

1 Who's who?

In this unit we practise:

- ▶ business vocabulary – company organigrams
- ▶ business language – using the phone
- ▶ cross-cultural focus – selling abroad
- ▶ business focus – selling over the phone
- ▶ simulation – telesales plan



START UP

- 1 a** Who are the other people in your class? What do you know about them? What do they know about you? Interview as many of your colleagues as possible in fifteen minutes. Then report your findings to the whole class.

Find people who:

- have a birthday in the same month as you
- have been on a business trip abroad in the last year
- have visited the UK, the US or Australia
- like your favourite television programme
- sometimes use English on the phone
- have seen a film in English (What was it? How much did they understand?)

- b** Think of something nice to say about someone in your class.

Carlos is wearing a great tie!

- 2** Emily Lee is a financial auditor working for the German construction company Bergerbild AG. At present she is based in New York. Read texts A–C. In pairs, discuss the questions.

- 1 What does Bergerbild do? *I think Bergerbild ...*
- 2 Where is Kuching and what is Bergerbild doing there?
- 3 Is the company working on its own?

A

Consortium partners Sean McCabe, Frank Churchill and Filippo Cimino from Bergerbild AG with David Cheong from Cheong Construction Manpower, at the signing of the contract today in Kuching, Malaysia.

METRO



The South East Asia Mail 20 May

B

Man found dead in hotel

POLICE were called to the Hotel Happy Garden, downtown Kuching, early this morning when cleaning staff discovered businessman Sean McCabe (42) collapsed in his room. McCabe, commercial project manager for the Kuching Metro system under construction by the German multinational Bergerbild, had taken an overdose of sleeping tablets with a bottle of whiskey. A note next to the body mentioned the breakup of his

marriage. A close colleague, Frank Churchill (39) CFO for Bergerbild, who was also staying at the hotel, said: 'We're all completely devastated by this tragic death. I knew that Sean was upset by his wife leaving him last year, but I never expected something like this.'

McCabe was best known in Kuching as the director of a local charity for handicapped children, The Wake Up Fund.

- 4 How did Sean die?
5 Was he married?
6 Why was he well-known in Kuching?

C

Financial investigation

New Reply Reply All Forward Flag Print Delete Send & Receive Address Book Find

From: f.churchill@bergerbild.com
To: e.lee@bergerbild.com
cc: c.wolff@bergerbild.com
Date: 21 May ...
Subject: Financial investigation, Kuching Metro project, Berlin

Hi Emily

As you know, the commercial project manager for this project, Sean McCabe, has just died in Kuching. I've taken over the financial management of the project, but the CEO and I want someone else to look over the project, talk to the people involved, and write a report. I'd like you to come over to Berlin from New York for a month and do this for us. You could use Peter Esterhazy, our assistant commercial manager, as an assistant. He was over in the New York office last year when I was still there – do you remember?

The Kuching technical project manager in the Berlin office is Filippo Cimino and his site manager in Kuching is Derek Poole. The project PA and team assistant in Berlin is Selina Hargreaves and you can contact her if you want her to organise travel, hotels, etc.

It'll be great to see you again!

Regards
Frank

Abbreviations

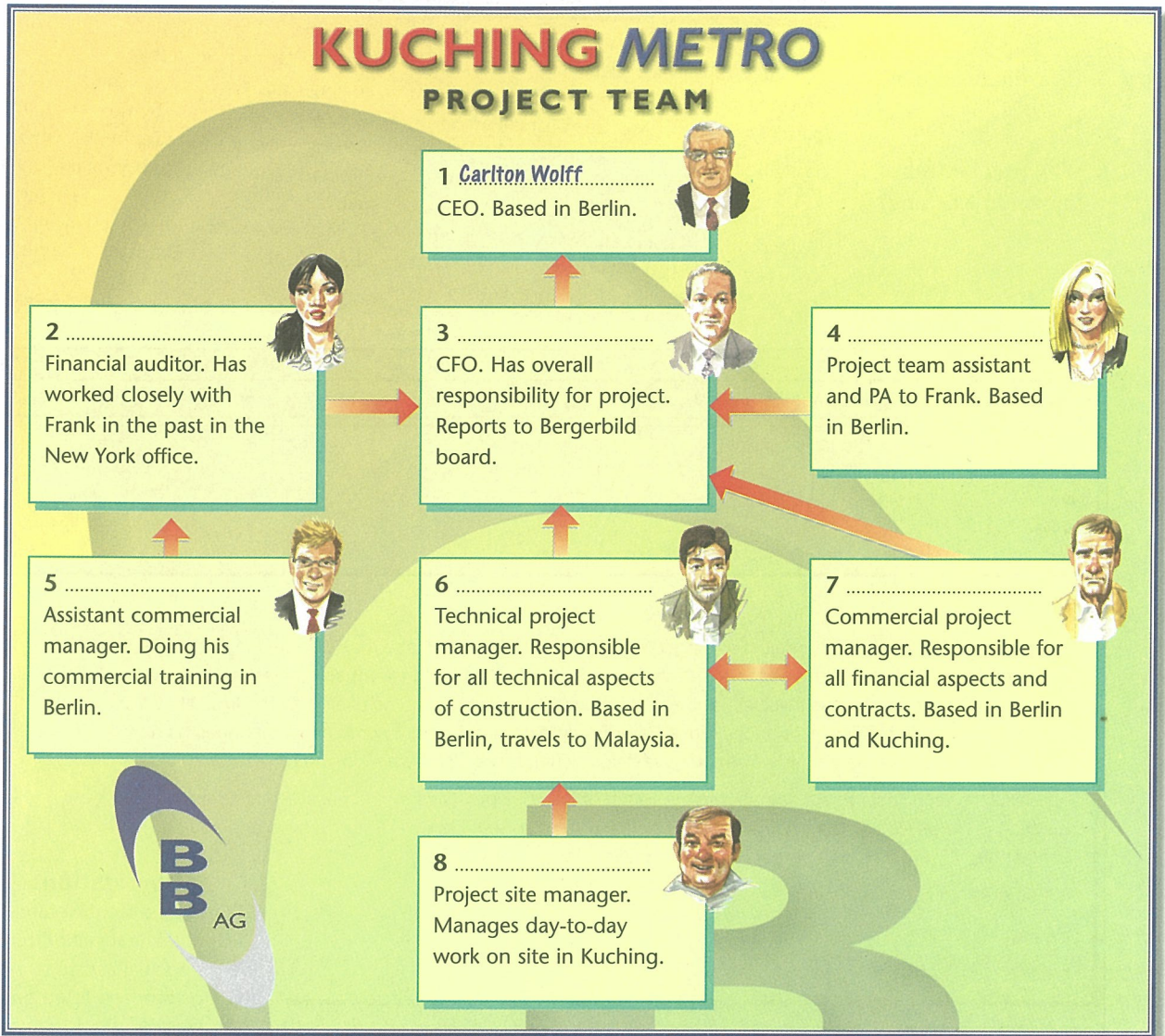
CEO chief executive officer
CFO chief financial officer
PA personal assistant
AG a company listed on the German stock exchange

- 7 What does Frank want Emily to do?
8 Where is she now?
9 Who will help her?
10 Who could make the arrangements?

FOR KUCHING



1 a Complete the organisation chart with the names of the people, using the information on page 2.



b Use the information from the chart in activity 1a to write the numbers of the people below.

Who is the person who:

- | | | | |
|--|-------------------------------------|--|--------------------------|
| 1 reports to Filippo? | <input checked="" type="checkbox"/> | 5 checks that the accounts and finance of projects or departments are correct? | <input type="checkbox"/> |
| 2 does secretarial work? | <input type="checkbox"/> | 6 is in charge of the whole company? | <input type="checkbox"/> |
| 3 is still learning his/her job? | <input type="checkbox"/> | | |
| 4 has contact to the top management of Bergerbild? | <input type="checkbox"/> | | |

2 Draw a small chart of an organisation such as an office or club that you belong to or are familiar with. Explain the diagram to your partner. Where do you fit in?

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3 a Selina Hargreaves is talking to Filippo Cimino on the phone. Listen to her part of the conversation. At the moment, where are the following people?

- 1 Filippo 2 Selina 3 Frank 4 Emily

Filippo is in Malaysia.







b Listen again. What extra information do you learn about Frank and Emily?

4 From the information you have so far, which of the words in the box best describe Selina?

kind funny unpleasant nice
arrogant generous critical attractive

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5 So that everyone working on the Kuching Metro project can get to know Emily before she arrives in Berlin, Frank has organised a telephone conference. Listen to the conversation and complete the table.

Name	From	Experience	Responsibilities (project)	Wants
Frank Churchill 				to finish project with no more problems
		2 years in New York office		
Filippo Cimino 	Italy / Sicily			
Selina Hargreaves 			PA to Frank in Berlin	
Derek Poole 				to finish project on time
Peter Esterhazy 		training in Berlin and New York		

6 Work in pairs. Spell out your name and address to your partner. Then move round the class and practise with other people.

7 Tell your partner something about where you are from, your past, what you do now and what you would like the course book to do for you. Then find out something about him or her. Finally, tell the class everything you have learnt about your partner.

1 Do you find telephoning difficult? Many people do. In pairs, discuss the possible problems below. Can you add any more to the list?

- changing suddenly from your language to English
- not seeing the face of your telephone partner
- your / your telephone partner's bad English
- native English speakers using difficult language
- strong accent



2 Here is some useful language you can use on the phone. In pairs, write the words in the correct order.

1 Phrases for saying who you are

Person called

- a I help can you Bergerbild
Bergerbild - can I help you?
- b speaking Glenn Munsfield
Glenn
- c Bergerbild morning New York good
Bergerbild

Caller

- d is this Roland Schweitzer hello
Hello, this is Roland Schweitzer.
- e here Schweitzer Roland
Roland
- f Schweitzer Roland is my name
My
- g morning I'm good Roland Schweitzer
Good

2 Phrases for asking if someone is in, and for replying

Caller

- a please I can speak Mr Munsfield to
Can I speak to Mr Munsfield, please?
- b Glenn there is hello
Hello,
- c please through Mr Munsfield to you
could me put
Could
- d like I'd speak to the may I if
doctor to
I'd
- e please Munsfield Glenn
Glenn

Person called

- f minute hold on through put you I'll a
Hold on a minute. I'll put you through.
- g meeting gone just afraid I'm he's into a
I'm
- h he's another on line sorry I'm
I'm
- i afraid busy he's you call can I'm later
back
He's
- j speaking Munsfield Glenn
Glenn
- k company afraid I'm left he's the help
I can
I'm

3 Phrases to find out when someone will be there

Hot tip!
Smile when talking on the phone. Your partner will 'hear' the smile and be more friendly!

 **Caller**

a I could reach time what her

What time could I reach her?

b tomorrow the office in he will be

Will

c contact him I can Kuching in

Can

d phone I'll right week next again

Right

4 Phrases to finish

 **Caller**

a goodbye a lot well thanks

Well, thanks a lot - goodbye.

b bye soon get you back to I'll

I'll

c for your time anyway thanks

Thanks

d again speak you to soon bye

Speak

 **Person called**

e at all not bye

Not at all. Bye!

f forward looking it to great I'm bye

Great -

g bye pleasure my

My

h care take OK bye

OK

3 Work in pairs, A and B. A looks at the box on the right and B looks at the box on page 121. Take it in turns to 'telephone' each other and see if you can speak to the following people.

A **YOU WORK FOR KIWI ELECTRONIX**

<p>Stage 1 Answer the phone to B. Your colleagues are: Terry Schneider (ill) Petra Smutt (business trip, back tomorrow) Cassandra Wall (at lunch, back 20 minutes)</p>	<p>Stage 2 Phone Wet Copy Ltd and talk to B. You want to speak to: Sally Talent Paul Terpis Clayton Walker</p>
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4 In pairs, choose one of the situations below and write the short telephone conversation you imagine would take place. Use some of the phrases from activity 2. Then act out the conversation.

You phone:

- your teacher to explain why you are not coming to your next English lesson.
- a customer to ask him/her to pay an invoice earlier than agreed in the contract.
- your psychiatrist to say that you wish to be called Napoleon in future and you don't need any more appointments.

- 1 a** Before you read the article, think about the washing machine you use at home. What does it look like? What about your mobile phone? If you were Chinese and living in Beijing, would your products be different? Now read the article and find out.

MULTI-CULTURAL MACHINES

Europeans and Asians are very different when it comes to what they want their mobile phones or washing machines to look like. Take for example something basic like the colours red and green. These colours on a mobile phone seem clear for everyone in Europe and North America. You push the button with the red receiver to end the call, and the one with the green receiver to make a connection. Red traffic lights and signals say 'Stop! Danger!' while green signifies 'Go!'

GOOD LUCK

This doesn't make much sense to the Chinese. For them, red is the colour of good luck, joy and celebration. Walk round any town in China and you'll see lots of red signs and lettering on the houses. Red isn't interpreted so narrowly as in Europe. Can you imagine, for example, a red washing machine selling well in Europe and the US? In China they can. There it's normal to give washing machines as wedding presents, and because white rather than black is associated with death, you want to make sure your wedding present is brightly

coloured if you don't want the bride to burst into tears when you give it to her!

That's why you're likely to see a washing machine sprayed pink and covered with little hearts rather than a boring old white one, and since the Chinese live very closely together it must be very quiet too. In Europe space isn't such a problem, and Europeans like to hear that their machines are working. So a noisy spin programme doesn't matter.

LOSING FACE

The emotional aspects of mobile phones play a much more important role for the Chinese than for Europeans. 'For Chinese women a mobile should be nice and cute,' explains Professor Terry Hunter. 'Chinese women want products for their handbags and briefcases. For German women on the other hand, it's important to have the same product as the men have.'

In China it's absolutely taboo to look in an instruction manual, because you lose face if you admit to others that you don't understand how to use a piece of equipment. That's why the Chinese prefer products with an understandable online help function. Then the user can check information without anyone realising what he or she is doing. ■

- b** Think back to your washing machine and mobile phone. Would the Chinese find them acceptable? Why? Why not?

- 2** In pairs, choose one of the case studies on the next page and work out what you should do. Then present your ideas to the class.

Case study 1

You work for a famous European company that wants to sell mobile phones in China. Market research tells you that the biggest market is 20/30-year-old Chinese businesswomen who have money to spend and who like electronic products such as mobile phones.

You set up agents in the main cities, run an expensive advertising campaign and wait for the sales figures to explode. But nothing happens.

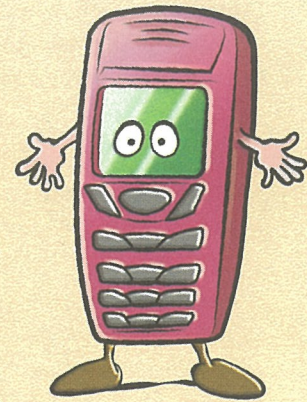
After nine months, your marketing director is fired and you and your partner are told that you have to work out what has gone wrong. You do some more research and you find that the target customers say things like:

'I don't like reading user manuals, especially in front of my friends. It makes me feel stupid!'

'Why is it green to make a call and red to end it? It doesn't seem logical to me!'

'The whole style isn't very feminine!'

You realise that your company has to do something fast. But what? Think of as many ideas as possible for adapting your product to the local market. Draw a picture if you like.

**Case study 2**

You work for a company that wants to sell advanced refrigerators in China. These machines have a device for checking when an item is close to its 'use by' date and will tell you if you can still eat it or if you should throw it away. They can also be programmed to automatically print a shopping list – telling you what you need to buy. They can even order the products for you online if you want.

Your management wants to make sure they don't make any mistakes.

Design the perfect machine for China. Draw a picture if you like.

**3**

What does your chosen case study show you about product design? Can you think of a product from your own country that it would be difficult to sell anywhere else? How could it be adapted to make it more international?

1 US telesales experts believe that you get the best results from important telephone calls when you follow a careful plan. Match the headings in the box to the correct points in the plan.

- The attitude
- ~~The attention statement~~
- The identification statement
- The request
- Dealing with difficulties
- The reason for the call

1 The attention statement..... Keep it simple. 'Hello, Ms Lee. I'd like to talk to you about ...' is enough.

2 Say who you are and where you're calling from: 'My name's Clayton Walker and I'm calling from Kiwi Electronix.'

3 Sound confident, pleased to speak to them, positive. So don't start with 'I'm sorry to disturb you but ...'

4 Don't waste their time by talking about the weather. Get to the point. Focus on the benefit of what you have to offer and why it should be so interesting to this

particular person. 'Our product will cut your telephone bill by 25 per cent per annum.'

5 Possible customers may say they have no time, money or interest in meeting you. Prepare one or two examples for each difficulty, showing how other customers once thought the same way but are now glad they changed their mind. 'I only need half an hour of your time now – that could save you a lot of time and money in the future!'

6 Ask them for an appointment. Suggest a time and date. Don't ask them to buy the product or service at this point. 'Would Tuesday afternoon be a good time for me to visit you?'

2 Would the points in activity 1 work in your country. Why? Why not?

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3 a While she was still in New York, Emily received a call from a headhunting organisation. (Headhunters help companies find people to fill senior positions.) Listen to their conversation and tick the points that the headhunter covers.



b Listen again and write down the language that the headhunter uses. Can you think of alternative language the headhunter could use?

Step	✓	Language used	Alternative language
Attention	✓	Hello, Ms Lee.	Good morning, Ms Lee.
Identification			
Reason for the call			
Request			
Objections			

c Do you think that the attitude of the headhunter was too friendly, too negative or just about right?

1 In small groups, work through the stages.

Stage 1

You have found that the group dynamic is so positive in your English course that you want to start your own company. With your team, decide on a product or service you would like to sell over the phone. Develop a telesales plan using the points from page 9 activity 1 and practise it together.

Stage 2

Work with another team. Take it in turns to try and sell each other your product over the phone.

Hot tip!

Stand up when making an important phone call. You will feel more powerful and in control!

Stage 3

Give the other telesales team some feedback about how they performed.

When you are the customer, consider these points:

- Do the salespeople sound agreeable, efficient and polite?
- Do they sound natural and sincere? Do they give the right impression?
- Are they speaking clearly?
- Is the information they give interesting? Have they covered all the points?
- Is it the kind of call you would like to receive in real life?
- Would you buy their product?

Stage 4

Do the simulation for the whole class.



... and with our new device, madam, we guarantee you can get rid of any telesales caller in a matter of seconds

EMILY'S DIARY

- 1** There are nine content mistakes in Emily's diary. Look back over the unit and correct them.



Monday 24 May

Started work on the new Kuching Metro project in ~~Thailand~~. I'm really pleased (and surprised!) that Frank asked me to do the job. Of course it's terrible that Sean died in the fire - Frank said he was a nice guy.

Today we had a meeting with all the key players from the German project office. Peter Esterhazy I knew already because he worked with me here in Boston. The others ... well, I don't think Frank's PA in Germany sounded very friendly. Some English girl called Selina. There might be trouble there.

It's difficult for me to know exactly what the situation is until I get to Frankfurt. The project manager there is Derek Poole and he comes from Italy. Frank said I have to be careful of him, but he didn't say why. Strange! He has a nice voice on the phone.

It's all very interesting. I think when I meet the guy from the housing agency I'll tell him that I'm definitely not going to leave Bergbil for the moment. One really good thing about this project is that I'll have to travel to Malaysia at some time. That'll give me a chance to see the family again. I hope they don't go on asking why I'm marrying Frank. He's nice, but I don't know ...

Must go to bed - I'm exhausted.

- | | | |
|-------------------------|---------|---------|
| 1 <u>Malaysia</u> | 4 | 7 |
| 2 | 5 | 8 |
| 3 | 6 | 9 |

1 Complete the data bank with language that is useful for you. The language in columns 1 and 5 should come from the unit.

1 Key word(s)	2 Model sentence	3 Similar (S) or opposite (O)	4 Translation
CEO	Carlton Wolff is the CEO of Bergerbild.	boss (S)	

5 Useful phrases or idioms	6 Translation
My pleasure!	

7 When can I use the language or ideas from this unit?
telephoning, talking about myself, understanding how to sell abroad