

WORKPLACE ENGLISH

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UNIT 1 Applying for A Job

1. Reading

How to Make a Successful Interview

Landing a job through an interview can be a challenging process. However, taking the time to carefully plan and ultimately **secure** a position that you are **genuinely** passionate about is well worth the effort. Whether you're new to the job market or a **seasoned** professional, a strategic and thoughtful approach can help you leave a strong impression on potential employers. Here are the key steps to help you **ace** your interview.

Research the Company

Before you step into the interview room, it's crucial to have a deep understanding of the opportunity at hand. This means going beyond the job description and researching the company's history, culture, and values. Knowing about the organization's recent achievements and challenges can **give** you **insights into** how you might contribute to their goals. Familiarize yourself with the company's website, recent news, and the key players within the organization. This preparation allows you to **tailor** your responses and demonstrates your genuine interest in the role.

Understand the Role

Reflecting on your own experiences and how they **align with** the position you're applying for. Take time to review your **resume** and ensure it highlights the most relevant aspects of your background. Be prepared to discuss any part of your resume in detail, as interviewers often base their questions on your past experiences. Connecting your skills and achievements with the company's needs can help you stand out as the ideal **candidate**.

Dress for success

Dressing in a way that **conforms to** the company's culture while maintaining a professional appearance shows that you take the opportunity seriously. While dress code may vary in different fields, it's generally safer to dress more formally unless you're certain the company has a more casual culture. For men, a well-tailored suit and tie are often appropriate, while women might consider a professional dress or suit.

Punctuality

Arriving 10-15 minutes early shows respect for the interviewer's time and allows you to **compose** yourself before the interview begins. It's a small detail that can make a big difference.

Master Your Body Language

Once the interview begins, your body language will significantly influence how you are **perceived**. Simple actions like maintaining eye contact, offering a firm handshake, and sitting up straight can convey confidence and interest. Avoid **fidgiting** or crossing your arms, as these can be interpreted as nervousness or defensiveness.

Communicate Clearly

When answering questions, keep your answers **concise** and **to the point**, while maintaining a positive tone—even when discussing past challenges. Positivity not only reflects well on your character but also on your ability to **address** problems **constructively**.

Engage with Questions

An interview is a **two-way street**. Prepare thoughtful questions that reflect your understanding of the company and your interest in how you can contribute to their goals. Asking about the company's future projects or how success is measured in the role shows that you are thinking critically about how you can add value to the organization.

Following Up to Reinforce Your Interest

After the interview, send a thank-you note within 24 hours. Briefly remind the interviewer of the key points you discussed and why you believe you are a strong fit for the position. This follow-up can reinforce your positive impression and **keep** you **top of mind**.

In conclusion, a successful interview is not just about how you answer questions but about how you present yourself. Remember, each stage of the interview process is an opportunity to demonstrate why you are the best candidate for the role.

Glossary

land v. To successfully obtain or achieve something; to secure a job. 获得，成功得到某物。

secure v. To obtain something, especially after effort or competition. 获得，尤指经过努力或竞争后得到某物位。

genuinely adv. In a way that is sincere and not false or hypocritical. 真正地；真诚地，不虚假或伪善地。

seasoned adj. Having a lot of experience in a particular field or activity; experienced. 经验丰富的，在某个领域或活动中有很多经验。

ace v. To perform very well in a test, examination, or difficult situation. 在测试、考试或困难情况下表现非常好。

give insight into To provide understanding or knowledge about something. 对……提供深入了解：提供对某事物或情况的深入了解或洞察力。

tailor v. To make something fit or suit a particular purpose or need. 定制，使某物适合特定目的或需求。

align with To make something correspond or agree with something else. 使与某事物一致或相符。

resume n. A document used when applying for a job, listing your work experience, education, and skills. 简历，申请工作时列出工作经验、教育背景和技能的文件。

candidate n. A person who has been selected to take part in a particular test or examination; someone who is running for political office; or a person who is being considered for a position. 候选人，被选中参加特定测试或考试的人；竞选公职的人；或被考虑担任职位的人。

conforms to To comply or adhere to a particular standard, rule, or requirement. 遵守，符合特定标准、规则或要。

punctuality n. The quality of being on time; not being late. 准时，守时的品质。

compose v. To calm or settle (oneself), especially in preparation for a performance or activity. 使镇定，平静（自己），尤指为表演或活动做准备。

perceive v. To become aware or conscious of (something); to view or regard in a certain way. 意识到，察觉（某事物）；以某种方式看待或认为。

idget v. To move around restlessly; to behave in a nervous or agitated way. 坐立不安，烦躁。

concise adj. Expressing much in few words; succinct. 简洁的，简明的。

to the point Directly relevant or applicable; not deviating from the main subject. 切中要点，直接相关或适用。

address v. To deal with (a problem or difficult situation). 处理，解决（问题或困难情况）。

constructively adv. In a way that is intended to be helpful or productive. 建设性地，以有帮助或有成效的方式。

two-way street A situation in which both parties are involved and have responsibilities or obligations. 双向道，双方都参与并有责任或义务的情况。

keep sb. top of mind To remember someone and consider them as important or relevant. 让某人保持在脑海中，记住某人并认为他们重要或相关。

Critical Thinking

1. The article emphasizes the importance of researching the company before an interview. How might your approach differ if you were applying for a job at a startup versus a well-established corporation? Explain your reasons.

2. Reflecting on your past experiences is important for an interview, as stated in the text. However, how would you handle discussing a past job experience that was not particularly positive? What strategies could you use to present this in a constructive way during the interview?

3. Body language can significantly impact an interviewer's perception of you. Imagine a situation where you are extremely nervous during an interview. What are some specific techniques you could use to manage your body language and ensure you still appear confident?
4. The article encourages asking thoughtful questions during an interview. How could asking the wrong type of questions negatively impact your chances of getting the job? Provide an example of a question that could be risky and explain why.
5. The article stresses the importance of aligning your experiences with the role you're applying for. How would you handle an interview if your background doesn't perfectly match the job description? What strategies could you use to make your case?

2. Listening

Q1 Tell me something about yourself

I am graduating in June from ABC University and my major is hotel management. I am an 1)_____, energetic person. I enjoy 2)_____ very much. As part of my degree program, I needed to finish different projects with my teammates. I possess excellent 3)_____ skills and a very positive attitude. My career aspiration is to become a Successful hotelier . During my 4)_____ at the Grand Hyatt, I worked as a receptionist. My duties included offering friendly and 5)_____ check-in and check-out service to guests, answering phone calls, taking and passing on messages to guests. I find that if I can make the guests happy, I will be very happy, too.

Q2 What are your strengths and weaknesses?

I received 1)_____ in several school-wide English and computer contests. I enjoy working with people from 2)_____ backgrounds. I am good at communicating, organizing and 3)_____. If something 4)_____ my path, I will look for a solution. I never give up easily.

Sometimes I receive comments that I need to improve in the area of 5)_____. I am now trying to improve by learning from others.

Q3 What makes you apply for this job?

Interest and 1)_____ development are two of my criteria in the choosing a job. Interest is the best 2)_____. I love the hotel business, so I will definitely devote myself to it. Moreover, high job 3)_____ can be attained when the job is what I am interested in.

Career development is very important for me when choosing a job. From what I know, Shangri-La provides equal career 4)_____ for all staff. The job rotation plan and individually tailored training program are really 5)_____ and helpful for young people like me.

3. Viewing

Video1 Applying for the position of financial consultant

Pre-viewing

Work in groups. Here are five aspects considered important in a job interview. Rank the importance. Compare your answer with that of your group members and give explanations.

Viewing

Watch the video and complete the table below.

Reasons for joining the company	
Relevant work experience	
Questions	
Result of the interview	

Post-viewing

Discuss the following questions in groups.

- 1) What are Chen Bo's strengths and weaknesses for the position?
- 2) Would you give him the position if you were the employer

Video 2 Applying for the position of Sales Manager

Pre-viewing

Discuss the following questions in pairs.

- 1) Why do people change jobs?
- 2) What are the main responsibilities of the Sales Manager?
- 3) What qualities and skills do candidates for the Sales Manager need to have?

Viewing

1. Watch the video and decide whether the following statements are true(T) or false(F)

T	F	
		1) In the summers of 1996 and 1997, Merry worked as a salesgirl for this company in Guangzhou.
		2) Merry passed TEM8 at college, and she is good at oral English.
		3) Merry has worked for United Butter for two years since she graduated from college
		4) Merry will be in charge of the marketing activities in southeast China
		5) Merry's current annual income at United Butter is 150 thousand.

2. Watch the video again, note down the key information about Merry Wang and construct the following resume for her.

Curriculum Vitae

Name: Merry Wang
Nationality: Chinese
Address: 348 Main Road Guangzhou, Guangdong
Telephone: (020) 1234-5678
Email: merrywang@hotmail.co

OBJECTIVE

A position of 1) _____

SUMMARY OF QUALIFICATIONS

- 2) _____ years' successful experience at United Butter
- Motivated and enthusiastic about developing good relations with clients.
- Effectively working alone or as a team member

EMPLOYMENT HISTORY

2003-present Working at United Butter, being the 3) _____ for two years,
responsible for the Panda line of 4) _____

EDUCATION

1999-2003 Sun Yat-sen University, Guangzhou, Bachelor of 5) _____

SKILLS

Computer skills: Windows, MS Office, Excel, Lotus 123, Microsoft FrontPage

Language skills: passed TEM 8 at college; being good at 6). _____

INTERESTS

Bowling, traveling, yoga

Post-viewing**Discuss the following questions in groups.**

- 1) Do you think Merry Wang is suitable for the job?
- 2) What kind of company would you like to work for, a large joint venture or a small private company? Why?

4. More conversations on interview

Conversation one.

Edward Norton wants to work for a well-known company. He is calling the company on the telephone and talking with a secretary.

Secretary: Good morning, Personnel. May I help you?

Edward: Yes, my name is Edward Norton. I'd like to apply for a job in your company. Could you please tell me what procedure to follow?

Secretary: Certainly. You could send us your resume in the mail with a cover letter, or you could bring it with yourself.

Edward: Thank you. Do you mind if I ask if you are interviewing now?

Secretary: As a matter of fact, yes, we are. We have two positions available now. But you'd better hurry. We're planning to fill them within the next two weeks, and we have a lot of applicants.

Edward: Thank you. Would it be all right if I come in this afternoon?

Secretary: Yes, but we'll have to arrange an interview for sometime later in the week.

Edward: That would be fine, thank you. Should I bring anything else with me?

Secretary: No, but I'd like to ask you a question, if you don't mind.

Edward: Sure. What do you want to know?

Secretary: How did you hear about our company? Did you see the ad in the newspaper?

Edward: No. Your company is well-known, and I just thought you might be interviewing now.

Secretary: Oh. Thank you. We'll see you this afternoon. You can ask for me when you come in. My name is Mary Jones.

Edward: Thank you. I'll be in at about 2:00.

Secretary: That will be fine, Mr. Norton. Goodbye.

Conversation two

Mr. Tony Johnson, the manager of Export Department, is interviewing Ms. Linda White who is applying for the post of secretary.

Tony: Please sit down, Ms. White.

Linda: Thanks. Tony: Well, I think you probably have a fair idea about what sort of job you've applied for.

Linda: Yes, it was very clearly explained in the advertisement for applications.

Tony: I see from your application that you've had quite a lot of experience as a secretary already.

Linda: Yes, I've been a secretary for five years, in three different firms.

Tony: You've changed firms quite often.

Linda: Yes, I wanted to get more interesting work, that's why I'm applying for this post.

Tony: Good. Now, perhaps you would tell me what sort of qualities you'd look for in your secretary if you were in my shoes.

Linda: Well, to start off with, I'd say she needs to be pretty hard-working.

Tony: Yes, as a matter of fact, I'm new to this post myself, but so far I certainly haven't had too much time on my hands. Anything else?

Linda: I've learnt that the secretary of an export manager has to be able to do a lot of things on her own initiative.

Tony: Quite right. By the way, do you like travelling?

Linda: Oh, yes, especially abroad, and I speak French and German fairly fluently.

Tony: Excellent. You'd probably have to come along with me to conferences and things on the Continent from time to time.

Linda: I'd like that very much.

Tony: Now I see from the report that Personnel Department sent me that you did reasonably well in the shorthand and typing test, and very well indeed in the intelligence test. I suppose you'd be able to handle report writing-summaries, keeping minutes at meetings and so on.

Linda: Yes, I've had to do quite a lot of that kind of work, and I seem to have a better memory than average.

Tony: Yes, I can see that from your test results, and you'd certainly need it as my secretary because my memory's like a sieve. And what about planning the manager's day?

Linda: I'm used to doing that, and to seeing that he doesn't forget his appointments.

Tony: That sounds fine. By the way, how do you feel about sharing an office room with your boss? We're a bit short of space here as you can see.

Linda: From the secretary's point of view. I think it's much better there's not much chance of her superior forgetting to let her know about important matters.

Tony: Yes, I quite agree. Well, thank you very much, Ms. White, and you'll be hearing from us in the next few days.

Linda: Thank you and I certainly hope the answer will be favorable.

Conversation three.

Stella is applying for a job as an academic advisor at the University of Georgia. The university is interested in her resume and has asked her to do a phone interview. (Phone rings)

Stella: Hello?

Peter: Hello. May I speak with Stella Lee, please?

Stella: Yes, hello, this is she.

Peter: Stella, hello. This is Peter Brown from the University of Georgia. How are you today?

Stella: Hello, Dr. Brown. I'm doing fine, thank you. How are you?

Peter: Just fine, thanks. Please call me Peter. So are you ready for your interview to begin?

Stella: Yes, I'm ready.

Peter: OK. First of all, I want to start out by telling you a little bit about our office and the available position.

Stella: OK.

Peter: Our department is called the Department of International Relations and we have 15 staff members, including 12 professors, and we help about 200 students who are enrolled in our programs. Currently, we offer a Bachelors and a Masters degree in International Relations. Right now, we're looking to fill the position of academic advisor, which is a very important part of our team. This person is responsible for advising all of our undergraduate students about courses, graduation requirements, and department policies.

Stella: I see. How many of your students are undergrads?

Peter: Approximately 120.

Stella: Wow! Thanks a lot.

Peter: Yes, it is. It's a very challenging, but interesting and rewarding position.

Stella: It seems like it would be.

Peter: So, with what said, I'd like to start asking you some questions.

Stella: Sure, OK.

Peter: What do you consider to be your greatest strengths?

Stella: Well, I'd say my strengths are my communication and organizational skills. My excellent communication skills allow me to successfully communicate with all kinds of people—from students to professors. I've always easily managed a heavy workload by using lists, prioritizing, and relying on my great organizational skills.

Peter: OK, good. How about your weaknesses? What are those?

Stella: Well, I don't really have any weaknesses that would affect my ability to perform in this position. But if I had to give one, I'd say it's my complex math skills.

Peter: OK. How do you handle stress?

Stella: If I feel stressed at work, I try to take a break for a few minutes. Do something like taking a little walk. This helps me clear my mind and then I can return to work.

Peter: Very good. What about multi-tasking? Are you comfortable with this?

Stella: Oh, yes. Multi-tasking was something I had to do every day in my previous positions. I had to answer phones, send emails, work on projects, and talk to students every day. That experience has allowed me to be quite successful at handling multiple tasks at once.

Peter: Thanks good to hear. This is our last question today—why do you want this position?

Stella: I feel that my experience and skills are a great match for the position. I could really make a positive contribution to your department.

Peter: Now, do you have any questions for me?

Stella: Yes. What is the next step in the hiring process?

Peter: Well, today we are interviewing 6 candidates by phone. After this, we will be selecting the top two to come to our office for another interview. So, you should hear from us by the end of the week.

Stella: OK, thank you.

Peter: You're welcome. It's been a pleasure talking with you today. We'll be in touch shortly.

Stella: Thank you very much for the opportunity to interview for the position.

Peter: Bye now.

Stella: Bye-bye.

5. Useful sentences in an interview

1. Applying for a job.

- 1) Are there any positions vacant in your company?
- 2) Do you have any job for a part-timer?
- 3) Do you have any position open?
- 4) What job openings do you have?
- 5) Have you got a job for a secretary?
- 6) I wonder if I can apply for a job here.
- 7) I'm interested in the post of secretary you advertised in the local newspaper.
- 8) I hear that you've still got some job openings.
- 9) I read your ad yesterday, and I'm now here to apply for the job.
- 10) Do you still have the vacancy you advertised?

2. Talking about your education background.

- 1) What's your educational background?
- 2) What university did you attend?
- 3) What university did you graduate from?
- 4) What's your major?
- 5) What did you specialize in?
- 6) What degree have you got?
- 7) What's your highest degree?
- 8) Did you get any honors or rewards at your university?
- 9) What courses did you take in college?
- 10) I've just graduated from a college.
- 11) I graduated from Beijing University and received a B. A. Degree in English.
- 12) When I was studying at university, I specialized in (majored in) digital system engineering, and got my B. S. Degree.
- 13) During my study at university, I chose to study courses in marketing.
- 14) I won the university scholarship for three academic years on end.

3. Stating your qualifications, experiences and special skills.

- 1) Actually I was trained for that sort of job.
- 2) For the past five years, I've been working for the ABC Company.

- 3) I once worked as a tourist guide during the summer vacation for a local travel agency, conducting tours for foreign tourists on trip around the city.
- 4) I have four years of experience in marketing, in addition to bachelor's degree in management with a major in marketing.
- 5) I have educational background in business administration with a major in secretarial science and two summers of full-time work experience.
- 6) I have university education with Japanese as my major combined with practical experience in translating business documents.
- 7) I worked as an interpreter in a joint venture for one year.
- 8) I think my training and experiences have qualified me.
- 9) I've got some practical experience in telecommunications.
- 10) My past work experience is closely related to this job. I'm confident I can do this job well.
- 11) I have the educational background and relevant experience required for this job.
- 12) I've got Certificates of Computer Operator's Qualification and College English Band Six.

4. Stating what kind of job you'd like to take.

- 1) I like music, but I wouldn't want it to be my life's work.
- 2) I prefer something in the marketing line.
- 3) I'd prefer something secretarial.
- 4) I like to be challenged with a responsible job.
- 5) I want a job with a vacation every year.
- 6) I want to work as a salesman.
- 7) I am thinking about a career in the medical profession.
- 8) I was thinking of a job in an international trade company.
- 9) I'm looking for a job in a computer company.

6. Writing

Curriculum Vitae

Employment-related letters include application letter and personal data (curriculum vitae). The research for a promising career position can be rather competitive. In applying for a job, all application package (a combination of curriculum vitae and application letter) will be requested. These letters have to convince the reader that you deserve to be granted the thing you asked for.

A curriculum vitae often shorten as CV or resume (in American English) is a summary of an applicant personal data, educational background, work experience and job qualification. A CV is the equivalence of an advertisement in which the applicant himself or herself is promoted. In this sense, whether the applicant can obtain the expected position, to a great extent, depends on the success of his or her CV. So it is important for a CV to be complete and accurate. Many companies will use their employees' CVs as evaluating tools. Sometimes it is a good idea to have a master copy of your CV that includes everything. The proper way to design a CV is to present the best image of yourself in accordance with the job requirements. Generally speaking, a CV should have no more than two pages. There are several standard CV formats. The most popular format usually contains the following components:

- Basic Personal Information (name, gender, age or date of birth, marital status, state of health, address, phone and/or fax number, email address, etc.);
- Job Objective (a single phrase expressing the specific type of employment you are seeking and/or the principal skills you want to use on the job);
- Education (basic details about your education, degree, date of graduation (or expected graduation), major and related course work, etc.);
- Work Experience (brief summaries of principal employment to date. Start with your current position and work backward. Include all employment relevant to your career objective in any way);
- Social Practice/Extracurricular Activities (necessary for graduates without work experience only);
- Activities/Honors/Special Skills (additional areas that may be included if space allows. List all major activities and awards as well as any skills relevant to your career objective)
- Hobbies and Interests (optional)

Resume

Name: ZHANG Wei
Nationality: Chinese
Gender: male
Date of birth: August 20, 2006
Address: 1 Jinji Road, Qixing District, Guilin, Guangxi, China
Phone: +86 1380011****
Email: zhangwei2006@163.com



Objective

Seeking a challenging position in Electronic Information Engineering where I can apply my skills in circuit design, embedded systems, and telecommunications to contribute to innovative projects and grow professionally.

Education

Bachelor of Engineering in Electronic Information Engineering

Guilin University of Electronic Technology, Guilin, China

Graduation Date: June 2025

- Relevant Coursework: Digital Signal Processing, Microcontroller Systems, Wireless Communication
- Honors: Dean's List (2022-2024), National Scholarship for Academic Excellence

Experience

Intern, Langke Technologies Co., Ltd., Shenzhen, China

June 2024 - August 2024

- Assisted in the design and testing of 5G communication modules for IoT devices.
- Developed and implemented test cases for signal processing algorithms, improving accuracy by 15%.
- Collaborated with senior engineers on prototype development, contributing to a patent application.

Research Assistant, Beijing Institute of Technology

September 2023 - May 2024

- Conducted research on low-power wireless sensor networks, focusing on energy-efficient routing protocols.
- Co-authored a paper presented at the IEEE International Conference on Communications.

Skills

- Programming Languages: C, C++, Python, MATLAB
- Tools: AutoCAD, SPICE, LabVIEW, Altium Designer
- Certifications: Certified LabVIEW Developer (CLD), Huawei HCIA-Routing & Switching
- Languages: Mandarin (Native), English (Fluent)

Extracurricular Activities

President, IEEE Student Branch, Guilin University of Electronic Technology

- Organized workshops on embedded systems and IoT, attracting over 200 participants.
- Led a team to win the first prize in the National Undergraduate Electronic Design Contest.

Volunteer, Nanning Science and Technology Museum

- Conducted educational demonstrations on electronics and telecommunications for school children.

Application Letters

The application letter (sometimes called a "cover letter") can be as important as the CV in that it often provides the first direct contact between an applicant and an employer. Your application letter may make the difference between obtaining a job interview and having your CV ignored. So it makes good sense to devote the necessary time and effort to writing effective application letters.

Effective application letters explain the reasons for your interest in the specific organization and identify your most relevant skills or experiences (remember, relevance is determined by the employer's self-interest). They should express a high level of interest and knowledge about the position. They normally contain four parts in which you should:

- confirm that you wish to apply and say where you learned about the job;
- say why you are interested in the position and relate your interests to those of the company;
- show that you can contribute to the job by highlighting your most relevant skills and experience;
- indicate your willingness to attend an interview.

Sample Letter of Application

Dear Sir/Madam,

I read with interest your advertisement in The Sunday Times, 15 May 2011, for senior account managers. I would like to be considered for one of these positions and I have enclosed a brief CV for your review.

I believe that I have all of the attributes demanded for a position of this caliber, for example:

- the ability to take a complex and intangible “product” and communicate the benefits simply and concisely;
- the ability to maintain outstanding client relationships, and a belief in partnership selling;
- a track record of success in sales and marketing to major European and UK corporations, with primary contact at Finance Director or Treasury level;
- an entrepreneurial approach towards securing new business.

Although much of my sales and marketing experience comes from the financial services industry, I was highly successful in the IT sector with ABCDE Computer Systems, Plc.

Thank you very much. I look forward to hearing from you soon.

Sincerely yours,
(Signature)
Enc.: CV

UNIT 2 MAKING TELEPHONE CALLS

1. Reading

Making Professional Phone

Effective phone communication is essential in any industry, especially when dealing with technical details or client relations. Whether speaking with clients, suppliers, or colleagues, handling a phone conversation well can improve relationships, clarify complex topics, and leave a strong impression. Here's a step-by-step guide to making professional phone.

1. Purpose and Preparation

- **Know Your Objective.** Clearly understand why you're calling—whether it's to discuss a project, resolve an issue, or provide an update. Defining your purpose helps keep the conversation focused and productive.
- **Research the Person.** Learn about the person or organization you're calling. Understanding their role or background allows you to tailor the conversation, making it more relevant to their needs.
- **Outline Key Points.** Create a brief list of the main topics to discuss. This ensures you cover everything important and helps avoid unnecessary **detours** during the call.

2. Starting the Call

- **Introduce Yourself.** Begin with a polite introduction, clearly stating your name, position, and the reason for the call. If relevant, reference previous interactions to provide context.
- **Thank the Listener.** Acknowledge the listener's time, especially for scheduled calls. A simple "Thank you for taking the time to speak with me" shows professionalism.
- **Set the Tone.** Use a calm, professional tone to create a positive first impression. Speak clearly and at a **moderate** pace to ensure you are understood right from the beginning.

3. Engaging the Listener

- **Speak Clearly.** Avoid speaking too fast or using overly complex language. This is especially important when discussing technical information, such as product specifications or project timelines.
- **Active Listening.** Let the other person share their thoughts and acknowledge what they say with **verbal** cues like "I see" or "That's helpful." This shows you are engaged and encourages a two-way conversation.
- **Ask Open-Ended Questions.** To encourage interaction, ask questions that require more than a yes or no answer. For example, "What challenges are you currently facing with this project?" opens up a deeper discussion.

4. Structuring the Discussion

- **Stick to Key Points.** Focus on the main topics from your outline, ensuring the conversation stays organized. Avoid getting **sidetracked** unless necessary.
- **Use Transitions.** Move smoothly from one topic to the next. For instance, after discussing one aspect of a project, say, "Now that we've covered that, let's talk about the timeline."
- **Be Concise.** Keep explanations short and to the point, especially when discussing complex information. This ensures the listener remains engaged and the conversation moves forward efficiently.

5. Managing Challenges

- **Stay Calm.** If the conversation involves a difficult issue, such as a delay or miscommunication, remain **composed**. Handling challenges calmly can prevent the situation from **escalating**.
- **Acknowledge Concerns.** If the listener raises a concern, acknowledge it before offering solutions. Phrases like "I understand your concern" can help defuse tension and show that you're listening.
- **Problem-Solve Together.** Offer practical solutions and work collaboratively to resolve any issues. For example, if there's a delay in delivery, suggest alternatives or a revised timeline.

6. Concluding the Call

- **Summarize Key Points.** Briefly review the key topics discussed and confirm any actions or decisions made. This ensures both parties are aligned.
- **Next Steps.** Clearly outline any follow-up actions or deadlines. For example, "I'll send over the updated **proposal** by the end of the day, and we can reconnect next week."
- **End on a Positive Note.** Thank the listener again for their time and end the call on a polite, professional note. A positive conclusion helps reinforce a good working relationship.

7. Follow-Up

- **Send a Summary.** Follow up within 24 hours with a brief email summarizing the key points and confirming

next steps. This ensures everyone is on the same page and reduces the chance of miscommunication.

- Keep Records. **Document** the call **internally**, especially if important decisions or agreements were made. Keeping clear records is particularly useful in technical or project-based industries, where details matter.

By preparing thoroughly, engaging the listener effectively, and following up promptly, you can manage professional phones with confidence. These strategies ensure clarity and professionalism, making your phone interactions more efficient and impactful.

Glossary

detour n. a special route for traffic to follow when the normal route is blocked, for example, because it is being repaired. 绕行道

moderate adj. Average in amount, intensity, quality, or degree. 适中的。

verbal adj. Spoken, not written. 口头的。

sidetrack v. To make sb start to talk about or do sth. that is different from the main thing that they are supposed to be talking about or doing. 使转变话题；使转移目标。

transition n. The process or a period of changing from one state or condition to another. 过渡。

compose v. To combine together to form a whole. 组成，构成（一个整体）。

escalate v. To become or make sth. greater, worse, more serious, etc. 使情况升级或加剧。

proposal n. A document or plan put forward for consideration or discussion. 提议，提案。

document v. To record details of an event, fact, or situation in writing or some other permanent form. 以书面或其他永久形式记录事件、事实或情况的详细信息。

internally adv. To refer to something that exists or happens within a particular entity or area. 在组织或公司内部。

2. Listening

Listening 1 Making a call

Listen to a telephone dialog and decide whether the statements are true or false.

- () 1) Mike is now in New York.
- () 2) Steve phones Mike for a meeting next week.
- () 3) Mike has a meeting with a customer in Boston on Thursday next week.
- () 4) Steve will not be in the office on Wednesday.
- () 5) Mike finally decided to meet Steve in New York on the way to Boston.
- () 6) Steve will pick Mike up at the airport.
- () 7) Mike will return to London by air on Thursday evening.
- () 8) Mike will email the information to Steve once he has confirmed the flight.

Listening 2 Leaving a message

Listen to a telephone dialog and fill in the message note.

Message Note

To:

From:

Phone:

Message:

Taken by:

3. Viewing

Video 1

Pre-viewing

Discuss in pairs. How do you leave a message when the person you want to speak to is not available?

Viewing

1. Watch the video and decide whether the statements are true or false.

- () 1) Mr. Schulz is calling from International Sales, England.
- () 2) Mr. Matthews has gone to Singapore on business for a few days.
- () 3) Mr. Matthews won't be back until Friday afternoon.
- () 4) Mr. Schulz thinks the price of the assembly coffee table is too high.
- () 5) The message isn't urgent. Mr. Schulz will phone again.

2. Watch the video again and note down the three messages Mr. Schulz leaves

Message 1)

Message 2)

Message 3)

Video 2

Pre-viewing

Discuss in pairs. What difficulties are you likely to meet when you make a phone call?

Viewing

1. Watch the video and make the best choice for each statement.

First attempt

1) Ms. Mandel wants to speak to

Henry Miller B. Leo Miller C. Harry Miller

2) Leo Miller asks Ms. Mandel to

A. try Henry Miller's extension

B. look for a directory of the company

C. call the switchboard again

Second attempt

3) Henry Miller's telephone is .

A. out of order B. busy C. not answered

Third attempt

4) Ms. Mandel is calling about .

A. the contract B. the price of a product C. an order

5) The receptionist will

A. try Henry Miller's extension again

B. look for Henry Miller personally

C. refuse to help Ms. Mandel again.

Fourth attempt

6) Henry Miller's cellphone is

A. turned off B. at home C. in the office

4. More conversations

Conversation 1

Mark is calling Peter to talk to him about something urgent.

Receptionist: KSB Trading. Good morning. Can I help you?

Receptionist: Hold the line, please. I'll go and see if he is in. Hello, Mr. Hill, Mr. Brown isn't in at the moment. His secretary said he left here only a few minutes ago.

Mark: That's too bad. I've got something urgent to talk to him about. Do you know when he'll be back?

Receptionist: I'm sorry. I've no idea. Can I put you through to the secretary? Perhaps she can help you.

Mark: OK. Thank you.

Secretary: Mr. Brown's office. Can I help you?

Mark: Yes, this is Mark Hill. I'd like to talk to Mr. Brown, but unfortunately I was told that he was out. Could you tell me where I can reach him?

Secretary: He has gone to a meeting. I'm afraid he won't be back till 3 o'clock. Will you call back later or leave a message?

Mark: I'd rather talk to him in person. It's something rather urgent. It's about our customer's claim for short weight.

Secretary: Oh, perhaps you can try his mobile phone.

Mark: I've tried, but his mobile phone was off all the time.

Secretary: Then what can I do for you?

Mark: Look, in case he comes back, would you please tell him to call me back? I'll be waiting for him in my office.

Secretary: Sure. May I have your office phone number, Mr. Hill?

Mark: My number is 88464362, extension 431.

Secretary: All right. I'll ask him to ring you as soon as he returns.

Mark: Thank you for your help. Goodbye.

Secretary: Goodbye.

Conversation 2

Sarah Smith is calling to enquire about the products she is interested in.

Edward: Good Morning, Sales Department. This is Edward Brown speaking.

Sarah: Good morning, Mr. Brown. This is Sarah Smith calling from CBS Trading Company.

Edward: Yes, how can I help you?

Sarah: I'm interested in a couple of items in your catalog, and I would like you to quote me the prices.

Edward: Well, we're offering a promotional price on a few of the items. Could you tell me which items appeal to you?

Sarah: We're particularly interested in Item No. 22 shown on Page 40 of your catalog. I would also like you to tell me the price for Item No. 24 on Page 41 for quantities of four hundred units.

Edward: OK, the price for Item No. 22 is \$40 per unit FOB New York. We will allow a discount of 5%, but only on items ordered in quantities of 1,000 units or more.

Sarah: And the price for Item No. 24?

Edward: This item is one of our promotional items this month. For orders received by the end of this month, the price is \$30 each. The price is good on any size order.

Sarah: That price sounds good. Could you send me more details about these two items including the time of delivery and payment terms?

Edward: Certainly. I will fax or email that information to you very soon.

Sarah: Great. I'll get back to you after I've received the details. Thanks a lot. Good-bye.

Edward: Good-bye.

5. Language Focus

1. Asking the operator for help.

- 1) Can you connect me with the Brown Industries?
- 2) Can you put me through to the Personnel Department?
- 3) Hello, is this the switchboard? I'd like to place an outside call.
- 4) Could you tell me the number of the West Lake Travel Agency?
- 5) Could I have extension 466?
- 6) Give me a direct line out please and I'll get the number myself.
- 7) Operator, we were cut off. Could you reconnect me, please?

2. Helping to connect the caller.

- 1) A minute, please. I'll connect you right away.
- 2) Just a minute/moment/second, I'll get the number for you.
- 3) One moment, please. I'll see if I can connect you again.
- 4) Sorry, the number is engaged/busy. Will you hold?
- 5) Sorry, there is no answer.
- 6) The line is through now.
- 7) Your call is ready/through, Please go ahead,

3. Starting a phone call.

- 1) Could I speak to Mr. Johnson, please?
- 2) May I talk to Chris, please?
- 3) I'd like to speak to Mr. Smith, please.
- 4) Could I have a word with Mrs. Blake?
- 5) Hello. Pat Wilson speaking. Can I talk to Mr. Kim?

4. Identifying the caller.

- 1) May I ask who's calling?
- 2) May I have your name?
- 3) Who shall I say is calling
- 4) May I tell him who is calling?
- 5) What name shall I give?
- 6) Who's calling, please?
- 7) Who's that speaking?
- 8) I'm sorry, I didn't catch your name?

5. Explaining the purpose.

- 1) I'm calling about the meeting tomorrow.
- 2) I'm just calling to tell you that the sales meeting has been put off till tomorrow.
- 3) I'm calling concerning the order we sent you last week.
- 4) I'm calling in reference to your letter of credit.
- 5) It's about our customer's claim for short weight.
- 6) It's in connection with the delivery you made last month.

6. Asking the caller to wait.

- 1) A moment, please.

- 2) Just a minute/moment/second, please.
- 3) Hang/hold on a minute, I'll get him.
- 4) Hold the line, please. He'll be with you in a minute.
- 5) Don't hang up, please. I'll see if she's in.
7. Dialing the wrong number.
 - 1) Sorry, you've got the wrong number.
 - 2) You must have the wrong number.
 - 3) What number do you want?
 - 4) What number are you calling? There's no one by the name of Smith.
 - 5) What number did you dial, please? Nobody here by that name.
 - 6) You've dialed the wrong number, I'm afraid.
8. Leaving a message.
 - 1) Could I take a message for him?
 - 2) Would you like to leave a message?
 - 3) Do you want to leave word for him to call you?
 - 4) Can I leave a message for him?
 - 5) Can I leave word for her to call me tomorrow?
 - 6) Could you give him a message?
 - 7) Could you tell him to ring me when he's back?
 - 8) Please tell him to give me a call when he returns.
 - 9) Please have him return my call.
 - 10) Would you mind having him call me back sometime tomorrow?

6. Writing

Memo

The term "memo" (short for memorandum) is used to describe the standard format of internal communication, which an organization uses for its own staff. Memos are used to solve problems either by informing the reader about new information, like policy changes, price increases, etc., or by persuading the reader to take an action. Regardless of the specific goal, memos are most effective when they connect the purpose of the writer with the interests and needs of the reader.

Like letters, memos can have many different purposes, structures, and tones. A memo written to a close acquaintance within a company can be informal, while a memo written to someone less familiar, particularly to someone in a higher position in the company, can be as formal as any formal business letters.

Memos usually serve the following purposes:

- Give instructions or notify events which have occurred;
- Seek information;
- Offer ideas and suggestions.

General Format

A complex format wastes the time memos are intended to save: avoid all unnecessary details. Many organizations provide employees with pre-printed forms. For instance, a company might have a particular way of presenting a heading or may even use a specific type of letterhead or logo.

However, usually a memo should contain headings. The heading segment follows this general format:

TO: — Identify the receiver of the memo;

FROM: — Identify the sender of the memo;

DATE: — Serve as a record of when information is forwarded;

SUBJECT: — Indicate the topic of the memo.

Tips

Memos are reproduced and exchanged rather freely, and it is common for a reader to receive a memo that is only marginally relevant to him or her.

This is why it is important that the first sentence of the memo should answer that question with a purpose statement. The best purpose statements are concise and direct.

Your memo's message should also provide a context for readers. In other words, always tell your readers why you are writing. Consider the following questions:

- Is your memo a result of a situation? For instance, "As a result of yesterday's meeting ..."
- Is your memo a reminder? For example, "The proposal is due July 2."

By providing context for your readers, you avoid being asked to provide that information later. Also, you should always include your contact information at the bottom of your message. This can be your phone number or e-mail address.

Finally, consider how your memo looks. If you have nothing but paragraph after paragraph of text, you might use lists to draw attention to specific information. Lists represent an effective way to present information. Not only do they break down large amounts of text, but they also provide text in a way that is visually pleasing. Lists are especially useful for conveying steps, phases, years, procedures, or decisions. By avoiding full sentences in a list, your information is concise and more likely to engage your readers. Lists can be numbered, as in the above example. Typically, you should use a numbered list when you need to stress the order of the listed items.

Tone

Memos are usually sent by people who know each other and have established work relationship. There is little need to develop or define the two-way relationship in memos; the background signals still make it clear. Notice that Susan, in the example above, starts with "Yes, Peter" and in the action ending says "Thanks, Peter". This is sufficient to set a friendly and personable tone.

As with any other business communication, clearly written, complete information in plain English is the best demonstration of your professionalism and respect for the reader's interests. Always close with an action ending, as in any other message, and sign a memo personally.

Guidelines for memos

- (1) *Keep memos short.* Use short words and short sentences. Deal with only one idea in any one paragraph. Complete sentences are not essential. If you list points, you use fewer words.
- (2) *State your purpose clearly.* Write an informative subject line and present your material in order of importance. Divide your data into sections and number each point if this clarifies a sequence or ranks the information. Use subheadings to achieve this result in longer memos.
- (3) *Use face-to-face language.* Use the active tense. Be direct and personal. Let your memos be more like an extension of conversation.
- (4) *Monitor background signals and tone.* Memos contain non-verbal messages whether you want them to or not. Before you send a memo, read it aloud to yourself or to a colleague. If it sounds artificial, or like a parent chastising a child, rewrite it.
- (5) *Allow sufficient time for replies.* In many organizations, a multiperson memo moves from the writer's desk, through the administration system and onto readers' desks slowly. Delivery often takes a long time, depending on how the memo is typed, printed and distributed. Consider this delay when asking for a reply by a certain date.

Sample Memo

MEMORANDUM

TO: Peter Johnson, Sales Manager
FROM: Susan Button, Personnel Training Officer
DATE: January 2
SUBJECT: Sales staff to attend letter-writing course May 17-18—Reply to your memo January

Peter, we have budgeted for three staff from your section to attend the advanced letter-writing course. Because this is an advanced program, it is essential that all participants have completed at least one basic letter-writing program in the past year. It does not matter whether the basic course was one of ours or one run by another organization.

Please let me know by January 25:

- (1) the name of each person who will be attending;
- (2) what courses on letter writing each individual has attended previously;
- (3) the date and duration of each course attended;
- (4) where the course was held.

Thanks, Peter. As soon as I have the three names, I will contact each participant personally and pass on full details.

UNIT 3 MEETINGS

1. Reading

How to Host a Productive Meeting

Hosting a meeting is an essential skill for effective communication, collaboration, and **decision-making** within any organization. A well-planned and executed meeting can enhance productivity and **foster** a **cohesive** team environment. Here are some key steps to ensure your meeting achieves its intended purpose.

Define the Objective

Clarity of purpose is fundamental to a successful meeting. Before sending out invites, take time to identify the meeting's objective. Are you looking to make decisions, brainstorm new ideas, or provide progress updates? Defining a clear objective helps to shape the discussions and ensures that participants understand the importance of their attendance.

Create a **Comprehensive Agenda**

A well-structured agenda serves as a crucial framework for the meeting. Outline the topics to be discussed and assign estimated time slots to each item. This not only keeps the meeting on track but also allows participants to prepare adequately. Distribute the agenda ahead of time, enabling attendees to gather their thoughts and relevant materials, which can lead to more informed discussions.

Identify Key Participants

Consider who should be part of the meeting. Invite only those individuals whose contributions are essential for addressing the agenda items. This practice not only respects everyone's time but also enhances the quality of discussions. Having the right blend of perspectives can lead to innovative solutions and better decision-making.

Choose an Appropriate Time and Setting

Timing and location significantly influence a meeting's effectiveness. Select a date and time that accommodates most participants, utilizing scheduling tools if necessary. For in-person meetings, choose a quiet, comfortable space **conducive** to discussion. If the meeting is virtual, ensure that all technology is tested and functioning properly. Providing clear access instructions will help avoid confusion.

Start the Meeting Promptly

Respecting attendees' time is crucial, so begin the meeting as scheduled. Starting on time sets a professional tone and communicates the importance of the meeting. If latecomers arrive, consider catching them up later rather than delaying the entire group.

Facilitate Engaging Discussions

As the meeting host, your role is to guide the conversation. Start by reviewing the agenda and reiterating the meeting's objectives. Encourage participation from all attendees, particularly those who may be quieter. Use open-ended questions to foster dialogue, and be mindful to manage **dominant** speakers to ensure a balanced discussion.

Keep the Conversation Focused

It's common for discussions to drift off-topic. To maintain **momentum**, periodically refer back to the agenda and keep an eye on the time. If certain topics require extensive discussion, consider whether to continue the conversation or **defer** it for a follow-up meeting. This approach helps ensure that all important agenda items are covered.

Summarize Key Points and Decisions

Throughout the meeting, summarize key points as discussions unfold. This reinforces understanding and keeps everyone aligned. Before concluding, provide a recap of all significant insights and the next steps, ensuring that participants leave with a clear understanding of their responsibilities.

Distribute Meeting Notes

After the meeting, compile a summary of the discussions, decisions made, and action items assigned. Sharing these notes with participants ensures that everyone is **on the same page** and provides a useful reference for future tasks. Clear documentation enhances **accountability** and helps maintain a sense of direction.

Follow Up on Action Items

To promote accountability, **follow up** on the action items identified during the meeting. Regular check-ins or reminders about deadlines encourage participants to stay on track with their responsibilities. By monitoring progress, you can ensure that the momentum generated during the meeting continues.

Gather Feedback for Improvement

After the meeting, **solicit** feedback from participants about the structure and effectiveness of the gathering. Understanding what worked well and what could be improved will help enhance future meetings. Feedback creates opportunities to refine your approach and cultivate a culture of continuous improvement.

Conclusion

Hosting a productive meeting requires careful planning, active facilitation, and **diligent** follow-up. By focusing on these key steps, you can create an environment that promotes collaboration and drives results. Embracing this process will help you maximize the effectiveness of your meetings, ensuring that they contribute positively to your team's goals and objectives.

Glossary

- agenda** **n.** A plan of things to be done. 议程。
- facilitate** **v.** To make an action or process easy or easier. 促进
- distribute** **v.** To give out or deliver sth. to a number of people. 分发
- cohesive** **adj.** United or working together; sticking closely together. 凝聚的
- comprehensive** **adj.** Including all or nearly all elements of something. 全面的
- dominant** **adj.** Exercising control or influence over others. 占优势的
- momentum** **n.** The ability to keep increasing or developing. 动力
- accountability** **n.** The fact or condition of being accountable; responsibility. 责任性
- foster** **v.** To help something to develop or grow. 培养
- solicit** **v.** To try to obtain or achieve something. 征求
- diligent** **adj.** Showing care and conscientiousness in one's work or duties. 勤奋的
- conducive** **adj.** Creating an environment that makes something possible or easier. 有助于
- defer** **n.** To decide to do sth later than planned or expected. 推迟
- decision-making** **phr.** The process of making decisions. 决策制定
- follow-up** **phr.** An action or task that is done after an earlier one has been completed, in order to deal with results or consequences. 后续行动
- on the same page** **phr.** Thinking alike or understanding something in a similar way with others. 达成共识

Critical Thinking

1. As a host, what are the factors you may consider when creating a meeting agenda? It is better if you could analyze based on some practical situations.
2. During an international conference, it is common to see many participants who want to share their opinions at the conference. As a meeting facilitator, how would you arrange and ensure that every participant has the opportunity to speak?
3. Generally speaking, participants are allowed to have discussions during a meeting. However, they may go off-topic sometimes. How would you handle discussions that stray off-topic during a meeting?
4. During a corporate meeting's discussion phase, the host notices that no one is speaking up, resulting in prolonged silence. If you were the host, what immediate strategies can you employ to encourage participation, especially considering that cultural differences or personality traits might be causing hesitation among the attendees?
5. After a meeting, the host still needs to collect some feedback from participants. How can collecting feedback help improve future meetings?

2. Listening

Listening 1

Extract 1	Formal/ Informal	Signal sentences
Extract 2		
Extract 3		
Extract 4		
Extract 5		
Extract 6		
Extract 7		

Listening 2

Listen to a passage and list seven tips on how to take meeting minutes.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

- 5) _____
- 6) _____
- 7) _____

3. Viewing

Video 1 Why are we here?

Pre-viewing

Discuss in pairs. If you were General Manager of a company and were going to call a meeting since the sales have been dropping recently, what would you do before and during the meeting?

Viewing

Watch the video and decide whether the following statements are true or false.

- () 1. Larry called the meeting to decide what action to take about a small decrease in sales.
- () 2. The attendees have got an agenda before the meeting.
- () 3. Sales in July dropped by 21%.
- () 4. Amy claimed that the sales team should not be responsible for the sales drop.
- () 5. Richard was asked to give an analysis of the poor sales performance.

Post-viewing

Discuss in groups. What does the chairperson in the video do badly?

Video 2 What can we do?

Watch the video and answer the questions below?

1. What's the purpose of the meeting?

2. What is the main reason for the dropping sales?

3. Do most salespeople get bonuses? Why?

4. What does Richard propose to motivate the salespeople?

4. Conversation

Conversation one.

A management meeting is called to discuss the problem of "culture shock" caused by the takeover of a Spanish company by an American company. Sr Gonzalez, the president of Duo S.A. Spain is chairing the meeting.

Gonzalez: So, perhaps we could call our meeting to order. Before we begin I should like to say that I hope the meeting will be constructive and have a positive outcome. The purpose is to resolve a few problems which have been caused by the recent merger of our two companies. Perhaps I could start by asking Mr. Banks for a few words?

Banks: Sure. I share Sir Gonzalez's hopes for a constructive meeting. I also hope that someways will be found for working a little more closely together than we have up to now and therefore getting better results both for us at Delco and for you at Duo.

Maggie: Agreed.

Gonzalez: Right. May we move on to the agenda then, please?

Banks: Right.

Gonzalez: Teresa, could you please start for us?

Teresa: Well, on the question of financial control, it seems to us in Spain that Duo has lost all its power in financial matters and we now have to get permission from Delco for the smallest expenditure.

Maggie: I can't agree, Miss Navarro. This is not an accurate picture. The position is that we have two different types of financial management—the American financial management and the Spanish financial management. Our objective should be to take the best of both.

Banks: I agree with Miss Seabrook entirely. Could I suggest the formation of a working party for a closer examination of the two systems?

Gonzalez: This seems a sensible and constructive suggestion. Who agrees with forming a working party?

Teresa: Mmm.

Maggie: Yes. Good idea.

Gonzalez: All right. Let's do this. We'll note this in a minute and move to the next item on the agenda—Production planning. Who would like to start with a comment on this?

Teresa: There's no one here from Production.

Gonzalez: Right. Does any one object if we leave this for now and move on to Personnel?

All: Fine.

Gonzalez: So, who would like to start?

Teresa: I'd like to put Duo's point of view to the meeting. Our Human Resource Manager is unable to be present today, but he asked me to explain how so many Spanish employees are worried and upset about the rapid changes.

Conversation two.

The heads of departments of ACB Trading are discussing a proposal to introduce flexible working hours. Mr. Brown chairs the meeting

Brown: OK, it's ten o'clock, everybody, so I think we'll make a start. Now, the first item on the agenda is a discussion of management's proposals on flexitime. Now, you've all discussed the proposals within your departments, haven't you?

All: Yes. We have.

Brown: Good. Miss Garcia, would you like to start, then?

Garcia: OK, well, most of my people are perfectly happy with the present non-flexible system. They think a change would be dangerous.

Carla: I'm sorry, I'm not quite with you. Dangerous?

Garcia: Well, they feel more flexible hours would make it difficult to cover for each other. We all have quite clearly defined responsibilities. Some people would benefit more than others.

Rossini: It seems to me that your people can just agree together to go on working from nine to five; they don't have to work later.

Garcia: Yes, but the problem is that if one or two people opt for the new system, the others will have to cover for them when they're not there.

Brown: Ah, Mr. Bergman, what are your views on this?

Bergman: Well, the thing is that ... er ...

Carla: Look, I'm really sorry to interrupt. I'd just like to say that any department can vote to opt out. They can just vote on it and the majority wins.

Tina: Could I make a suggestion? Wouldn't it be best to hear what each member has to say about the proposals from the point of view of his or her department?

Brown: Yes, all right. Go ahead, please.

Tina: Well, the main problem is the decision about basic core times.

Rossini: I'm sorry, I didn't catch what you said.

Tina: I'm talking about core times—that's the basic hours that would not be flexible. It's been suggested that these be ten to three, but this seems much too restricted, don't you agree, Carla?

Carla: Absolutely. In fact, I'd say that there should be flexible days.

Garcia: Sorry, I'm not quite with you.

Carla: Well, staff should be allowed to build up a credit of hours to entitle them to take whole days off, not just fewer hours on other days.

Brown: Ah... Mr. Rossini, what do you think about this?

Rossini: Yes, I'd go along with that. As for cover, in my own case it's no problem, there are three of us in the Export Department and we work as a team, so it's easy for us to cover for each other as long as there are still two of us in the office.

Bergman: Mr. Brown?

Brown: Yes, Mr. Bergman?

Bergman: Er ... If I could make a point here in our case, we do a lot of dealing on the phone with the States and sending messages to and fro by fax in the afternoon. If we had anyone off then we wouldn't be able to manage. That means our core times would have to be one to five. Maybe each department should set its own core times.

Carla: That's all very well, but then no one in any other department would know who was in at what time, I mean there'd be chaos. There has to be a standard for all departments.

Brown: Mr. Rossini?

Rossini: Yes, coming back to the flexible day idea, this just wouldn't work. People phoning or visiting the company would get terribly confused.

Tina: No, no, that's not true, Mr. Rossini. I mean, when people take holiday or when people are sick, cover arrangements are made. Well, with flexible days, exactly the same kind of arrangements would be made.

Brown: Well, any other points?

All:No.

Brown:Have you got all this down,Mr.Johnson?

Johnson:Yes.

Brown:Then I think we'll move on to the next item on the agenda. ...

Conversation three.

Mr.Steve is having a brief meeting with Tony Johnson about the selling of exercises machines in China.

Steve:Have a seat,Tony..Did you ever think about promoting our products in China's market since we talked about it last week?

Johnson:Yes,of course.I think we should have a place in this big market,even if only a small number of Chinese use exercises machines.With the world's largest population,it's a great number.

Steve:That's right.I want to make sure we won't put ou money at risk.What kind of people do you think would use our products?

Johnson:People in the city.There are more and more people working in offices.They are stressed out at work,and they don't have time to do outdoor exercises.Retired people,many of them have the habit of doing exercise,can stay in and use our machines,when the weather isn't nice.

Steve:Good thinking.What models do you think they prefer?

Johnson:You know most Chinese in cities live in apartments.They don't have much room for a big monster.So I think space-economic models will be popular.

Steve: OK,I see what you mean.Will you do some research on demographics,models and price ranges?Then we can decide to export or to invest.

Johnson:Sure.I'll find a survey institute in Hong Kong to do the market research for us.

Steve:That's good.

5. Useful sentences

1. Starting a meeting.

- 1) I would like to call the meeting to order.
- 2) Well, ladies and gentlemen, I think we should begin.
- 3) I think we'll make a start.
- 4) Let's make a start, shall we?
- 5) Let's begin/get going, shall we?
- 6) Perhaps we'd better get started/get down to business.
- 7) Right then, I think its about time we got started/going.
- 8) Right, may we move on to the agenda then, please?
- 9) Right then, I think we should begin.

2. Stating objectives.

- 1) The purpose/aim of our meeting today is to discuss...
- 2) The purpose of this meeting is, first, to... And secondly, to...
- 3) We are here today to consider first... secondly... Thirdly...
- 4) The main objective of our meeting is...
- 5) I've called this meeting first to... secondly to...

3. Keeping a meeting moving.

- 1) Would you like to begin/to open the discussion...?
- 2) Now, let's come to the next item on the agenda..
- 3) The next question for discussion is...
- 4) Shall we continue then?
- 5) Let's move on.

4. Asking for suggestions.

- 1) I'd like to hear your suggestions first.
- 2) What are your views?
- 3) What do you think about that?

5. Introducing ideas.

- 1) Wouldn't it be possible to...
- 2) Could I make one additional recommendation?
- 3) I'd like to make one more point.
- 4) There's just one more point.

6. Making an opposite suggestions.

- 1) I see your point, but...
- 2) That's true, but...
- 3) On the other hand...
- 4) I think it's absurd to suggest that we cut down on production.

7. Interrupting someone.

- 1) Excuse me, but I think it's relevant here to add that..
- 2) Forgive me, but wouldn't it be better to... First
- 3) Perhaps we could return to your point later on...
- 4) Sorry to interrupt, but I'd just like to say that...
- 5) Could I make a suggestion?
- 6) I'm afraid we are getting sidetracked...
- 7) Look, I suggest we deal with this under A. O. B. (any other business)...

8. Agreeing.

- 1) I agree with you.
- 2) I agree entirely with your view.
- 3) I think we're of the same mind.
- 4) I couldn't agree more.
- 5) I agree to your proposal.
- 6) I accept that flexitime has a lot of advantages.
- 7) I'd be in favour of that.
- 8) I'm with you there.
- 9) I'd go along with you there.
- 10) I share your opinion on this point.

9. Disagreeing.

- 1) I'm sorry I can't agree with you.
- 2) I strongly oppose that plan.
- 3) There are always two sides to everything.
- 4) I have opposite views on this.
- 5) I wouldn't go along with you there.
- 6) You may be right, but I view it a little differently.
- 7) I don't mean to disagree with you, but I think...
- 8) You have a point, but don't you think that...

10. Ending the meeting.

- 1) Does anyone have anything to add?
- 2) Is there anything else we ought to consider now?
- 3) Is there any other business?

- 4) I think we can end the meeting at this point.
- 5) I think we've covered everything.
- 6) If nobody has anything to add, we can draw the meeting to a close.
- 7) Can we leave the matter there then?
- 8) So, if that's everything then we can stop here.
- 9) I declare the meeting closed.
- 10) That ' s all for this meeting.

6. Writing

How To Write a Meeting Agenda: Tips and Sample

When leading a business meeting, you might be responsible for managing a large number of people and tasks. An effective meeting agenda can help you make sure you discuss all the necessary material, keep the meeting on topic and ensure that your group uses time efficiently. In this article, we'll cover how to create a meeting agenda that will help you effectively lead any meeting.

What is a meeting agenda?

A meeting agenda is a list of topics or activities you want to cover during your meeting. The main purpose of the agenda is to give participants a clear outline of what should happen in the meeting, who will lead each task and how long each step should take. Having this information before and during the meeting should ensure that it proceeds efficiently and productively.

How to write a meeting agenda

Whether you have a short, one-hour meeting or one that lasts a full day, you can use these steps to help you write an agenda:

1. Identify the meeting's goals.
2. Ask participants for input.
3. List the questions you want to address.
4. Identify the purpose of each task.
5. Estimate the amount of time to spend on each topic.
6. Identify who leads each topic.
7. End each meeting with a review.

1. Identify the meeting's goal

When you start with your goal, you can make sure the purpose of the meeting is clear and every task you want to cover is related to your objective. Make sure to set an achievable goal to keep your meeting as focused as possible. For example, a meeting goal to approve the company's monthly advertising budget is more attainable than a goal to improve spending overall.

2. Ask participants for input

If you want to keep your participants engaged during the meeting, ask for their input beforehand so you can be sure the meeting fulfills their needs. You can ask them to suggest what topics they would like covered or what questions they have. Once you have a list of ideas from the participants, you can review them and decide which items you'll ultimately include.

3. List the questions you want to address

Once you know your meeting's objective and have some ideas about the topics you want to cover, list the questions you need to answer during the meeting. Some meeting agendas simply list a topic as a phrase, for example: "rental equipment." However, you can clarify each agenda item's purpose by phrasing discussion points as questions. For example, you could write, "Under what conditions should we consider renting equipment instead of buying it?" These prompts can ensure you are inviting discussion and gathering all of the information you need for each agenda topic.

4. Identify the purpose of each task

Every task you complete during your meeting should have a purpose. Typically, the three main purposes are to share information, seek input or make a decision. As you're going

through your agenda, make note of the purpose of each task. This step will help meeting participants know when you want their input and when it's time to make a decision.

5. Estimate the amount of time to spend on each topic

Next, estimate how much time you plan to spend on each task. This part of the agenda ensures you have enough time to cover all of the topics you have planned for your meeting. It also helps participants adjust their comments and questions to fit within the timeframe.

You can optimize your timeframe by giving more time to items you anticipate taking longer to discuss or scheduling items of higher importance earlier in the discussion to ensure vital topics are covered. If you have many people coming to your meeting, you may even limit time on certain topics to streamline the conversation, encourage a quick decision if needed and keep the meeting on schedule.

6. Identify who leads each topic

Occasionally, someone other than the meeting leader will lead the discussion on the topic. If you plan on having other people mediate topics during your meeting, you can identify them under their respective topic. This step helps keep the meeting running smoothly and ensures that everyone is prepared for their responsibilities.

7. End each meeting with a review

Leaving time to end each meeting with a review can help participants better understand what decisions they made and what information they discussed so they can take any necessary steps after the meeting. During this review, you and your meeting participants should also consider what went well during the meeting and what needs improvement. By taking a few minutes to consider these questions, you can make sure your next meeting is even more effective.

Meeting agenda example 1

MEETING AGENDA

Date: Aug. 1, 2024

Time: 1 p.m.

Location: Conference Room A

AGENDA DETAILS

Goals: Review the marketing campaigns from last year, identify seasonal slumps in product demand, brainstorm ways to increase demand during these slumps and make sure we're prepared for the next marketing campaign.

1. Review marketing campaigns from last year.

Time: 15 minutes

Purpose: Share information

Leader: Jamal Adams

- a. Present the marketing campaigns from last year.
- b. Review the sales numbers after each campaign.
- c. Identify which campaigns seemed to have the biggest impact.

2. How do we best manage the fluctuating demand for our product?

Time: 30 minutes

Purpose: Decision

Leader: Blair Hanline

- a. Review sales numbers from the last four quarters.
- b. Identify any trends in sales numbers.
- c. Brainstorm ideas on how to increase sales during those slumps.

3. Preparing for the next marketing campaign

Time: 15 minutes

Purpose: Decision

Leader: Blair Hanline

- a. What do we need to prepare for the next marketing campaign?
 - i. Review the attached marketing campaign materials.
 - ii. Identify tasks for each team member.
- b. How will we track the effectiveness of this campaign?
- c. Review sales goals for this campaign.

4. End of meeting review

Time: 5 minutes

Purpose: Decision

Leader: Jamal Adams

- a. What did we do well in this meeting?
- b. What should we do differently next meeting?

来源 <https://www.indeed.com/career-advice/career-development/how-to-write-a-meeting-agenda>

Meeting agenda example 2 (simple)

Meeting Agenda

Date: January 15, 2025

Location: Conference Room A

Time: 10:00 AM - 11:00 AM

Chairperson: Alex Johnson, Sales Director

Attendees: Sarah (Marketing Department), Tom (Product Development), Emily (Customer Support), Rachel (Sales Team)

Objective: Review and strategize sales tactics for electronic watches in the senior market for the upcoming quarter.

1. Introduction and Objectives (5 mins)
2. Market Analysis (15 mins)
3. Sales Strategy Review (20 mins)
4. Product Updates and Features (10 mins)
5. Sales Team Goals and Incentives (10 mins)
6. Customer Feedback and Opportunities (10 mins)
7. Summary and Conclusion (5 mins)

How To Write Minutes

Minutes of a meeting are the agreed record of discussion and decision made. That's why they always have to be accepted at the next meeting. The purpose of minutes is to record permanently the proceedings of a meeting, as well as to provide a basis for action.

It is usually the secretary's job to take notes in the meeting and then write them up as minutes. But this task isn't reserved for secretaries only. Any person who attends a meeting may be asked to do this. Here are some pointers to help you master this skill.

Before a Meeting

- Choose your tool: Decide how you will take notes, i.e. pen and paper, laptop computer, or tape recorder.
- Make sure your tool of choice is in working order and have a backup just in case. Use the meeting agenda to formulate an outline.

During a Meeting

- Pass around an attendance sheet.
- Get a list of committee members and make sure you know who is who. Note the time the meeting begins.
- Don't try to write down every single comment—just the main ideas.
- Write down motions, who made them, and the results of votes, if any; no need to write down who seconded a motion.
- Make note of any motions to be voted on at future meetings. Note the ending time of the meeting.

After a Meeting

- While everything is still fresh in your mind, type up the minutes as soon as possible after the meeting.
- Include the name of organization, name of committee, type of meeting (daily, weekly, monthly, annual, or special), and purpose of meeting. Include the time the meeting began and ended.
- Proofread the minutes before submitting them.

MINUTES

SALES MEETING

Date: January 15, 2025

Time: 10:00 AM - 11:00 AM

Location: Conference Room A

Present: Alex Johnson, Sarah, Tom, Emily, Rachel

Apologies: None

Purpose: Review and strategize sales tactics for electronic watches in the senior market for the upcoming quarter.

Discussion items:

1. Market Analysis

Sarah: Noted a growing interest among seniors in health monitoring features, such as heart rate and sleep tracking.

Tom: Emphasized the need for easy-to-use interfaces and large displays to cater to seniors' preferences.

Alex: Suggested targeting retirement communities and health-focused events to reach this demographic effectively.

2. Sales Strategy Review

Rachel: Proposed partnering with healthcare providers to promote the watches as a health management tool.

Emily: Highlighted the importance of providing excellent customer support to build trust with senior customers.

Alex: Recommended a focused marketing campaign emphasizing health benefits and user-friendliness.

3. Product Updates and Features

Tom: Discussed the addition of a fall detection feature, which can be a significant selling point for seniors.

Sarah: Suggested creating user guides specifically tailored for seniors to help them navigate the watch's features.

4. Sales Team Goals and Incentives

Alex: Set specific sales targets for the senior market segment, encouraging the team to focus on this area.

Rachel: Proposed incentives for sales reps who successfully close deals with senior customers.

5. Customer Feedback and Opportunities

Emily: Shared feedback on the need for longer battery life and more durable designs.

Sarah: Recommended conducting focus groups with seniors to gather more detailed insights into their needs.

Action taken:

1. Develop user guides and promotional materials highlighting health features by the next meeting.
2. Implement incentives for senior market sales and monitor progress.
3. Schedule a follow-up meeting to review sales data and customer feedback.

UNIT 4 Organization Presentation

1. Reading

How to Present an Organization

Preparing a presentation about an organization can be a complex task. Whether it's a company, a school, a **non-profit**, or any other type of organization, effectively presenting it requires careful planning and execution. Here are some tips to help you introduce your organization in a clear, concise way that will set an appropriate tone for the rest of your presentation.

Understand the purpose of Your Presentation

Before you start, figure out what you want to achieve with this presentation. For an organization, it could be highlighting the advantages of its products, the excellence of its teams, or the positive influence it has in a certain market **segment**. For example, if it's a software - developing company, you might focus on how its new app **simplifies** daily tasks for users. Once you have a clear goal, it will guide you throughout the presentation - making process.

Get to Know Your Audience

After setting the goal, turn your attention to the audience. Think about who they are, what they're interested in, and what they hope to get from your presentation. A presentation for college students will be very different from one for corporate **executives**. Research and collect relevant materials like interesting industry news, real - life success stories, or cool videos that match both the audience's interests and your presentation's goals. This way, you can keep the audience engaged.

Introduce Yourself and Your Organization

In the presentation day, the first thing you should do is introduce yourself and your connection to the organization. You should begin by explaining what you do and what the organization aims to achieve. Instead of just stating the name of the organization, you could say "our organization" to better connect with your audience. Make some use of statistics and select an image that conveys your organization's values, such as a logo, a video of your vision, or a group picture of the members engaged in an activity.

What Your Organization Does or Offers

Clearly articulate what your organization does or offers. This is the foundation upon which everything else is built. For a **for - profit** business, it could be as straightforward as "Our company manufactures high - performance sports **gear**, designed to enhance athletes' performance on the field." For a non - profit, you might say, "Our organization runs programs that provide clean water access to communities in drought - affected regions." These points establish the organization's value and relevance.

Why Your Organization Is Different

A key aspect of preparing a presentation is focusing on the unique qualities that make your organization stand out. If you're a tech **startup**, perhaps your software uses AI in a revolutionary way compared to competitors. For a community - based non - profit, it could be your unique approach to involving local volunteers in every aspect of your projects. Emphasize these **differentiators**, not just the features but also the innovative products, **milestones**, contributions to a specific cause or the benefits they bring. This is what will make your organization memorable in the minds of your audience.

What is Your Current State?

Share a concise overview of the organization's history, present situation, and future goals. A

one or two-sentence summary can provide context. For example, “Our school was founded 50 years ago and has since evolved into a leading institution, with plans to expand our international programs.”

Give Time for Answers

As the presentation goes on, be ready to let the audience ask questions. This interaction is really important. It helps you build a connection with the audience and answer their concerns. So, set aside some time for a Q&A session. This shows that you care about what the audience thinks.

End with a Strong Closing Statement

For a large audience, end the presentation with a powerful statement that sums up the main points. You can review the organization's achievements, check if the audience understands, or restate the key ideas. This leaves a deep impression and ensures the audience remembers the organization's value.

Follow up

After the presentation, consider sending a brief thank-you email that includes a summary of the key points presented and any additional resources that support your organization's value. This follow-up not only shows your appreciation for their time but also provides an opportunity to address any **lingering** questions from the Q&A session.

Gather Feedback for Improvement

Take the time to gather feedback from your audience by using surveys, feedback forms, or direct conversations to learn whether your presentation is effectively conveyed. Analyzing this feedback will help you refine future presentations and further strengthen your organization's image and message.

Glossary

non - profit: An organization or activity that is not intended to make a profit. 非营利性的

segment: a specific group of customers, a particular area of the market, or a portion of a process.
部分；细分市场

simplify: To make something less complicated or easier to do, understand, or deal with. 简化。

executives: People who are in senior positions within an organization and are responsible for making important decisions and managing the overall operations. 管理人员；主管

for - profit: an organization, business, or activity that aims to make a profit. 营利性的

gear: Equipment, apparatus, or clothing that is designed for a particular activity or purpose 装备；用具

startup: A newly established business, typically one that is in the early stages of development and growth. 初创企业

differentiator: A feature, characteristic, or aspect of a product, service, or organization that makes it distinct from its competitors. 差异化因素

milestone: An important event or stage in the development or progress of something. It marks a significant achievement, a turning point, or a key moment in a project, business, or organization's history. 里程碑；重大事件

lingering: Lasting for a long time, especially when slowly fading or unwanted.
持续存在的；挥之不去的

Critical Thinking

1. If you were presenting your company to potential investors, what would be the most important thing to highlight at the beginning of your presentation? Why is this the best place to start?
2. Imagine you are giving a presentation about your school to prospective international students and their parents. What aspects of the school would you focus on to make it appealing to them? Why are these aspects important?
3. What should a student association focus on when presenting itself to new students at the start of the school year? How can the association make itself more appealing compared to other clubs?
4. If you had to introduce a local museum to a group of foreign visitor, what approach would you take to keep them interested throughout your presentation? What specific content would you include?
5. Imagine you've just presented your animation company to a group of potential investors or clients. What specific follow-up actions would you take after the presentation to maintain their interest and foster future collaborations?

2. Listening

Listening 1 A presentation by an HR Manager

1. Listen to a presentation delivered by the HR Manager of a business consultancy and fill in the blanks .

I'd like to welcome all of you here today. First, I'm going to tell you about our company, Business Consultant Services, and the positions we are _____ for. After that, we'll have some time for questions. OK?

Business Consultant Service provides business software and _____ services. We started out in 1997. Our head office is in Seattle, U.S., but we have offices all over the world, and we have approximately _____ employees.

We have 1,800 clients worldwide. Many of our clients are large _____, but we also work with small and medium-sized businesses. Our annual income in 2003 was about _____ dollars.

We're growing _____ fast right now, and a lot of our growth is in southeast Asia. We came to Thailand in 2000, and we now manage about _____ accounts here. We're opening another _____ in the south of Thailand this month. In addition to Thailand, we have a very busy office in China.

We're working for an oil company in Singapore, and We're starting a large _____ for bank in Malaysia.

So, this is why we are looking for new _____ and why I am here. In fact, this is why we're all here. We have opening for ...

Listening 2 Company profile of oracle

1. Complete the presentation given by a manager of Oracle China

Company Profile of Oracle

Presenter: 1) _____

Title of the presenter: 2) Manager of _____

Status: the largest 3) _____ in the world and the first

4) _____ in China

Established time: 5) _____

Headquarters: Redwood Shores, 6) _____

Employees: over 7) _____

Annual revenue: 8) _____

Developments in China: entered China's market in 9) _____; set up Beijing

Oracle software Systems Co., Ltd. 10) _____

Oracle China Branches: Shanghai, Guangzhou and 11) _____

Services provided: 91 E-business platform, E-business Suite, consulting,

12) _____

3. Viewing

Company presentation

Video 1 Making a start

Pre-viewing

Discuss the following questions in groups.

- 1) If you had the chance to visit the local plant of a world famous company (e.g. Coca-Cola, Toyota), what would you want to learn about?
- 2) If you were the manager of the local plant of a world famous company receiving a group of student visitors, what would you like to introduce?

Viewing

Watch the video and put the following items in the right sequence according to Geoff Bolton's introduction.

- A. purpose of the presentation
- B. name and position of the presenter
- C. history of the company
- D. length of the presentation
- E. organization of the presentation

Video 2 What is the point?

Watch the video. Note down what Joan Copper does inappropriately.

4. Conversations

Mr. Zhang, Sales Manager of CBB Company, is describing the company's sales activities to Mr. Smith from Britain.

Zhang: Well, this morning I'll tell you a little about our sales activities. After that, we'll give you a tour of our main plant.

Smith: OK.

Zhang: I'll begin by talking about our sales figures over the last five years, and then I'll talk about our market share. Finally I'll talk about our main customers and future plans. If you have any questions, I'll try to answer them.

Smith: Sounds fine, go ahead.

Zhang: Right. As you can see from this graph, our sales figures have steadily increased over the last five years, and last year reached 0.3 billion RMB. This is a result of our sales efforts and our quality control improvements.

Smith: Has your market share also increased?

Zhang: That's a good question. As you can see from these two pie graphs, our market share has increased by 4 percent, from 16 to around 20 percent. Total market demand has also increased over the last five years. Our goal is to have 25 percent of the market, but the domestic competition is very strong.

Smith: Yes, I can see.

Zhang: As you know, our main customer is HG Industries, which purchases around 50 percent of present production. This pie graph shows the breakdown of our customers. Our other main customers are TLC Industries, at around 20 percent, and Kangda Ltd., at 10 percent. At present we export less than 5 percent of production. Most of that is to Japan and Korea.

Smith: Do you expect HG Industries to increase its share over the next years?

Zhang: No, not really. HG Industries is now moving its production overseas. We believe we must increase our export sales if we want to continue to grow, and we hope to increase exports to 15—20 percent of production, with your help.

Smith: That's an ambitious target.

Zhang: Yes, that's right. Well, I've described our sales figures, market share, and customers very quickly, and I've talked a little about our future plans. Do you have any more questions?

Smith: Yes, from these figures it seems that your production is...

5. Useful sentences

Greeting, Name and Position

- Welcome to I'm I'm in charge of ...
- I'd like to welcome all of you here today.
- Ladies and gentlemen, Good morning! It's an honor to address such a distinguished audience. My name is.. And I am in charge of ...
- Ladies and gentlemen, Good morning! I'm honored to have this opportunity to ...

Subject

- I'm going to talk about the latest development of our company.
- Before we start our tour today, I'd like to give you a brief presentation of the company.

Time

- I shall only take 10 minutes of your time.
- It will last about 15 minutes and I will be using the PPT/ flip chart.

Main parts

- There are 3 parts in my presentation. They are Company History, Main Markets, and People.
- My presentation is in 3 parts. First, we'll run briefly through the history of the company. Next, I'll tell you something about our main markets. Last, I'll come to the people.
- My presentation will be divided into 2 parts: Linuo and Linuo Overseas.

Main parts

- Since there's quite a lot to cover, I'd be grateful if you hold your questions until the end of my talk.
- If you have any questions, please feel free to ask me at the end of my presentation.

Ending

- This is all I want to say about Linuo and Linuo Overseas and I hope this brief introduction has helped shed some light on our company.
- So, are there any questions you'd like to ask me before we move on?Giving Product Presentation

UNIT 5 Product presentation

1. Reading

How to Give a Product Presentation

Giving a product presentation is a vital skill that requires careful planning, preparation, and execution. Unlike company presentations, which focus on the organization as a whole, a product presentation **zeroes in** on a specific offering, aiming to persuade potential customers of its value. Below is a guide on how to effectively deliver a product presentation, divided into key stages to ensure clarity and impact.

1. Research and Understanding

1) Know Your Product. Before anything else, you must thoroughly understand the product you're presenting. This means knowing its features, benefits, unique selling points, and potential drawbacks. Also, familiarize yourself with the industry context, including competitors and market trends. Understanding these elements allows you to address your audience's specific needs and concerns, demonstrating how your product stands out.

2) Understand the Audience. Tailor your presentation to the specific needs and interests of your audience. Research who they are, what their pain points might be, and how your product can solve their problems. Knowing your audience allows you to focus on the aspects of your product that are most relevant to them.

2. Structuring Your Presentation

1) Introduction. Start with a compelling introduction that hooks your audience's attention. Briefly introduce yourself and the purpose of the presentation. This is your opportunity to outline what's in it for the audience, setting the stage for why they should care about the product.

2) Positioning. Immediately after your introduction, **position** your product in the market. Highlight what makes it unique and why it's the best solution available. This section should be concise and to the point, focusing on the problem your product solves for the audience.

3) Product Description. Provide a clear and detailed description of the product. Use simple language and avoid **jargon** to ensure that all audience members, regardless of their technical expertise, can understand what you are offering. Visual aids like **diagrams** or product images can be helpful in illustrating complex concepts.

4) Benefits. Emphasize the benefits of the product, not just its features. Clearly **articulate** how the product will make the audience's life easier, more productive, or more profitable. Use concrete examples or case studies to illustrate these benefits.

5) Real-World Examples. Show successful implementations of your product. This could be in the form of testimonials, case studies, or live demonstrations. Real-world examples help build credibility and show the tangible impact your product can have.

6) Call to Action. Conclude your presentation with a strong call to action. This might be a direct sales **pitch**, an invitation to trial the product, or a request for a follow-up meeting. Ensure the audience knows exactly what steps to take next.

3. Designing the Presentation

1) Visual Appeal. Your presentation should be visually engaging but not overwhelming. Use a simple color **palette**, clear **fonts**, and **minimalistic** design elements to keep the focus on the content. Incorporate images, icons, and **graphs** to make the information more digestible and to reinforce key points.

2) Slide Management. Keep the number of slides manageable. A **good rule of thumb** is no more than 15-20 slides for a 30-minute presentation. Each slide should focus on a single idea to avoid **clutter** and confusion.

3) Text and Graphics. Balance text with graphics. Avoid text-heavy slides; instead, use **bullet points**, short phrases, and visuals to convey information. Graphs, charts, and **infographics** are particularly effective for illustrating data and making your points more persuasive.

4. Practice and Delivery

1) Rehearse Thoroughly. Practice is essential for a smooth delivery. Rehearse your presentation multiple times to ensure you're comfortable with the material and the flow of the presentation. This also helps with timing, ensuring you stay within the **allotted** time.

2) Engage the Audience. During the presentation, engage your audience by asking questions, encouraging participation, and making eye contact. Use a confident, clear voice, and avoid reading directly from your slides.

3) Use Humor and Expressive Language. Injecting humor and using vivid, expressive language can significantly enhance your presentation. A well-placed joke or a lively anecdote can capture the audience's attention and make your content more relatable. Humor helps break down barriers, making the audience more **receptive** to your message, while expressive language keeps them engaged. However, ensure that your humor is appropriate and relevant to the context of your product.

4) Handle Questions Gracefully. Be prepared for questions. This not only shows that you know your product but also demonstrates confidence. If you don't know the answer to a question, it's okay to say so and offer to follow up later.

5. Follow-Up

1) Provide Takeaways. After the presentation, offer handouts or digital resources that summarize key points. This could include **brochures**, product sheets, or a link to a video demonstration.

2) Post-Presentation Communication. Follow up with your audience promptly. Send a thank-you email, answer any **lingering** questions, and provide additional information if requested. This reinforces the relationship and keeps the product fresh in their minds.

Conclusion

A product presentation is not just about showing a product; it's about telling a story that resonates with your audience, highlights the product's value, and motivates action. By thoroughly preparing, structuring your presentation thoughtfully, and delivering it with confidence and **a touch of** humor, you can create a compelling narrative that sets your product apart from the competition.

Glossary

zero in **v.** To focus or concentrate intently on something. 集中注意力；聚焦。

position **v.** To place something in a particular location or to present something in a certain way. 定位；安置。

jargon **n.** Special words or expressions that are used by a particular profession or group and are difficult for others to understand. 行话；术语。

diagram **n.** A simplified picture showing the appearance or workings of something, especially a machine or system. 图表；图解。

articulate **adj.** Expressing something in a clear and precise way. 表达清晰的；明确的。

pitch **n.** An attempt to sell something or to persuade someone to do something. 推销；投掷。

palette **n.** A range of colors, ideas, or styles. 调色板；一系列颜色或风格。

font **n.** A set of printed or typed characters in a particular style or size. 字体。

minimalistic **adj.** Using very few decorations or details. 简约的；极简的。

graph **n.** A diagram showing the relationship between one or more variables, typically used to show changes over time. 图表；曲线图。

good rule of thumb A rough guide or principle that is easy to remember and apply. 经验法则；实用的准则。

clutter **n.** A mass of things in disordered or untidy arrangement. 杂乱；混乱。

bullet point **n.** A point or item in a list, often marked with a bullet symbol to draw attention. 项目符号；子弹点。

infographic **n.** A visual representation of information, data, or knowledge intended to present complex information quickly and clearly. 信息图表；信息图解。

allocated **adj.** Set aside for a particular purpose. 分配的；指定的。

receptive to Open to considering or willing to accept something.
愿意接受的；对...开放的。

brochures **n.** A booklet or leaflet, especially one describing the features of a product or service and sometimes including prices. 小册子；宣传册。

a touch of A small amount or hint of something. 少量的；轻微的。

Critical Thinking

1. Imagine you are presenting a new product to a client who is skeptical about technology. How would you adapt your product presentation to address their concerns and ensure they see the value in your product?

2. You have to give a product presentation to a group of professionals from different industries. How would you tailor your presentation to ensure it resonates with such a diverse audience?

3. During a product presentation, you notice that the audience seems disengaged and is not responding to your points. What strategies would you use to re-engage them and ensure your message is conveyed effectively?

4. Suppose you are presenting a new software tool to your team at work, but some team members are resistant to change. How would you present the product to minimize resistance and encourage adoption?

6. If you were tasked with giving a product presentation to a group of university students, how would you ensure that your presentation is both informative and engaging for a younger audience?

Listening

Listening1 An introduction to Honda ASIMO robot

1. Want a robot to cook your dinner,do your homework,or clean your house?ASIMO can do just about everything you want! Listen to an introduction to it and fill in the specifications and features of this capable robot.

Honda ASIMO Robot

Specifications:

Items	1st ASIMO	New ASIMO
Height	1. _____ cm	3. _____ cm
Weight	2. _____ kg	4. _____ kg
Running speed		5. _____ km/h

Features:

1st ASIMO: (Compared to P3) 6) _____ and lighter, more people-friendly 7) _____, more advanced walking technology, 8) _____ operation increased range of arm movements.

New ASIMO: (compared to 1st ASIMO) taller and 9) _____, more agile
 can 10) _____ alongside its controller
 can move carts and other objects around at will
 can act as a 11) _____
 can 12) _____ drinks on a tray
 can run at 6km/h, and 13) _____ while running

Listening 2 A videophone

Appearance: _____

User-friendliness: _____

Special features: _____

Methods of promotion: _____

2. Viewing**Video 1 Which one is better?****Pre-viewing**

Discuss in pairs. What are the good qualities of a sales representative?

Viewing

1. Watch the video and tick the items Helen asks about.

Checklist

	Does she ask about:		
	Size		Color
	Brand		Capacity
	Selling point		price
	Discounts		After-sales service
	Money-back guarantee		insurance
	delivery		warranty

2. Watch the video again and complete the table below.

	Price	Warranty	Capacity(pages printed per minute)	Price for after-sales service	Money-back guarantee	Delivery time
Canon iR2270	\$2,330				7 days	
Canon iR2010						

Video 2 It does more than you expect!

1. Watch the video and choose the best answer to each question.

1). What's NOT being introduced in the presentation?

A. price. B. Specifications. C. Warranty.

2). How does the Fora 1300 compare to the SAMSUNG i700?

A. It's cheaper. B. It's smaller. C. It's lighter.

3). Which of the following statements is NOT true about the Fora 1300?

A. It can be used to browse the Internet.

B. It will be launched on January 15th next year.

C. It's a type of PDA

2. Fill in the blanks

Features of the Fora 1300

It's small enough to 1) _____.

It incorporates a small, yet functional physical keypad.

It makes both a great PDA and a cellphone.

It can store up to 2) _____ contact names.

It allows you to browse on the Web.

It allows you to perform certain tasks that 3) _____.

It has normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc.

It has a built-in 4) _____ and 5) _____.

4. Conversations

Conversation one.

Jenny works in the sales department of an international company. She has to give her first presentation at work next week, and she is a little bit nervous. She's talking to her friend, John, to ask for some idea on how to give a good presentation.

Jenny: So, John, I'm really nervous about this presentation I have to give at work next week.

John: Yeah, I always get nervous too when I have to give a presentation. How many people will it be for?

Jenny: I think there will be about 50 people in the audience.

John: That's a pretty big crowd!

Jenny: I know. That's what's making me a little nervous.

John: What kind of presentation is it?

Jenny: What do you mean?

John: Is it a demonstration, a briefing, a workshop, etc.?

Jenny: Oh, it's a demonstration.

John: Why are you so nervous?

Jenny: Well, I've never given a presentation to such a large group of people before. I gave presentations at school, but you know this is my first one at work.

John: Have you been preparing already?

Jenny: A little bit. I've made an outline of what I want to say and wrote down some notes. What else should I do?

John: You should definitely prepare some kind of visual aids. Things like a power point or a model of the product you'll be demonstrating.

Jenny: OK. I've got both of those things. I just need to finish up the power point presentation.

John: You should check the venue, too. That way you'll know what it looks like, and you can check on all the AV equipment.

Jenny: Oh, that's a good point. I guess I should make sure the microphone, computer, and projector work.

John: Definitely. You don't want to get in there and have technical problems. How are you going to start the presentation?

Jenny: I was thinking of telling an anecdote first to get the audience's attention and then just introduce myself and give an overview of what I'm going to talk about.

John: That sounds good. Don't forget to tell the audience whether they should hold their questions till the end or if they can ask them during the presentation.

Jenny: I didn't even think about that. Thanks. I'll add that. Is there anything I should remember for during the presentation? It's been so long since I've given one I can't remember.

John: Well, I guess first of all make sure that the audience can hear you. Make sure you talk loud enough or use a microphone.

Jenny: I could do a sound check at the beginning.

John: That's a good idea. Then, remember to make eye contact with the audience. You want to remember to speak to them, not the equipment or the screen.

Jenny: I remember I used to turn my back to the audience sometimes when I was nervous giving presentations.

John: Yeah, don't do that. The only other thing I can think of is to smile and try not to move around or fidget too much.

Jenny: I'll have to try to remember not to do that.

John: That's pretty much all I can think of. Why don't you finish preparing the presentation this week and then you can practice it with me, and I'll pretend to be the audience.

Jenny: Oh, that would be great! Thanks, John!

John: Sure. Once you practice it a few times, you'll feel more comfortable and less nervous.

Jenny: I hope so!

John: You'll do fine, I know.

5. Useful sentences

General information about products

- This is one of the latest design/top brands.
- It is our best-selling product
- It can be used for...
- This is equipped with...
- This is priced at...

- This type of product comes in...colors/flavors

The main selling point of the products

- The product is elegant, durable, small in size, light in weight and reasonable in price.
- It's 20 inches long/wide/ high/thick/ deep.
- We have a large range of size.
- Its safety features are state-of-the-art.
- This item is far above standard quality .

Describing specifications and features of products

- The length/width/height/thickness/depth is 70cm.
- The computer desk is 90*50*70cm
- It's diameter is 80cm
- This purse is made of genuine leather.
- The machine is easy to operate.

Comparing products

- This computer runs much faster than that one.
- On-site service for the laptop is not as cheap as that for the desktop.
- This car will save 10% on your fuel costs than that one.