 4. Italy | d. Memorial Day |
| 5. Switzerland | e. Thanksgiving |
| 6. Mexico | f. Erschtä Auguscht |
| 7. Belgium | g. Day of the Dead |
| 8. Korea | h. Spring festival |
| 9. The USA | i. Armistice Day |
| 10. Spain | j. Clean Monday |
| 11. Greece | k. Toussaint |
| 12. Kazakhstan | l. Girls' Day |

XII. Preparation for a negotiation



1. Listen to the recording in which a Management Communications Consultant, Diana Ferry, talks about preparing for a negotiation.

Words:

vital –

concessions –

to miss out on -

strength –

weakness –

intentions –

to set up the right atmosphere –
expectations –

Mark the seven points below in the order in which she mentions them.

Identify your minimum requirements.

Prepare your opening statement.

Decide what concessions you could make.

Know your own strengths and weaknesses.

Know your role as part of a team.

Prepare your negotiating position - know your aims and objectives.

Prepare any figures, any calculations and any support materials you may need

2 Match each of the four aspects of good preparation on the left with *why* they are important on the right. If in doubt, check your answer by listening again to the recording.

- | | |
|--|--|
| 1) Knowing your aims and objective | a) means you can support your argument. |
| 2) Knowing your own strengths and weaknesses | b) helps clear thinking and purpose |
| 3) Preparing any figures, calculations and other materials | c) creates reasonable expectations. |
| 4) Preparing an opening statement | d) helps you to know the market, the context in which you want to work |

XIII. Making an opening statement



1. Listen to a recording of part of a meeting between a small Singaporean software company called LP Associates and a possible partner, Kee Ltd., in a joint venture. You will hear part of an opening statement from Stella Wang, the Production Manager at LP Associates.

Words:

a joint venture – совместное предприятие

to resolve a conflict – разрешить конфликт

an agenda – повестка дня (на собрании)

a heading – заголовок

Underline four of the eight statements below which best represent what she says.

LP Associates want to reach a final agreement in this negotiation.

These are preliminary talks.

The two parties want to resolve a conflict.

They want to agree on a name for the joint venture.

LP Associates would like to consider joint product development.

They would also consider licence agreements.

LP Associates want to agree a complete sale of their ideas.

They want to consider working on a consultancy basis.



2. Listen again. Complete the following phrases from Stella's opening statement.

a) Well, thank you.....

.....

b) May I begin by.....

.....

c) First of all, we see it very much as a first meeting, a


.....toin which
we can perhaps ...

d) There are two, possibly three, ways in which we

.....

e) I'd like to these under three headings.

XIV. Bargaining and making concessions

 1. Listen to a recording of part of a negotiation between Arco, a German-owned manufacturing company in Ireland, and an Irish research company called Central Auto Systems, CAS.

Words:

consideration –

the reversal –

the fuel injection system –

expertise –

to take smth into consideration –


to revert to smb –

a proposal –

Twelve months ago Arco and CAS agreed a joint development programme to manufacture an engine designed by CAS. However, Arco has recently carried out a major restructuring of its activities. The company has decided not to proceed with the joint venture for the new engine.

The negotiation is about ending the joint venture and agreeing compensation for CAS. In the extract, you hear Dietmar Topfer and Erich Rinalder of Arco talking to Celia Spencer of CAS. Listen once and mark the following as true (T) or false (F):

- a) The reversal of rights is linked to the compensation agreement.
- b) Dietmar Topfer thinks Arco's work on the fuel system must be considered.
- c) It will be difficult for CAS to find a new partner.

 **2. Listen again. Identify examples of language used to link agreement on one issue to agreement on a different issue. Complete the spaces in the sentences below:**


a) We want compensation toour work.....

b) Yes, we to that,.....
.....we can accept your compensation demands.

c) So, we need to the question of rights to compensation.

d) The problem is that.....revert all rights, we..... keep the compensation within.....

XV. Accepting and confirming

 **1. Before listening to another part of the negotiation between Arco and CAS, recap what was being discussed in the first extract.**

Words:

the royalty –

dependent –

to come to a sudden end –

in the meantime –

to settle on –

to be affected –

the actual destiny –

to keep the opinion open –

confirmation –

forecast compensation –

eventual production –

to be subject to –

Identify:

a) why compensation is important to CAS

b) the final agreement reached.



2. Listen again. As you listen, write in the missing words.

a) CAS accepting the principle of a royalty:

*We _____ a royalty, because once we re
paying a royalty we've got an income to support it.*

b) Arco insisting on a 10% royalty and agreeing payment of two years'
compensation:

*Well, _____ a 10%
royalty, _____ that — the two years' compensation.*

c) CAS accepting this:

*Okay, in principle _____ 10%-
_____ compensation based on two years' projected sales.*

d) Arco confirming what the parties have agreed:

*Yes, okay. So, confirmation, to _____
_____ we are agreeing ...we agree a two year sales
forecast compensation*

XVI. Summarising and looking ahead



1 Listen to a recording of discussions towards the end of a negotiation between Jill Kearne from Gibson Trust Ltd., a property developer, and Neil Finch, a government official responsible for the sale of a former railway station.

Words:

to go over the points –

warehouses –

to be renovated –

to sort out –

to draw up a contract –

to reach agreement –

- a) Complete the labelling of the plan of the area involved in the negotiation.
- b) What is not included in the sale?
- c) What will happen on May 15 and in September?



2 Listen again.

a) How does Jill Kearne introduce what she wants to say? Complete the following:

*Well,..... - go over the.....
.....on. Is that okay?*

... Well,..... is...

b) *How would you describe the atmosphere in this negotiation?*

XVII. Dealing with conflicts



Listen to a recording of five different statements. All of these are ways of dealing with conflict.


Words:

obvious consequence –
to lose market share –
to settle the dispute between us –
the terms –
our original agreement –
to take a short break –
a fresh offer –

Match each statement with one of the following strategies.

- a) Adjourn to think and reflect.
- b) Summarise progress and areas of agreement.
- c) Leave the problem, discuss something else, come back later to the problem.
- d) Emphasise the loss to both sides of not reaching agreement.
- e) Offer a conditional concession.

XVIII. Rejecting

 1 Listen to a recording of a final summing up from Peter Cawood of Photolab Ltd. and three alternative responses from Group Image.

Words:

generous –
to outline –
to waste time –
to remain –
to justify –
a formal response –

Task:

- Comment on each response.
- Decide which is the most appropriate.
- Give reasons for your decision.

2. Complete the following phrases with suitable words. If in doubt, listen again to the last two responses in Exercise 1 above.

- a) Thank you for your proposals, but.....very.....
- b) We do not.....at this stage to.....your offer.
- c) Obviously, we have.....it very carefully.
- d) We are not entirely that the technical advantages the high cost.
- e) We hope you'll.....us again with future offers.
- f) I think we are to give you a formal today, but we will to you and tell you of our in a day or two. Then we'll what the next step should be. So, thank you very much.

3. Match a phrase on the left with a phrase on the right which could be used in a similar situation.

- | | |
|---------------------------------------|--------------------------------------|
| a) Not just now. | I'm afraid not. |
| b) Not really. | Not at the moment. |
| c) I shouldn't think so. | I'm afraid we just couldn't do that. |
| d) I'm sorry but that's not realistic | I doubt it. |

IV. PERSONAL CONTACTS: MEETINGS

(ЛИЧНЫЕ КОНТАКТЫ: ВСТРЕЧИ)

(практические занятия - 12 часов; самостоятельная работа – 8 часов)

Read the text

Planning and Participating in Productive Meetings

Call meetings only when ideas must be exchanged, and invite only key people. Businesses become more team oriented and management becomes more participatory. In spite of employee reluctance and despite terrific advances in communication and team technology, face-to-face meetings are not going to disappear.

Our task, then, as business communicators, is to learn how to make them efficient, satisfying, and productive.

Meetings, by the way, consist of three or more individuals who gather to pool information, solicit feedback, clarify policy, seek consensus, and solve problems. But meetings have another important purpose for you. They represent opportunities. Because they are a prime tool for developing staff, they are career-critical. At meetings judgments are formed and careers are made. Therefore, instead of treating them as thieves of your valuable time, try to see them as golden opportunities to demonstrate your leadership, communication, and problem-solving skills. The following techniques for planning and conducting successful meetings will help you make the most of these opportunities.

Task: Speaking

What is a face-to-face meeting for? Fill in the table:

advantages

disadvantages

Read the text

Preparations

Deciding Whether a Meeting Is Necessary

No meeting should be called unless the topic is important, can't wait, and requires an exchange of ideas. Send an e-mail, memo, or letter. Leave a telephone or voice mail message, but don't call a costly meeting.

Remember, the real expense of a meeting is the lost productivity of all the people attending. To decide whether the purpose of the meeting is valid, it's a good idea to consult the key people who will be attending. Ask them what outcomes are desired and how to achieve those goals. This consultation also sets a collaborative tone and encourages full participation.

Selecting Participants

The number of meeting participants is determined by the purpose of the meeting. If the meeting purpose is motivational, such as an awards ceremony for sales reps of Mary Kay Cosmetics, then the number of participants is unlimited. But to make decisions, according to studies at 3M Corporation, the best number is five or fewer participants. Ideally, those attending should be people who will make the decision and people with information necessary to make the decision. Also attending should be people who will be responsible for implementing the decision and representatives of groups who will benefit from the decision.

Distributing Advance Information

At least two days in advance of a meeting, distribute an agenda of topics to be discussed. Include any reports or materials that participants should read in advance. For continuing groups, you might also include a copy of the minutes of the previous meeting. To keep meetings productive, limit the number of agenda items. Remember, the narrower the focus, the greater the chances for success. A good agenda, as illustrated in Figure 1, covers the following information:

- Date and place of meeting
- Start time and end time
- Brief description of each topic, in order of priority, including the names of in-

dividuals who are responsible for performing some action

- Proposed allotment of time for each topic
- Any pre-meeting preparation expected of participants

FIGURE 1: Typical Meeting Agenda

	AGENDA		
	Quantum Travel international Staff Meeting September 4, 200X 10 to 11 a.m. Conference Room		
I	Call to order; roll call		
II	Approval of agenda		
III	Approval of minutes from previous meeting		
IV	Committee reports	Person	Proposed Time
	A. Web site update	Kevin	10 minutes
	B. Tour packages	Lisa	5 minutes
V	Old business		
	A. Equipment maintenance	John	5 minutes
	B. Client escrow accounts	Alicia	5 minutes
	C Internal newsletter	Adrienne	5 minutes
VI	New business		
	A. New accounts	Sarah	5 minutes
	B. Pricing policy for trips	Marcus	15 minutes
VII	Announcements		
VIII	Chair's summary, adjournment		

Task: Speaking

What sets the collaborative tone and encourages full participation?

What number of participants should be? When may it be unlimited?

When must an agenda of topics be distributed?

What does a good agenda cover?

Read the text:

Getting the Meeting Started

To avoid wasting time and irritating attendees, always start meetings on time—even if some participants are missing. Waiting for latecomers causes resentment and sets a bad precedent. For the same reasons, don't give a quick recap to anyone who arrives late. At the appointed time, open the meeting with a three- to five-minute introduction that includes the following:

- Goal and length of the meeting
- Background of topics or problems
- Possible solutions and constraints
- Tentative agenda
- Ground rules to be followed

A typical set of ground rules might include arriving on time, communicating openly, being supportive, listening carefully, participating fully, confronting conflict frankly, following the agenda, and adhering to Robert's Rules of Order. At this point, ask if participants agree with you thus far. The next step is to assign one attendee to take minutes and one to act as a recorder. The recorder stands at a flipchart or whiteboard and lists the main ideas being discussed and agreements reached.

Moving the Meeting Along

After the preliminaries, the leader should say as little as possible. Like a talk show host, an effective leader makes "sure that each panel member gets some air time while no one member steals the show." Remember that the purpose of a meeting is to exchange views, not to hear one person, even the leader, do all the talking. If the group has one member who monopolizes, the leader might say, "Thanks, Kurt, for that perspective, but please hold your next point while we hear how Ann would respond to that." This technique also encourages quieter participants to speak up.

To avoid allowing digressions to sidetrack the group, try generating a "Parking Lot" list. This is a list of important but divergent issues that should be discussed at a later time. Another way to handle digressions is to say, "Folks, we are getting off track here. Forgive me for pressing on, but I need to bring us back to the central issue of" It's important to adhere to the agenda and the time schedule. Equally important, when the group seems to have reached a consensus, is summarizing the group's position and checking to see whether everyone agrees.

Ending With a Plan

End the meeting at the agreed time. The leader should summarize what has been decided, who is going to do what, and by what time. It may be necessary to ask people to volunteer to take responsibility for completing action items agreed to in the meeting. No one should leave the meeting without a full understanding of what was accomplished.

One effective closure technique that encourages full participation is "once around the table." Everyone is asked to summarize briefly his or her interpretation of what was decided and what happens next. Of course, this closure technique works best with smaller groups. The leader should conclude by asking the group to set a time for the next meeting. He or she should also assure the group that a report will follow and thank participants for attending.

Following Up Actively

If minutes were taken, they should be distributed within a couple of days after the meeting. It is up to the leader to see that what was decided at the meeting is accomplished. The leader may need to call people to remind them of their assignments and also to volunteer to help them if necessary.

Task: Speaking

If some participants are missing what should you do?

What is the meeting started with?

What should the leader do if one member monopolizes?

What is a parking lot list? What is it for?

Who must summarize what has been decided?

What is the role of the chair during the meeting?

.....

.....

.....

.....

Read the text:

Dealing With Conflict

Many meetings experience some form of conflict. Although such conflict is natural and even desirable, it can cause awkwardness and uneasiness. Conflict typically develops when people feel unheard or misunderstood.

If two people are in conflict, the best approach is to encourage each to make a complete case while group members give their full attention. Let each one question the other. Then, the leader should summarize what was said, and the group should offer comments. The group may modify a recommendation or suggest alternatives before reaching consensus on a direction to follow.

Give the synonyms to the underlined words:

Task 1: Speaking

What is the way of avoiding the conflict?

What is the way of settling the conflict?

Task 2: Word Partnerships

Form strong partnerships with the following words:

to make		view
to implement
		ideas
to attend		information

to call	
to conduct			an agenda
to invite			awkwardness
	resentment
to consult			uneasiness
to seek			a collaborative tone
	
to reach			a time

Task 3:

Insert prepositions where necessary:

1. It's important to adhere ... the agenda.
2. Who is responsible ... selecting participants?
3. They benefit ... the decision.
4. Start meetings ... time.
5. We are getting ... track.
6. It's up ... the leader to start the meeting.
7. We are going to attend ... the meeting.

Meeting Skills

The Language of Meetings

1. Chairing and leading discussion

Opening the meeting

Thank you for coming ...

(It's ten o'clock). Let's start...

We've received apologies from ...

Any comments on our previous meeting?

Introducing the agenda

You've all seen the agenda ...

On the agenda, you'll see there are three items.

There is one main item to discuss ...

Stating objectives

We're here today to hear about plans for ...

Our objective is to discuss different ideas ...

What we want to do today is to reach a decision ...

Introducing discussion

The background to the problem is ...

This issue is about...

The point we have to understand is ...

Calling on a speaker

I'd like to ask Mary to tell us about ...

Can we hear from Mr Passas on this?

I know that you've prepared a statement on your Department's views ...

Controlling the meeting

Sorry Hans, can we let Magda finish?

Er, Henry, we can't talk about that.

Summarising

So, what you're saying is ...

Can I summarise that? You mean ...

So, the main point is ...

Moving the discussion on

Can we go on to think about ...
Let's move on to the next point.

Closing the meeting

I think we've covered everything.
So, we've decided ...
I think we can close the meeting now.
That's it. The next meeting will be

2. Discussion in meetings

Stating opinion

It seems to me ...
I tend to think ...
In my view ...
We think / feel / believe ...
There's no alternative to ...
It's obvious that ...
Clearly / obviously ...

Asking for opinion

I'd like to hear from ...
Could we hear from ... ?
What's your view?
What do you think about... ?
Do you have any strong views on ... ?
Any comments?

Interrupting

Excuse me, may I ask for clarification on this?
If I may interrupt, could you say ... ?

Sorry to interrupt, but ...

Do you think so? My impression is ...

What? That's impossible. We /I think ...

Handling interruptions

Yes, go ahead.

Sorry, please let me finish ...

If I may finish this point...

Can I come to that later?

That's not really relevant at this stage ...

Can we leave that to another discussion?

3. Ending the meeting

Asking for clarification

Could you be more specific?

Can you explain that (in more detail)?

What do you mean by ... ?

Clarifying

This means...

What I mean is ...

What I want to say is ...

To explain this in more detail...

Checking that the clarification is sufficient

Is that okay? / Is that clearer now?

Referring to other speakers

As John has already told us ...

I'm sure Mr Edd knows about this ...

Later we'll hear a report from John on ...

Doctor Benn is certainly aware of ...

Delaying decisions

I think we need more time to consider this.

I think we should postpone a decision ...

Can we leave this until another date?

It would be wrong to make a final decision ...

Summarising

I think we should end there. Just to summarise ...

We've covered everything, so I'd like to go over the decisions we've taken ...

So, to conclude ... we've agreed ...

Confirming action

We'll contact ...

John will...

We've got to ...

We need to look at ...

Referring to next contact

We'll meet again next month ...

We look forward to hearing from you ...

It's been a pleasure to see you today and I look forward to our next meeting...

I. Listening



Listen to the meeting held at a company called Hands-On Software.

Give the meeting a score from 1 to 10.

Words:

to get through –

to apologize for the delay –

to be caught up – быть прерванным

vacation time issue –

on the matter –

awful –

in favour –

a priority –

paternity –

HR –

an unresolved issue –

the drop –

Singapore –

fault –

to follow –

crucial –

to expand the line –

to beat smb on all levels –

0

10

USELESS

PRODUCTIVE

Discuss the score you gave the meeting with the class.

III. Key Language



1. These are useful expressions you heard in the meeting. Listen again and match them.


- | | |
|---|------------------------|
| 1. Can we get ... | a. in this room ... |
| 2. As I'm sure you're ... | b. I have to disagree. |
| 3. I'd just like to ... | c. started? |
| 4. I think I speak for everyone ... | d. say that ... |
| 5. That's an issue to be dealt with ... | e. favor of ... |

- | | |
|---------------------------------|-------------------------------|
| 6. All in ... | f. at another time. |
| 7. I'm sorry, but ... | g. all aware, ... |
| 8. The first order of ... | h. what Paul said about ... |
| 9. Sorry, I just ... | i. second, please. |
| 10. Just a ... | j. thoughts on that, actually |
| 11. I'm sorry, I'm not sure ... | k. but ... |
| 12. Going back to ... | l. wanted to say that ... |
| 13. I have some ... | m. I follow. |
| 14. Sorry to interrupt, ... | n. business is ... |

2. Now match the expressions above with the following.

- a. You want to ask a question.
- b. You want to return to an earlier point.
- c. You want to begin.
- d. You want to disagree.
- e. You want to gather support.
- f. You want to give your opinion.
- g. You want to interrupt.
- h. You want to stay on track.

IV. What makes the meeting effective?

 **2. Listen to the recording of Allan Case, an engineer, talking about the characteristics of successful business meetings. He makes *five* of the eight points below. Identify the correct order of these points.**

Words:

emergency - экстренный


a chair - председатель

to reach aims - достигать целей

to keep to the timing – придерживаться времени

- There is a written agenda. ☐
- Clear objectives - known to everyone. ☐
- Respect for the time available / time planning. ☐
- Good chair - effective control. ☐
- Emotions are kept under control. ☐
- Good preparation. ☐
- Everyone gets to say what they need to say. ☐
- Reaching objectives. ☐

V. Chairing a meeting

 **1. Listen to a recording of a meeting at Hilo Co., a small subsidiary of a multinational company. The meeting is to discuss the decline in profits.**

Words:

the decline - падение

to affect this subsidiary – отразиться на дочерней компании

the agenda - план

Chief Sales Executive – главный торговый представитель

to open up with his remarks – начать с его реплик

to face up to several realities – столкнуться с фактами


to carry on - продолжать

in a nutshell – в двух словах

Listen once. Say which of the following are given as reasons for the fall.

Prices are too high. Yes/No

The company has wasted money on research and development.	Yes/No
Sales are down.	Yes/No
The sales budget is too low.	Yes/No
No one likes the Chief Sales Executive.	Yes/No
The products are old.	Yes/No

 **2. Listen again, paying attention to the role of the chair in the discussion. Tick (✓) which of the following functions the chair performs at this meeting.**

Thanks people for coming.	<input type="checkbox"/>	Prevents interruptions.	<input type="checkbox"/>
Starts the meeting on time.	<input type="checkbox"/>	Makes people stick to the subject	<input type="checkbox"/>
States the objective.	<input type="checkbox"/>	Gives a personal opinion.	<input type="checkbox"/>
Refers to the agenda.	<input type="checkbox"/>	Summarises.	<input type="checkbox"/>
Changes the agenda.	<input type="checkbox"/>	Asks for comments.	<input type="checkbox"/>
Talks about a previous meeting.	<input type="checkbox"/>	Decides when to have a break	<input type="checkbox"/>
Introduces the first speaker.	<input type="checkbox"/>	Closes the meeting.	<input type="checkbox"/>

3 Suggest phrases which could be used by a chairperson in the following situations in a meeting.

- a) To welcome the participants to a meeting.
- b) To state the objectives of the meeting.
- c) To introduce the agenda.
- d) To introduce the first speaker.
- e) To prevent an interruption.
- f) To thank a speaker for his/her contribution.

- g) To introduce another speaker.
- h) To keep discussion to the relevant issues.
- i) To summarise discussion.
- j) To ask if anyone has anything to add.
- k) To suggest moving to the next topic on the agenda.
- l) To summarise certain actions that must be done following the meeting (for example, do research, write a report, meet again, write a letter, etc.).
- m) To close the meeting.

VI. Establishing the purpose of a meeting

 **1 Below is an incomplete agenda for a meeting of an Environmental Research Unit.**

Words:

ERU Quarterly meeting

issues to discuss – вопросы для обсуждения

to review the budget – просмотреть бюджет

Hydroclear and PCB reduction

the future outlook - перспектива

the Unit - объединение

to fund alternatives – финансировать альтернативные проекты

to hand over to – передать к-л (слово)

to produce a report – сделать доклад

Listen to the recording of the start of the meeting. You will hear the opening remarks from the chair, Victor Allen. Note the objectives of the meeting by filling in the spaces in the agenda.

Environmental Research Unit

Quarterly Meeting

24th May 19—

Room A 32, South Side Science Park

Participants: Victor Allen (Chair), Sonia Sandman,
Vince Hamden, Russell James.

Time: 10.00 Finish: 12.00

Agenda

1. 1a) _____ present projects

1. 1. Hydroclear

1. 2. PCB reduction

2. b) _____

3. (c) _____

- government

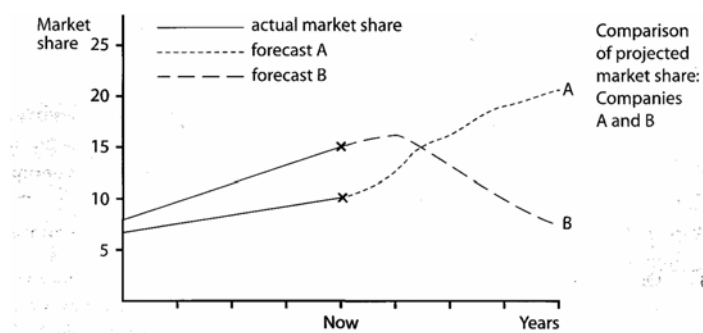
- United Nations / World Health Organization

- industry

VII. Stating and asking for opinion



1 Listen to a recording of directors of a Pharmaceuticals company discussing buying new production control equipment. They have to choose between two alternative suppliers, A and B. As you listen, refer to the graph below which shows the market share development of suppliers A and B.



- a) In technical terms, which system is the best?
- b) Which is the cheapest?
- c) Which system seems to be the best choice? Why?

VIII. Interrupting and handing interruptions



1. Listen to the recording of a discussion in the European sales office of an American off-road automobile manufacturer, Amass. It concerns the advertising plans for the launch of a new truck, the Rodeo 4 PLUS. The marketing manager, Matt Haslam, is explaining his ideas. Mark the following statements as True (T) or False (F).



- a) The truck will be sold to professional users of off-road vehicles. ☐
- b) It is not going to be used as a mass market on-road vehicle. ☐
- c) Matt wants to keep the same agency they have always used. ☐
- d) Matt used his own research to help him make decisions. ☐
- e) Changing advertising agency would cost 50% more. ☐




2. Listen again. Number the following interrupting phrases in the order in which you hear them.

- a) Yes, but Matt, if I can interrupt you again. We're talking serious money here. We've got to be careful ... ☐
- b) Er..., excuse me, Matt, just a moment. That's a big claim ... ☐
- c) It's the most important thing. ☐
- d) One moment! Can we start with a few basics? ☐
- e) Yes, so, a select, professional market first, then the mass market, an

- on-road vehicle. ☐
- f) But why? CMA have been okay in the past. ☐
- g) Let's just clarify where ... who the audience are, what's the target group. ☐
- h) What! Most agencies charge a lot more than CMA. ☐
- i) You plan to use our usual agency, CMA? ☐

IX. Asking for and giving clarification

 1. Listen to part of a meeting in which Victoria Lenning, a director of an Anglo-American company, is talking to colleagues about a possible site for locating a factory in the Basque Country in northern Spain. She is explaining the historical background to industry in the region.

Listen once and identify the following:

- two historically important industries in the region
- the status of these industries now.

 2 Listen once. Choose the correct answer from the alternatives given.

a. Infrastructure for the region is:

- mostly good
- excellent
- not very good

b. The main improvements in infrastructure are in:

- Vitoria in the south
- Bilbao
- San Sebastian

infrastructure	links
roads	international
railways	inter-urban
motorways	local
airport	
seaport	
dry port	

c. **Between these cities there is:**

- a complex road system
- a fast train link an airport

d. The airport in Bilbao has been:

- rebuilt
- closed down
- made bigger

3. Below is part of the tapescript that you have heard. Use your own words to complete the phrases, all of which suggest that a decision needs to be delayed, or more time is needed.

VICTORIA: (a) Well, let's not..... I think it would be a bad idea to assume we're going to choose a city, (b) It.....to think about locating to one of the smaller towns.

FRED:smaller places, yes. So, should we get details on the possible places?

VICTORIA: (c) We could do that, but we....., I think,..... a few things. For example, tax benefits, grants and anything like that - for locating to a smaller place, not one of the main cities. Then we could make a better decision.

JOHN: (d) Yes, I agree, but also,..... (*pause*) Er ... you've talked about the improved transport links, the trains, the airport, the port in Bilbao. What about the rail links, to these er ... the smaller towns? If it's a mountainous or hilly region, it could take an hour - or more - for a truck to get to a main road, (e) So.....at this stage. I think we need to look specifically at the train and road links for smaller towns ...



Now listen to the recording again and compare your answers.

V. BUSINESS LETTERS

(ДЕЛОВАЯ ПЕРЕПИСКА)

(практические занятия - 6 часов; самостоятельная работа – 9 часов)

The language of business letters

- | | |
|--|---|
| a. In reply to your letter of 2nd Mar. this year we would like to inform you... (=we are writing to inform) | В ответ на ваше письмо от 2 марта этого года сообщаем Вам, что... |
| We thank you for your letter dated 3rd Jun. and write to tell you... | Благодарим за Ваше письмо (датированное) от 3 июня и сообщаем Вам, что... |
| b. We are sorry to have to remind you... | К сожалению, нам приходится напоминать Вам, что.... |
| To your regret we shall have to... | К сожалению, мы вынуждены.... |
| We regret to inform you that... | С сожалением сообщаем Вам, что... |
| c. We are glad to inform you... | С удовольствием сообщаем Вам, что... |
| We are happy to inform you | |
| We are pleased to inform you... | |
| We are surprised to learn that... | Мы с удивлением узнали, что.... |
| Further to our letter of 3rd Jun. | В дополнение к нашему письму от 3 июня... |
| With reference to the enquiry of 4th July, 1999. | Ссылаясь на запрос от 4 июля 1999г. |
| We refer to your Order No. 256 and... | Мы ссылаемся на ваш заказ №256 и ... |
| We have received your letter dated 13th Mar. | Подтверждаем получение Вашего письма от 13 марта... |
| We thank you for the letter of 13 th Mar. | |
| a. <i>to express apologies and regrets</i> | (для выражения извинения и сожаления): |
| We regret being unable to... | Сожалеем, что мы не можем... |

Unfortunately we cannot...	К сожалению, мы не можем....
Please accept our apologies for...	Просим принять наши извинения за....
We express our apology that...	Извините нас за...
We offer our apology...	Мы приносим свои извинения...
<i>b. to express gratitude</i>	<i>(для выражения благодарности):</i>
We would be very much obliged...	Мы были бы весьма признательны...
I shall be grateful to you...	Мы будем Вам благодарны....
We shall appreciate it if...	Мы будем Вам признательны, если...
We are indebted to the Chamber of Commerce and Industry for your address.	Мы обязаны за Ваш адрес Торгово-промышленной палате.
We owe your address to...a certain company.	Мы обязаны за Ваш адрес ...такой-то фирме.
<i>c. to express request</i>	<i>(для выражения просьбы):</i>
Please let us know...	Просим Вас сообщить нам...
We would ask you to...	Мы просили бы Вас...
We'd be obliged if...	Мы были бы обязаны, если бы...
We'd be glad to have your latest catalogue.	Мы были бы рады получить Ваш последний каталог.
Kindly inform us of the position of the order.	Просим Вас ставить нас в известность о ходе выполнения заказа
<i>to express confirmation:</i>	
We confirm our consent to the alterations.	Подтверждаем свое согласие с данными изменениями.
Please acknowledge receipt of our Invoice.	Просим Вас подтвердить получение нашего счета-фактуры.
We look forward to trading with you to the mutual benefit of our companies.	С интересом ожидаем развития торговли с Вами к взаимной выгоде обеих сторон.
We hope that you will act as requested.	Надеемся, что Вы поступите, как мы Вас просим.

We look forward to hearing from you soon.	С нетерпением ожидаем Вашего ответа в ближайшем будущем.
Your prompt reply will be appreciated.	Мы будем Вам благодарны за Ваш скорый ответ.
<i>d. to express apologies and regrets</i>	<i>(для выражения извинения и сожаления):</i>
We regret being unable to...	Сожалеем, что мы не можем...
Unfortunately we cannot...	К сожалению, мы не можем....
Please accept our apologies for...	Просим принять наши извинения за....
We express our apology that...	Извините нас за...
We offer our apology...	Мы приносим свои извинения...
<i>e. to express gratitude</i>	<i>(для выражения благодарности):</i>
We would be very much obliged...	Мы были бы весьма признательны...
I shall be grateful to you...	Мы будем Вам благодарны....
We shall appreciate it if...	Мы будем Вам признательны, если...
We are indebted to the Chamber of Commerce and Industry for your address.	Мы обязаны за Ваш адрес Торгово-промышленной палате.
We owe your address to...a certain company.	Мы обязаны за Ваш адрес ...такой-то фирме.
<i>f. to express request</i>	<i>(для выражения просьбы):</i>
Please let us know...	Просим Вас сообщить нам...
We would ask you to...	Мы просили бы Вас...
We'd be obliged if...	Мы были бы обязаны, если бы...
We'd be glad to have your latest catalogue.	Мы были бы рады получить Ваш последний каталог.
Kindly inform us of the position of the order.	Просим Вас ставить нас в известность о ходе выполнения заказа
<i>to express confirmation:</i>	
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Please acknowledge receipt of our Invoice.	Просим Вас подтвердить получение нашего счета-фактуры.
We look forward to trading with you to the mutual benefit of our companies.	С интересом ожидаем развития торговли с Вами к взаимной выгоде обеих сторон.
We hope that you will act as requested.	Надеемся, что Вы поступите, как мы Вас просим.
We look forward to hearing from you soon.	С нетерпением ожидаем Вашего ответа в ближайшем будущем.
Your prompt reply will be appreciated.	Мы будем Вам благодарны за Ваш скорый ответ.
Warm (sincere) congratulations, good luck and best wishes...	Наши теплые (искренние) поздравления, пожелания успехов и счастья!
Please accept our heartiest congratulations on...	Просим Вас принять наши поздравления от всего сердца...
Permit me to congratulate you on...	Разрешите мне Вас поздравить с...
I was delighted to learn...	Я с удовольствием узнал...
It was with great pleasure that we learned of your appointment...	С большим удовольствием мы узнали, что Вас назначили...
May we congratulate you on (your promotion)...	Разрешите поздравить Вас с повышением по службе
We were delighted to read in the trade journal that you had been promoted and...	Мы с удовольствием прочли в торговом журнале о том, что Вы получили повышение по службе и ...
We want to send you our sincere good wishes and...	Мы хотим послать Вам наши искренние и наилучшие пожелания и..
Your note of congratulations is deeply appreciated.	Большое спасибо за Ваше письмо-поздравление.
Your message of good wishes gave me a great deal of pleasure.	Я получил огромное удовольствие от Вашего письма с наилучшими пожеланиями.

It was good (fine, nice, kind; wonderful; thoughtful) of you to write to me as you did.	Было очень мило с Вашей стороны (чудесно, предусмотрительно написать мне.
We thank you for the sample of your products.	С благодарностью подтверждаем получение образцов Ваших изделий.
I am most grateful to you for...	Премного вам благодарен ...
This is to thank you again for your wonderful hospitality and to tell you how much I enjoyed...	Пишу, чтобы ещё раз поблагодарить Вас за чудесное гостеприимство и сказать Вам, какое большое удовольствие я получил...
Thank you for one of the most enjoyable visits we have had to your country.	Большое спасибо Вам за один из самых приятных визитов в Вашу страну...
Thank you for doing so much to make your trip to London interesting and fruitful.	Спасибо Вам за то, Вы сделали нашу поездку в Лондон такой интересной и полезной.
Thank you for contributing so much to make our stay in your country pleasant and resultful.	Благодарим Вас за все то, что Вы сделали, чтобы наше пребывание было таким приятным и результативным.
I am very grateful to you for your generous hospitality.	Я очень Вам благодарен за Ваше щедрое гостеприимство.
I hope some day you will find yourself in our country so that we can reciprocate your kindness.	Надеюсь, что когда-нибудь Вы окажитесь в нашей стране, и я смогу отплатить Вам за Вашу доброту.
We are delighted to accept...	Мы с удовольствием принимаем...
We look forward to joining you...	Мы с нетерпением ждем встречи с Вами...
Unfortunately it will be impossible for us to...	К сожалению, мы не сможем...
We regret we cannot accept...	К сожалению, мы не сможем...
Very regretfully we find that we cannot...	К большому сожалению, мы узнали, что не сможем...

1) Расположение и части делового письма.

1) The British business letter

The Secretary,
The Western Wheat Co. Plc,
64, Darwin Road,
LIVERPOOL, 16,
England.

(The inside address)

Dear Sir,

(The opening Salutation)

Abt: ORDER No. 1347

(The Subject Heading)

We thank you for your letter of 23rd of January and are writing to inform you that ..

(The Opening paragraph)

.....
(The Body of the Letter)

We hope that these alterations will be acceptable to you and expect your reply as soon as possible.

(The Closing Paragraph)

Yours faithfully,

(The Complimentary Closing)

per pro. THE ORIENTAL TRADING CO.

J. Brown

Manager

(The signature)

Enc: About alterations (1 page)

(Enclosures and postscripts)

2) The American business letter

The Sales Manager,

Febr 2, 19...

The Eagle Press Inc,
24 South Bank,
BOSTON, Mass 02110,
USA

Gentlemen:

.....

Yours truly,
Mrs J. Brown

2) Образцы писем

Congratulation letter

21st Jun, 1990

Dear Mr N.Brown,

I have just read of your promotion to sales manager. Let me offer my warmest congratulations.

I don't have to tell you that all of us here wish you the best of luck in your new position.

We are sure we will be reading more good news about you in the trade papers in the future.

Yours
sincerely,
F.Popov

25th Nov, 1990

Dear Mr N.Sedov,

Thank you very much for the lovely note of congratulations on my promotion. It was good of you to send it.

I sincerely appreciate all the good wishes of your colleagues.

Yours
sincerely,

N.Brown

Task 1. Rewrite the letter below using diplomatic language and the correct style for a business letter.

25 August 2005

Hi, Guys

"Thanks for your letter, but we didn't think much of your offer and we were a bit unhappy with it. We Wave been dissatisfied with your deliveries for some time and find the situation unacceptable. The bottom line is that you will I nave to improve your service if you want our business.

Where's the discount on the new lines you told us about, and what about the guarantees you promised? We were shocked about your expectations for us to arrange insurance costs, and, frankly, this is just not on. You are wrong about your product being unique; we can get quotations from the Far East any day. Anyway, we want a bigger rebate on the goods we have already received, because, frankly, what you are offering at the moment is just peanuts.

Sorry, but you obviously don't understand our needs. As we have to finalize the order in the next few days, we expect you to jet back to us with some pretty appetizing deals.

Regards

Nasty Chief Buyer

Task 2. The following fax was received in your office but, unfortunately, there was a fault on the line and the text does not have any punctuation. Rewrite the fax, inserting punctuation as necessary.

FAX 25 January 2005

dear senor sastre thanks For your enquiry of 23 January for our superior model glue gun we can of course supply the number of units you asked for while adding your newly designed logo will cause a slight delay we do appreciate the urgency of your requirements our quality control department is aware of the current market trends towards higher safety awareness and client needs so we can assure you of our close attention to all your requests in this important area every effort will be made to deliver on time and in fact we shall use our express carrier service which guarantees next day delivery could you kindly let us know if you would like us to send a pro-forma invoice for which we would allow a discount of 5% provided payment is made within seven days otherwise we would be pleased to invoice you on normal monthly account terms which as you know allow only a 2^{1/2}% discount for payment within 30 days as usual please do not hesitate to contact the undersigned if you require further information we look forward to receiving your valued orders in the future and assure you of our best attention at all times yours sincerely John Cunningham area sales manager.

Task 3. You have received the following e-mail from your agent in Hong Kong who has negotiated a deal with a Chinese exporter in Guangdong.

HiPeter,

I have managed to place an order with Lee Jiadong Plastics for the mobile phone covers you require. Mr Lee has big ambitions and wants to be a global player in this market. He has quoted a rock-bottom price. The company has a trendy range and some lines are quite sporty, although I wouldn't call them classics yet. They have some Funny phone covers with cartoon characters, but I am not sure about the licensing - some of the characters are very close to Disney, find they want some help with advertising on Chinese TV if they are to distribute for

us in Asia. Anyway, we must have a contract so could you e-mail something by Friday?

Regards.

Jimmy Wong

Unfortunately, your company solicitor does not like using e-mail to send formal documents and he insists you write a letter to Mr Wong enclosing a standard company contract. He has left you the following note.

- How many phone covers can Lee supply a month?
- Is Lee going to go bust on us?
(It happened before.)
- What's all this business about licensing?
- How much do they want to spend on TV ads?
- Do we need to establish a Letter of Credit?

Task 4. Write a letter of 120-140 words in a formal style, using some of the phrases below.

- Dear Mr Wong
- Thank you for your e-mail nice to hear from you.
- What volume of phone covers could you manufacture monthly?
- Is Lee financially sound you may remember a previous bankruptcy?
- We are nervous about placing a large order.
- Have you checked credit rating?
- We are very interested in the humorous rang.

- Could you send samples?
- Would we need to apply for licences?
- We want to discuss distribution rights.
- Is a Letter of Credit necessary?
- Who are Lee's bankers?
- A standard contract is enclosed.
- Could you get Lee to sign and return?
- We look forward to hearing from you.
- Yours sincerely
- Encl: Standard form of contract.

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