

Oh My English

Business Module

Union of Cultural Variety: Establishing a Good Relationship

Mr. Davidson: Mr. Kim of Salem Inc.?

Mr. Kim: Yes. I'm Kim Se Jeong.

Mr. Davidson: Good morning! I'm Harry Davidson from Westside Shopping Complex. It's nice to meet you.

Mr. Kim: Nice to meet you, too, Mr. Davidson.

Mr. Davidson: Harry.

Mr. Kim: Okay, Harry it is.

Mr. Davidson: Sorry to keep you waiting.

Mr. Kim: Oh, no. You weren't late. I was just a little bit early.

Mr. Davidson: By the way, did you have a hard time finding the restaurant?

Mr. Kim: Not at all. I think every taxi driver knows this restaurant.

Mr. Davidson: They do. This restaurant is famous for its steak. Have you tried our cuisine?

Mr. Kim: I haven't but I heard it's good.

Mr. Davidson: That's right. The food that they serve will make you come back for more.

Mr. Kim: Is that so? Then let's try it.



Cont...

Expressions:

- ▶ **Mr. Kim of Salem Textiles?** – Are you Mr. Kim from the company Salem Textiles?
- ▶ **I'm Harry Davidson from Westside Shopping Complex.** – My name is Harry Davidson and I'm the representative from Westside Shopping Complex
- ▶ **Harry** – Call me Harry.
- ▶ **Sorry to keep you waiting** – this expression is used when you are late or when you leave someone for a while to attend shortly to some other things, as when answering a phone call.

Vocabulary:

- ▶ **Cuisine** – the manner in which a dish is cooked, *Korean cuisine*

Union of Cultural Variety: Culture and Entertainment

Mr. Friday: I'd like to congratulate you for closing the deal yesterday.

Mr. Clements: Thank you, Mr. Friday.

Mr. Friday: This calls for a celebration. How about going for a drink?

Mr. Clements: Well...

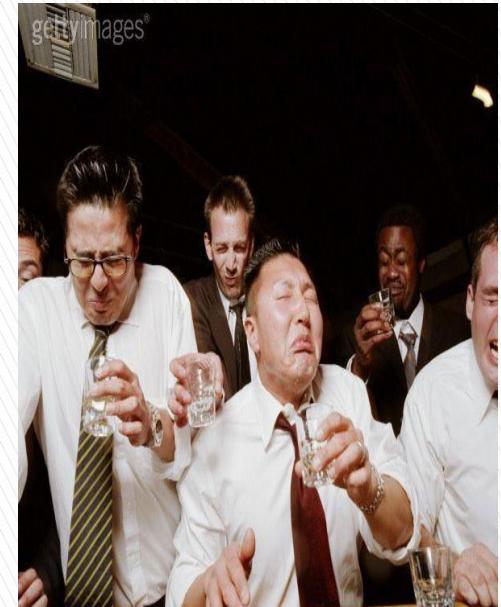
Mr. Friday: Come on. It's on me

Mr. Clements: Why not?

Mr. Friday: Let's go to my local, then. Are you familiar with King's Crown pub?

Mr. Clements: As a matter of fact, I am. But I gotta warn you. I only drink shorts.

Mr. Friday: Try me.



Cont...

Expressions:

- ▶ **Close a deal** – When you close a deal, you make an agreement for a business transaction
- ▶ **This calls for a celebration** – this is a reason to celebrate
- ▶ **Go for a drink** – when you go for a drink, you go somewhere to drink alcohol
- ▶ **It's on me** – it means I'm going to pay for the expenses or bill
- ▶ **Why not?** – it's another way of saying 'yes'
- ▶ **I only drink shorts** – short refers to a strong alcoholic drink such as whisky or vodka, rather than a weaker alcoholic drink like beer or wine that you can drink in larger quantities
- ▶ **Try me** – This expression means 'give me a chance to prove it to you.'

Vocabulary

- ▶ **Local** – your local is a pub or bar which is near where you live and where you often go to have a drink

Introduction in a Business Setting: Introducing Oneself to a Business Partner

David Grey: Good morning! You must be Mr. Parker.

Mr. Parker: Why, yes I am.

David Grey: Allow me to introduce myself. I'm David Grey of Newsat Communications.

Mr. Parker: Nice to meet you Mr. David Grey.

David Grey: The pleasure is mine, sir.

Mr. Parker: I'm glad that our schedule allowed us to finally meet up.

David Grey: I know how hectic your schedule is. Thank you for squeezing in our appointment. Before I forget, I'd like to give you my business card. Here you go.

Mr. Parker: Thank you. Here's mine.

David Grey: Thank you very much. As you can see, I'm the manager of Newsat Communications and this is the fourth time that my company is doing business with you.

Mr. Parker: I am glad that I'll be working with you again.



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Expressions:

- ▶ **You must be Mr. Parker** – It's a polite way of asking a stranger if you are not sure
- ▶ **Allow me to introduce myself** – This is one way of introducing oneself.
- ▶ **The pleasure is mine** – this expression is used as a response to 'I'm glad to meet you'. It's another way of saying 'It's a pleasure to meet you, too' or 'It's nice to meet you, too'; this is also used as a response to 'thank you' (e.g. 'Thank you for helping me.' – 'The pleasure is mine.')
- ▶ **Before I forget** – It's one way of changing the topic. Another useful expression is "**By the way**"
- ▶ **Here you go** – This expression is used when you are handing something to someone

Vocabulary:

- ▶ **Sir** -- this is the polite way to address a man with a higher rank; when addressing a woman with a higher rank, the polite address is **Ma'am**
- ▶ **Hectic** – it means very, very busy
- ▶ **Business card** – also called calling card

Introduction in a Business Setting: Introducing Oneself at a Business Meeting

Rudolf Cohen: May I call everyone's attention, please. We have a quorum so let's start the meeting. First off, I would like to introduce a new employee in the company, Ms. Selma Carter.

(To Selma Carter) Ms. Carter, could you do us the honor of introducing yourself?

Selma Carter: Yes, Mr. Cohen. Thank you very much. I am Selma Carter and I'm your new accountant. I obtained my degree in accounting from the University of Wisconsin in 2005. Right after graduation, I worked for Parent Care, Inc. for 4 years. I enjoyed working there but I had to leave because my family bought a house here. I moved in only last month with my husband and 3-year-old daughter. I am so happy to be accepted here and I look forward to having a good working relation with all of you. I guess that's all I have to say for now.

Rudolf Cohen: Thank you very much, Ms. Carter. (To other employees) Now, could you please briefly introduce yourselves to Ms. Carter?



Cont...

Expressions:

- ▶ **I work for** (name of company or name of employer) – I work for Mr. Williams.
I work for Bookworm Publishing.
- ▶ **I work at** (name of company) – I work at Bookworm Publishing.
- ▶ **I work in** (nature of work) – I work in a publishing company.
- ▶ **First off** – first of all
- ▶ **I look forward to** – to be happy about

Vocabs:

- ▶ **Miss** – It is safer to refer or address a woman using “Ms.” because it is impolite to assume that a woman is married in business situations. The title “Mr.” is appropriate for men.
- ▶ **Quorum** – it is the minimum number of people present necessary to start a meeting

Introduction in a Business Setting: Introducing a Business Guest to a Colleague or the Boss

Diane: Ms. Fields, the freelance photographer is here.

Ms. Fields: Oh, thank you, Diane.

Diane: Ms. Fields, this is Mr. Rex Chalker, the freelance p
hotographer that we're going to hire for our anniversary i
ssue. Mr. Rex Chalker, this is Ms. Juliana Gregory, the edi
tor-in-chief of Green Apples magazine.

Ms. Fields: It's a pleasure to meet you, Mr. Chalker.

Rex Chalker: A pleasure to meet you, too, Ms. Fields. Ple
ase call me Rex.

Ms. Fields: Okay, Rex, please have a seat.

Rex Chalker: Thank you.

Ms. Fields: Can I offer you anything?

Rex Chalker: Yes. A cup of coffee, please.

Ms. Fields: (To Diane) Two cups of coffee, Diane.

Diane: Yes.

Ms. Fields: Thank you. (To Rex Chalker) Let's get down t
o business, Rex.



Cont...

Expressions:

- ▶ **This is...** – When introducing someone to another person, it is common to start your sentence with “This is...”
- ▶ **Have a seat** – It’s a formal way of saying “sit down”
- ▶ **Can I offer you anything?** – This is a good way of asking your visitor what he or she wants for a drink or snack.
- ▶ **A cup of coffee, please** – Since Rex is aware that he’s talking to the boss of the company, he politely tells her what he likes to drink by adding ‘please’ at the end of his sentence.
- ▶ **Let’s get down to business** – Let’s start talking about business

Vocabulary:

- ▶ **Freelance** – It describes a person who is working on his own, without an employer [freelance journalist].

Telephoning: Leaving a Message

Alicia: Thank you for calling Coins Unlimited. This is Alicia. How may I help you?

Christian Bright: Good morning! I would like to speak to Mr. Nigel Meek, please.

Alicia: I'm sorry but Mr. Meek is not in. May I know who's calling?

Christian: This is Christian Bright of Transnational Inc.

Alicia: I'm sorry Mr. Bright but he's in Germany right now and he'll be back this Sunday. May I take a message?

Christian: Could you please tell Mr. Meek to call me as soon as he arrives? My name is Christian Bright. Let me spell my last name B-R-I-G-H-T. He may reach me at 503-9191 anytime between 9am and 5pm. I am calling to confirm our lunch appointment on Wednesday.

Alicia: Let me repeat that. You are Mr. Christian Bright B-R-I-G-H-T of Transnational Inc. Your contact number is 503-9191 and you're available from 9am to 5pm. You want to confirm your lunch appointment on Wednesday.

Christian Bright: That's right.

Alicia: I will tell him your message when he returns. Thank you for calling. Goodbye Mr. Bright.

Christian Bright: Thank you! Bye!



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Expressions:

- ▶ **I would like to speak to...** – This is a proper way of starting a sentence when you wish to speak to someone. You can also say “**I would like to talk to....**” or “**May I talk/speak to...**”
- ▶ **Mr. Nigel is not in** – It means Mr. Nigel is not here.
- ▶ **May I know who's calling?** – It's impolite to ask “Who are you?”
- ▶ **May I take a message?** – You can also ask “**Would you like to leave a message ?**”
- ▶ **He may reach me at...** -- It's another way of saying “**He may call me at...**”
- ▶ **Let me spell my last name** – When leaving a message, it is very important to spell your name and make sure that the other vital information is clear like the contact numbers, availability and reason for calling.

Vocabulary:

- ▶ **Confirm** – When you confirm something, it means that you make it certain [He confirmed his appointment].

Telephoning: Setting an Arrangement

Mr. Pierce: Since it is impossible to discuss things on the phone, why don't we set an appointment?

Mr. McDavid: That's a good idea. How about tomorrow at 5:00 in the afternoon?

Mr. Pierce: Let me check my organizer...Oh, I'm afraid to tell you that I need to see someone at 4:00 and I'm not sure if we'll be finished by 5. Would Friday suit you?

Mr. McDavid: Friday is fine. I'm free all afternoon.

Mr. Pierce: Let's meet on Friday at 3:00.

Mr. McDavid: No problem. Shall I meet you at your office?

Mr. Pierce: Yes. See you on Friday then.

Mr. McDavid: Yeah, Friday, 3:00 in the afternoon.

Mr. Pierce: Its' been good talking to you. I've got to go.

Mr. McDavid: Nice talking to you, too. Bye!



Cont...

Expressions

- ▶ **Why don't we set an appointment** – Let's set an appointment.
- ▶ **How about tomorrow at 5:00 in the afternoon** – Let's meet tomorrow at 5:00 in the afternoon. Are you free by that time?
- ▶ **I'm afraid to tell you that I need to see someone...** – I'm sorry to tell you that I can't meet you tomorrow because I need to see someone.
- ▶ **Would Friday suit you?** – Are you free on Friday? Is Friday all right with you?
- ▶ **Friday is fine** – I'm free on Friday.
- ▶ **It's been good talking to you** – This is a polite way of ending a conversation on the phone.

Vocabulary

- ▶ **Organizer** – it could be a simple notebook or an electronic gadget that helps you organize your schedule and contacts.

Telephoning: Handling Complaints

Angela: ACS Global Customer Service Department. How may I help you?

Mr. Harper: This is Dennis Harper from Techworks, Inc. I'm calling regarding the deliveries of headsets. We ordered 25 pieces but only 23 arrived today.

Angela: I'm so sorry about the problem, sir. May I know the model of the headsets that you ordered?

Mr. Harper: It's HS1004. This is the second time that we received incomplete deliveries. Why does it always happen every time we place an order?

Angela: Were you the one who placed an order for the headsets?

Mr. Harper: My staff called your company last week.

Angela: There must be a miscommunication between your staff and our agent. According to the order slip here, you ordered 23 headsets only.

Mr. Harper: I'm sorry but I think you're mistaken. But I'm going to check with my staff.

Angela: I'm so sorry that it happened for the second time. Rest assured that the company is going to take action regarding this.

Mr. Harper: All right. We badly need the 2 headsets today. Is it possible for you to deliver it right now?

Angela: I'm afraid to tell you that it is not possible to make deliveries today. There's only one headset left in the stock room and we still have to contact our supplier. But I promise that we can have it delivered within 2 working days.

Mr. Harper: That's too bad. When can we expect the deliveries?

Angela: The headsets will be delivered in your office the day after tomorrow.

Mr. Harper: We'll be expecting it by then.

Angela: I'm so sorry again for this, Mr. Harper.

Mr. Harper: All right. Goodbye.

Angela: Goodbye.



Cont...

Expressions:

- ▶ **ACS Global Customer Service Department. How may I help you?** – Always introduce the company when answering business calls, especially if you are in the customer service department
- ▶ **I'm calling regarding...** – This is a good way of stating your reasons for calling. You can also start by saying “**I'm ringing about...**” or “**Unfortunately, there's a problem with...**”
- ▶ **I'm so sorry about the problem** – It is important to make an apology when there's a complaint involved to show polite understanding
- ▶ **But I promise that we can have it delivered (within 2 working days)** – If the problem can't be solved right away or if you can't do anything about the customer's request immediately, make an assurance the problem will be solved at a certain time in the near future.

Vocabulary

- ▶ **Place an order** – it means to make an order

Presentations: Getting Started

Ted Summers: Good morning ladies and gentlemen! My name is Ted Summers and I'm the marketing manager of the Sales and Marketing Department.

I'm going to talk about the sales summary of our two new products for the first quarter of this year. My talk will take about 20 minutes.

If you have questions, please write them down on a piece of paper and I will answer them one by one after this talk.



Cont...

Expressions:

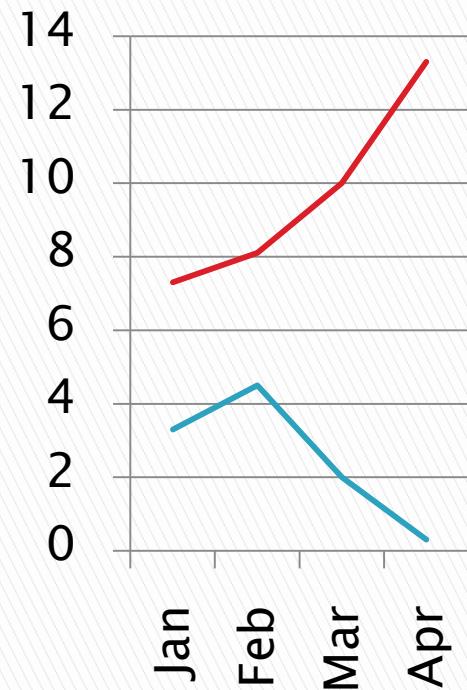
- ▶ **Good morning ladies and gentlemen** – Greetings are very important at the start of each presentation. The speaker should acknowledge the audience.
- ▶ **My name is Ted Summers and I'm the marketing manager of the Sales and Marketing Department** – Self-introduction is necessary especially if the members of the audience do not have an idea who the speaker is.
- ▶ **I'm going to talk about the sales summary of our two new products for the first quarter of this year** – Giving the audience the subject is useful to prepare them for the talk. You can also start your sentence with “**I plan to say a few words about...**” or “**The subject of my talk is...**”
- ▶ **My talk will take about 20 minutes** – It is also essential to say the length of your talk
- ▶ **If you have questions, please write them down on a piece of paper and I will answer them one by one after this talk** – Don't forget to state your policy on questions. You have to make it clear to the audience if it's okay for you to be interrupted while speaking or you want to finish your talk before they start asking questions. If interruption is okay with you, say “**Please interrupt if you have questions.**” or “**Just raise your hand if you have questions.**”

Presentation: Making an Impression

Ted Summers: To start off, I'd like to show you the line graph of the sales of our new products in the last 4 months. The red line represents the XX toothpaste and the blue line represents the YY mouthwash.

Let's start with XX toothpaste. In the first month, the sales went up but it declined in the following month. However, it recovered in the third month and continued to have an upward climb on the fourth month.

Now let's compare it with YY mouthwash. Here you see that the sales went down in the first month but there's an improvement in the second month. Unfortunately, it got worse on the following month and it has significantly reached a low point.



Cont...

Expressions

- ▶ **I'd like to show you the line graph of...** – This is a good way of introducing a graph. You can also use “**Have a look at this...**” or “**Let's look at this...**”
- ▶ **The solid line/broken line represents** – Explain what each line refers to.
- ▶ **The sales went up but it declined in the following month...** – In describing trends, we can use the following verbs: **to go up, to increase, to rise, to climb, to improve, to go down, to decrease, to fall, to decline or to deteriorate**. We can also use the nouns: **an increase, a rise, a climb, an improvement, a decrease, a fall, a decline or a deterioration**.
- ▶ **Now let's compare it with...** – At some point, you're going to shift to another representations and this is the best way to say it. You can also use “**Here you can see a comparison with...**”

Vocabulary:

- ▶ **Red line/Blue line** – This is used as a representation. Others use **solid line, broken line or dotted line**.

Presentations: In the middle of the Presentation

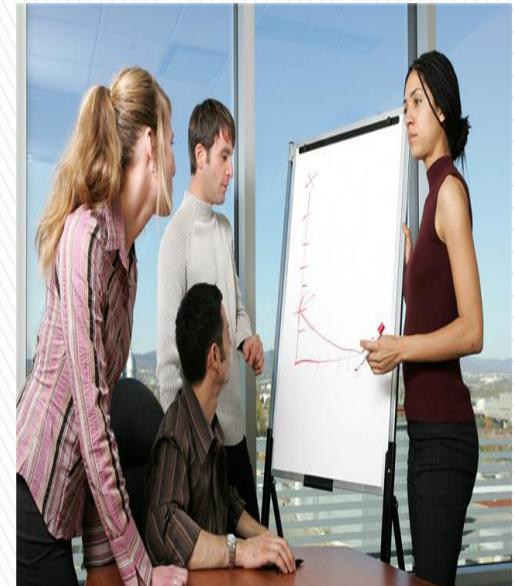
Speaker: Before I go to the main part, I'd like to ask you one question. Who among you hasn't used the Internet yet?

Technology has changed the way we do business and transactions, including buying our stuff. That leads us to my main point – marketing through the Internet.

I want to point two reasons why the Internet is an effective tool for marketers.

The first reason is cyberconsumers have access to the products 24 hours a day, 7 days a week, 365 days a year. Every product and service is just one click away. Another good news is that according to a research done by ACNielsen, almost one-half of online shoppers made a purchase on the Web. Gone are the days when they worry about the hackers having access to their credit cards or personal information sent online.

Now the second reason is it is cost efficient and saves the need for stores, paper catalogs and sales people. There's no need for the company to shell out big amount of money for the materials, models and commissions. Advertising on the Web definitely saves money and time and encourages further investments.



Cont...

Expressions:

- ▶ **Before I go to the main part, I'd like to ask you one question** – This is a way of establishing rapport with the audience. Asking a question is one of the effective ways to get their attention. Other speakers tell an ‘anecdote’ or a surprising ‘fact or statistics’. Others state a ‘problem’.
- ▶ **Technology has changed the way we do business and transactions...** That leads us to my main point which is marketing through the Internet – Begin the main body with a general fact.
- ▶ **I want to point two reasons why the Internet is an effective tool for marketers. The first reason is...** – Make a listing of what you want to discuss so that the audience will have a mental enumeration of the subject. It makes it easier for them to retain information.

Vocabulary:

- ▶ **Cyberconsumer** – a person who buys stuff on the Internet

Presentations: The Final Stage

Speaker: That's all I want to say for now. I'd like to end by emphasizing two things on marketing through the Internet. One, it allows buyers and shoppers to have access to the products and services 24 hours a day; and two, it saves time and money.

I think we should take advantage of the endless opportunities that the Internet is offering us.

So now I'd be interested to hear your comments and questions.

Audience 1: How can consumer behavior research help Internet marketers increase sales?

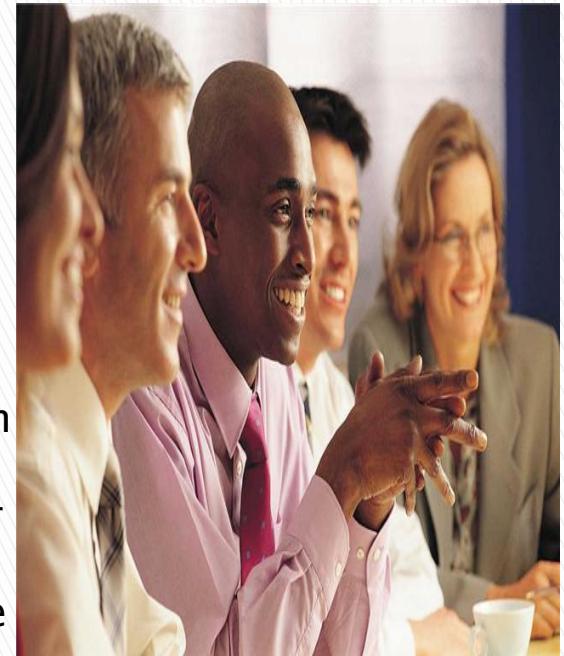
Speaker: I don't think I'm the right person to answer that. Mr. Kadison can help you on that. He will be the next speaker.

Audience 2: Are you saying that the Internet marketing is the most promising method in selling in the 21st century?

Speaker: I would say 'one of the most promising methods' in selling. Other forms of marketing are also effective but this one offers far more advantages that others do not have. Does that answer your question?

Audience 2: Yes, thank you.

Speaker: Since we have no more time, I will have to stop here. Thank you for listening.



Cont...

Expressions:

- ▶ **That's all I want to say for now** – Don't forget to end the main body of your talk.
- ▶ **I'd like to end by emphasizing two things on...** – Always make a conclusion or a summary of the main points. You can also say "**I'd like to finish with** (a summary of the main points; some observations on what I've said, etc.)"
- ▶ **So now I'd be interested to hear your comments and questions** – After conclusion or summary of the main points comes the invitation for questions or comments. You can also ask "**Any questions or comments?**"
- ▶ **I don't think I'm the right person to answer that** – If the question is impossible to answer because it is outside your scope, say so. It doesn't necessarily mean that you don't understand the question.
- ▶ **Does that answer your question?** – It is sometimes necessary to check if your answer is sufficient. You can also ask "**Is that okay?**"

Vocabulary:

- ▶ **Consumer** – a person who eats, uses and buys things, etc.
- ▶ **Consumer behavior** – it involves the thoughts, feelings and actions of a consumer in the process of buying

Meetings: Making effective meetings

Leader: Good morning everyone. Thank you all for coming. Let's get this meeting started. Please take your seats.

Today's agenda includes the following: customer complaints and the arrival of our regional manager next week. Any old business that needs to be reported?

Employee A: Yes, the schedule of the leadership training has been confirmed. It will be on Friday, March 6, from 8am to 5 pm. Guest speakers will be Sam Anderson and Samson Dee. Those who want to attend may fill out an information sheet available at the reception area.

Leader: Thank you. Anything else? ... Okay, let's get started. First, I want to call your attention regarding the product shipment. Our customers are complaining that they don't receive the package deliveries on the appointed day. What seems to be the problem here?

Employee B: I've already checked the dispatch team reports. The entries are all correct and obviously there is no miscommunication between the team members and customers.

Leader: If that's the case, then I think we should check the courier company.

The second one is the arrival of the regional manager on Monday. He is going to have a meeting with the CEO and they will talk about opening a new store branch. I want you all to be courteous and warm when he visits our office.

All right, I think that about does it. Do you still have anything to add? No? Thank you for coming. Have a nice day.



Cont...

Expressions:

- ▶ **Thank you all for coming** – It is a good idea to start the meeting with a positive mood and thank everyone for attending.
- ▶ **Please take your seats** – This is to signal that the meeting has officially started.

Vocabulary:

- ▶ **Agenda** – this is the list of things to be discussed or done, especially at a meeting.
- ▶ **Old business** – these are the issues discussed in the last meeting which should be reported at this meeting.

Meetings: Handling Interruptions

Leader: The latest model of our mp3 will be launched next week and the event organizers have...

Austin: Excuse me. Sorry to interrupt you but I thought it was going to be launched next month. I do feel quite strongly that we're bringing it out too soon.

Leader: Would anyone want to say something regarding that before I make my comments?

Michael: I don't think we don't have a choice about it. The new software for downloading songs is going to be released at the same date and launching our mp3 will create a bit sales impact.

Leader: You have a good point there, Michael. I don't see a problem with the launching of our product because the preparations and meetings with the event organizers are done are done.



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Expressions:

- ▶ **Excuse me** – This is a polite way of interrupting a leader at meetings. You may also raise your hand slightly if you want to catch the leader's attention.
- ▶ **Sorry to interrupt you but...** – You may start stating your point with this phrase. You can also say “**Could I interrupt you for a moment?**” or “**While we're on the subject, I'd like to say...**”

NOTE: If you do not want to be interrupted, you can hold them off with phrase like the following:

- ▶ **Just let me finish, if you wouldn't mind.**
- ▶ **Actually, I'm nearly finished.**

Meetings: Asking and Giving Clarifications

Megan: Are there any questions before we proceed further?

Patrick: Actually, I'm not sure if I've understood your point on the dress code. Are you saying that we should wear formal attire from Mondays to Thursdays?

Megan: Well, what I mean is we should wear formal attire from Mondays to Wednesdays. Smart casual would be fine on Thursdays and Friday is a dress down day.

Patrick: So non-collared shirts, jeans and sneakers are not allowed on Fridays?

Megan: Absolutely. But let me make this clear – sleeveless shirts and miniskirts are a no-no.



Cont...

Expressions:

- ▶ **Are there any questions before we proceed further?** – This is usually used if your subject is quite long and involves several steps.
- ▶ **I'm not sure if I've understood your point on...** – It is a good way of clarifying the meaning of an important part of the meeting.
- ▶ **Well, what I mean is...** – Start your sentence this way when responding.

Vocabulary:

- ▶ **No-no** – something that is considered unwise to do
- ▶ **Smart casual** – refers to smart but informal clothing
- ▶ **Dress down day** – a day on which employees are allowed to wear informal clothes to work

Negotiations: Establishing what you want

Nancy: There are two main reasons why I'm going to charge a higher fee for the articles. First, it requires a lot of research. Second, I'm willing to quit my part-time job to focus on this one.

Editor-in-chief: You have a point there. However, the articles that you will submit are still subject for observation. Can we agree to give your payments on the articles that are approved but with a higher fee?

Nancy: How much are you willing to increase for the approved articles?

Editor-in-chief: Will 50 percent be all right with you?

Nancy: I'll have to think about it.

Editor-in-chief: When will I get your answer?

Nancy: I'll give you my answer tomorrow.



Cont...

Expressions:

- ▶ **There are two main reasons why...** – It is important to outline first the reasons for what you're bargaining for.
- ▶ **You have a point there** – It is better to acknowledge what the other person says even if you disagree with him
- ▶ **When will I get your answer?** – If you haven't reached an agreement at the end of a meeting, set a date when everything will be finalized

Vocabulary:

- ▶ **Charge** – to ask as the price (for something)

Negotiations: Ways on How to Get it

Mr. Roberts: We are going to get 4 boxes every month. Will that entitle us to a discount?

Mr. Smith: I'm afraid we can't agree with you there. Four boxes every month will give us small profit. It is our policy to give discounts to clients who are going to order 6 boxes or more.

Mr. Roberts: But my company is going to place an order on a monthly basis.

Mr. Smith: That's not without benefits. You see, there are freebies for our loyal customers, such as laptop bags, umbrellas and other stuff that you can give away to your employees. And we can assure you that you that we are going to give greater discounts if you will increase the volume of your order.

Mr. Smith: Okay, I guess we have a deal.



Cont...

Expressions:

- ▶ **Will that entitle us to a discount?** – After you've presented the numbers, the next thing to discuss is the discount.
- ▶ **I'm afraid we can't agree with you there** – It's okay to politely disagree if the deal is not fair for the other party. You can also start your sentence with "I'm afraid that's not acceptable to us" or "We're prepared to compromise but..."
- ▶ **We are going to give greater discounts if you will increase the volume of your order** – 'If' sentences or conditionals are frequently used in negotiations. The construction "We are going to....if you will..." is useful in bargaining.

Vocabulary:

- ▶ **Freebie** – refers to a giveaway

Negotiations: Avoiding What You Hate

Dana: I think there is a misunderstanding about my duties as a consultant.

Jimmy: What do you exactly mean when you say misunderstanding about your duties?

Dana: You see, you want me to submit the details of the website but I think that is the job of the website designer. I've already given him the outline.

Jimmy: What does he particularly ask you?

Dana: He wants me to choose the design, color and font of the web pages.

Jimmy: Okay. I guess I will have to tell him to use his own creativity on that part.

Dana: Another thing, the general manager wants me to write the materials for your programs.

Jimmy: I heard you have been doing it for some time.

Dana: That's right. But I want to make it clear that writing is outside the scope of the duties of a consultant. That's another job altogether.

Jimmy: Could you clarify the last point?

Dana: Consultancy and writing are two different fields that have a separate compensation.



Cont...

Expressions:

- ▶ **I think there is a misunderstanding about...** – It's better to point out some discrepancies at the start of the meeting.
- ▶ **What do you exactly mean when you say...** – Never leave any stones unturned . You have to make sure that
- ▶ **I want to make it clear that...** – Making clarifications helps to avoid conflicts when negotiation but it must be done in a manner that is not offensive

Vocabulary:

- ▶ **Consultant** – a consultant is a person who gives professional advice, especially in business settings
- ▶ **Outline** – it is the main details of a plan
- ▶ **Compensation** – it refers to payment

Marketing: How to Make Sales

Telephone sale...

Diana: Hello. Diana Morgan

Dave: Hello, Diana! I'm Dave Anderson from Wellbeing Corp. I don't know if you remember me but we met at the HealthDev Convention last month.

Diana: Oh, Dave, how are you?

Dave: I'm fine. Do you have a few minutes right now? I just want to tell you something. I promise it won't take much of your time.

Diana: I have a meeting in a few minutes. What have you got there?

Dave: I'd like to offer you our later product. It's chewable vitamin C. Are you currently taking vitamins?

Diana: I'm taking some supplements

Dave: The good thing about our product is you can take it anywhere because you won't need water. All you have to do is pop it into your mouth. As we all know, the benefits of vitamin C includes formation and maintenance of collagen...

Diana: That is really a good offer, Dave. But the meeting is about to start. Is there any literature you can send me?

Dave: Sure. I'll send you promotional packet about our products. You can show this to your coworkers.

Diana: I sure will

Dave: Can I call you again to discuss this further?

Diana: Sounds good



Cont...

Expressions:

- ▶ **I'm Dave Anderson from Wellbeing Corp.** - To sound more credible, you must not forget to introduce yourself and the company that you represent.
- ▶ **Do you have a few minutes?** - Always make an assurance that the discussion will not take a long time
- ▶ **I'd like to offer you our later product** - This is a good way of introducing your product.

Vocabulary

- ▶ **Literature** - refers to the printed matter on any subject

Finding a Good Market

Mr. Stanley: I don't see the point why you choose this place for our soap store.

Mr. Douglas: I choose this place because of our target market. First, this is a university area. The university student population is large enough to sustain our business. Second, they can afford to purchase our product. Most of them can save enough money to buy any variant that they want, provided they like our products. Third, we won't be limited to our specialty. Time will come and people will start asking us if we have perfume or jewelry for women and accessories for men.

Mr. Stanley: What about vacation? Don't you think that our sales could drop during the vacation period.

Mr. Douglas: I'm anticipating that but studies have shown that businesses around schools and universities drop during vacation period but not significantly. So even if our sales drop for two months, I'm sure it will recover in the next month or so. Are there more questions before I proceed?



Cont...

Expressions:

- ▶ **I choose this place because of our target market** – Always state the reason why you have a certain target market.
- ▶ **I'm anticipating that but...** – prepare in advance for some contradictory ideas.