

# *Dynamic* Business English Skills





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# Introduction to Business English

Business English can be financially and personally rewarding for both teachers and students. Teachers can often earn up to 50% and more per classroom hour, and successful Business English students are often fast tracked for more lucrative assignments in their companies.

In this Business English Ebook you will notice a stress on *functions*. When teaching Business English, you will do far better to focus on functions than on traditional grammar-based lessons taught by most English teachers.

The business world is results-oriented, and teaching functions is the way to get those results. Lack of skills with functions is exactly why you will find many EFL students who can't even string a sentence together in spite of years of English lessons - even with native speakers.

BE the magic your students are hoping for - help them succeed!

This eBook is intended to supplement additional lessons

at [www.???](http://www.???)

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# 1A. Introductions: Introducing Yourself

Business people don't always have the luxury of a third person to make introductions. Meeting someone at an airport or making contact at a conference or exposition often means we must introduce ourselves. These types of self-introductions, just by their nature, will tend to be less formal.

Such introductions typically take the following form, depending on whether we can recognize the person we are meeting, or not. If you don't know or can not recognize the person two additional steps are required. At conferences or meetings, people may have already been introduced and so are known to you or may possibly even be wearing a name tag.

Conversation Plan	
Can not Recognize Person	Can Recognize Person
Excuse yourself	-
Enquire about their name	-
	Greeting
	Introduce yourself
	Identify your company
	Enquire about their well-being
	Begin your conversation

## Example Dialog 1:

Jee Ah Park: Excuse me, are you Dr. Lee from Biotech Associates?

Dr. Lee: Yes, I am.

Jee Ah Park: Well, Good morning!  
I am Jee Ah Park from Wyndham Consulting, how was your flight?

Dr. Lee: Just great, everything went according to plan . . .

## Example Dialog 2 (can identify the person):

Jee Ah Park: Good Afternoon, Dr. Lee.  
I am Jee Ah Park with\*\* Wyndham Consulting, how was your flight?

Dr. Lee: Just great, thank you. Everything went well and I got here on time . . .

\*\* You may use either *with*, *from* or even *I work for* when indicating your company.

**Activity:** Use the table below to practice introducing yourself.  
Play both sides of each role.

Conversation Plan - Activity					
Can Recognize?	Initiator Name	Initiator Company	Recipient Name	Recipient Company	Enquire about
Yes	Barbara Young	ICT Int'l**	Amy Chung	Haier Ltd.***	How is the conference going for you?
Yes	Oscar Armenta	Sonora Services	Koji Tanaka	Toyota	How was your flight?
No	William Anderson	Sony	Jung Ah Park	Samsung	Have you been to London before?
No	Michael Katz	Financial Partners	Abdullah Ali	ASARCO Mining	Would you like to join us for lunch?
No	Ho Young Park	Automated Devices	Dr. Ramon Soto	Research Associates	May I ask some questions about your presentation?

\*\* *International*    \*\*\* *Limited*

The *Initiator* is the person who begins the conversation

## 1B. Introductions: Introducing Others

It is more common in business that we will be introducing a colleague to someone they have not met, often in settings similar to what you have just practiced.



Introducing people to each other has a different form than just introducing yourself and tends to be more formal in register. Etiquette (good manners) generally dictates that the most important person's name should be the first stated. As in:

*Mr. Peterson (CEO), this is Jimmy Wynn, the new delivery boy.*

These introductions will generally follow the form below:

Conversation Plan
Name of most important person
Introductory phrase
Name of other person
Information about the other person
Name of most important person
Information about most important person

### Example Dialog 1:

**Maria Costa:** Ms. Anna Park, may I introduce Mr. William Spitz?  
 He's our new auditor in the contracts department.  
 Ms. Park is our CFO.

Model Introductory terms:
This is . . .
May I introduce . . .
I'd like to introduce . . .
May I present . . . (most formal)
I'd like you to meet** . . . (less formal)
Meet** . . . (least formal)
<b>**Some etiquette coaches suggest never using <i>meet</i></b>

### Example Dialog 2:

**Department Head:** Ms. Wana Amado, I'd like to introduce Dr. Francisco Barraza.  
 He's our new head of research.  
 Mr. Amado is the Chairman of the Board.

### Example Dialog 3:

**Bob:** Jimmy Heard, meet John Smith.  
 We played on the tennis team at university.  
 Jimmy and I grew up together in California.

**Activity 1:** Use the table below to practice introducing people. Introduce them to your partner and your partner should introduce them to you.

Conversation Plan - Activity 1			
Most Important Person	Job + Company	Other Person	Job + Company
Winston Wu	Head of Accounting Anders Consulting	Somchai Wongsak	New account Anders Consulting
Dr. Omar Al-Harthy	Dean of Institute of Public Management	Nigel Winters	Sales Rep** Xerox Corporation
William O'Neill	Judge, Superior Court of Arizona	Sarah Connors	Attorney, Public Defender's Office
** Representative			

**Activity 1:** Use the table below to practice introducing people. You will need to decide the “most important person” and if the language should be formal, very formal, or informal.

Conversation Plan - Activity 2			
Name	Role	Name	Role
Bill Barnet	Head of C-9 Consulting	Teddy Wilmers	Looking for a job
Jims Van Dermal	Governor of State of New York	Elizabeth Windsor (Queen Elizabeth II***)	Queen of the United Kingdom
John McGarret	friends	Annika Robinson	Work at the same hotel****
Suda Tannawat	Your mother	Alisdair Forbes	Your supervisor from work****
** Representative    *** <i>Queen Elizabeth the Second</i> **** <i>who is most important here is difficult to know - it's up to you.</i>			

**Activity 3:** A. Write your name, position, company and one piece of additional information about yourself (hobby or other interest) on a piece of paper. B. Circulate around the classroom and introduce other students to each other by using their papers. Let them introduce you by using your paper. Give and participate in at least five introductions.

## Other Less formal forms of introduction

Have you met . . .

Do you know . . .

Meet my friend/mother/sweetheart/partner . . .

### Keep in mind these etiquette tips:

1. Forms of address should be kept equal.  
Mr. Bill Robinson should meet Ms. Maria Robles.  
Not *Bill meet Ms. Robles.*

2. Always use both first and last names (family and given names).

3. If you introduced yourself, don't address the other person by their first name unless they give you permission - continue to use Mr., Ms., Dr., etc. Some cultures and some individuals prefer to use more formal forms of address, often even with routine coworkers.

4. It is always helpful to give a little additional information about each person to help start a conversation after the introduction. Examples:

*Wilhelmina is a fifth degree black belt.*

*Mr. Shin was Olympic swimmer in his younger years.*

*Dr. Rupert holds over 55 patents in the processes that we use here.*

## Etiquette Coach Reviews Proper Introductions Method



Click here to see it:  
<http://www.???>