

UNIT

1 Greeting visitors

UNIT GOALS • greeting visitors to your country • greeting visitors to your office • small talk

TALKING POINT

Have you met visitors to your company or country?
 What do you offer them?
 What do you talk about when you meet new people?
 Do you find it easy or difficult to start a conversation?



PART A Greeting visitors to your country

1 Listening

a Jon Wright has travelled from England to Italy to visit one of his clients, a company called Planeta. Maria works for Planeta, and is meeting Jon at the airport. Which of these topics do you think they talk about?

- 1 Jon's flight
- 2 Maria's family
- 3 Maria's job
- 4 politics
- 5 the weather
- 6 Jon's last holiday
- 7 transport to the office
- 8 the time it takes to get to the office

b Listen to the conversation and tick (✓) the topics they mention.

2 Language focus

a Look at these expressions from the conversation in 1 Listening. Who says them? Write H (for host) or V (for visitor).

- | | |
|---|--|
| 1 Thank you. That's very kind. | 6 I'm here to take you to our office. |
| 2 Can I help you with your bags? | 7 No, it's all right, thanks. They're not heavy. |
| 3 Do you like travelling? | 8 This way. |
| 4 How long does it take to get there? | 9 Did you have a good flight? |
| 5 Do you travel abroad a lot? | 10 You can put your bags in the boot. |

b Listen again and check your answers.

LANGUAGE FILE 1 >> PAGE 86

3 Language focus

Complete the sentences from 1 Listening with the correct form of the verb in brackets.

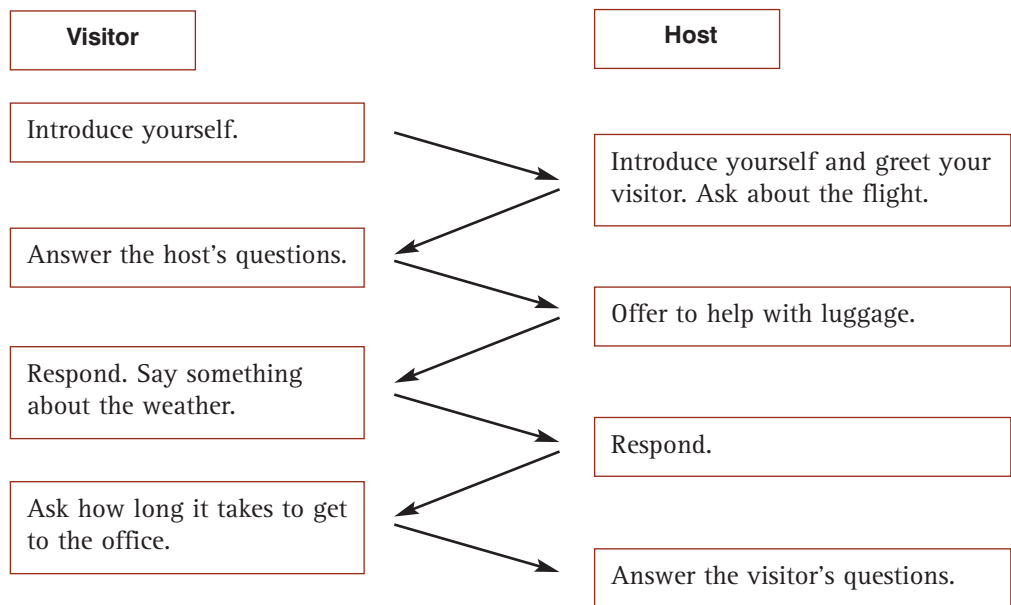
Example *Did* you *have* (have) a good flight, Mr Wright?

- 1 Yes, it (be) a good flight, and very short - I (not do) any work.
- 2 What you (do) at Planeta, Maria?
- 3 I (work) in Marketing now, but before that I (work) in Sales.
- 4 Right. Why you (change) departments?
- 5 One of the Marketing Assistants (leave), so I (apply).

LANGUAGE FILE 2 >> PAGE 87

4 Communication activity

a Work in pairs. Role play meeting a visitor at the airport.



b Now change roles. Act out your role play for the class.



PART B Greeting visitors to your office

1 Culture focus

- a When people meet in business, there is often 'small talk' before the business discussion begins. Read the tips for making small talk. Choose the three most important tips in your opinion.
- b Compare your choices with a partner. Do any of the tips seem strange to you?

Making small talk in business

Talking easily with people can make a bigger impression than exchanging business cards. Here are some tips:

- 1 Smile first and always shake hands when you meet someone.
- 2 Take your time during introductions. Make an extra effort to remember people's names, and use them frequently in the conversation.
- 3 Maintain eye contact in any conversation.
- 4 Be aware of body language. Nervous people make others uncomfortable. Look confident and comfortable.
- 5 Be prepared. Think of three topics you can talk about.
- 6 Play the conversation 'game'. Answer with more than just 'yes' or 'no'.
- 7 Don't be a detective! Avoid all personal questions if you don't know the person well.


2 Listening

a Match the sentences 1–6 to the responses a–f.

- | | |
|---------------------------------|--|
| 1 Nice to meet you. | a Not at all. Thank you for seeing me. |
| 2 Hello. I'm Sonja Blum. | b Nice to meet you, too. |
| 3 Thank you for coming today. | c Very well, thank you. |
| 4 How are you? | d Yes, please. That would be nice. |
| 5 Would you like a coffee? | e Hi, Steve Verwoert. |
| 6 Hello. Nice to see you again. | f Hello. Nice to see you, too. |

b Which pairs of sentences would be used by people meeting for the first time? Which would be used by people who have met before? Which could be used by both? Complete the table.

First time	1 b
Met before	
Both	

-  c Listen to two conversations in which people greet each other. Which two people have met before and which haven't? How do you know?



3 Language focus

a Complete these sentences from 2 Listening.

1

CLAUDE: here before?

MICHAEL: Yes, well, to France before ...

CLAUDE: Oh, really? When that?

MICHAEL: Er, in 2003, I for the National Conference in Toulouse.

CLAUDE: Oh, yes, I to that.


MICHAEL: But I to Lyons before.

2

CATHY: Good. Tom before?

JENNY: Yes, Hello, Tom.

TOM: Hello, Jenny. I think we at last year's General Meeting.

 b Listen again and check.

LANGUAGE FILE 3 >> PAGE 87

4 Communication activity

Work in pairs. You are going to greet visitors to your office.

Role play 1

You are meeting for the first time. Think about three topics you can talk about.

Host

Introduce yourself.
 Offer your visitor a seat.
 Offer your visitor a drink.
 Make small talk.

Visitor

Introduce yourself.
 Accept a drink.
 Say 'thank you' when appropriate.
 Make small talk.

Role play 2

You have met before and you know each other well. Think about three topics you can talk about.

Host

Greet your visitor. Ask how he/she is.
 Offer a drink.
 Make small talk.

Visitor

Greet your host and respond to his/her question.
 Accept a drink.
 Make small talk.

5 Exploring

a What is the right thing to do when you have meetings with visitors? Choose the answers about your company, or the answers which you think are best.

1 Where do you have meetings with visitors?

- a in the reception area
- b in a meeting room
- c at someone's desk

3 Do you offer visitors food?

- a yes, always
- b no, never
- c it depends on the time of day and the person

2 What do you offer visitors to drink?

- a a cold drink
- b a hot drink
- c a choice of hot or cold drinks

4 When do you have food?

- a before the meeting
- b during the meeting
- c after the meeting
- d never

b Compare answers in pairs. Do you think the answers are the same in all companies?

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UNIT

2 Companies

UNIT GOALS • describing different kinds of company • giving profiles of companies

Think about your company or a company that you know.
 What is the name of the company? What does it do?
 Where is the company located? Is it international?

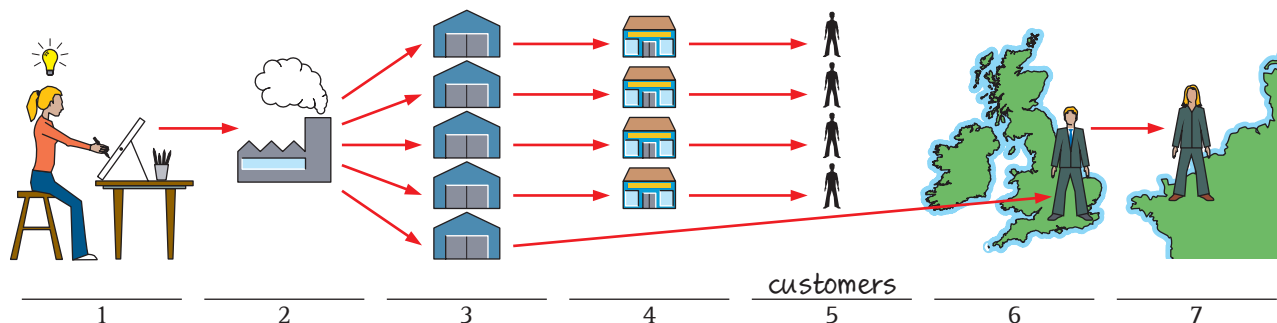
TALKING POINT



PART A Describing companies

1 Reading

a Read the text below and complete the labels for this diagram with words from the text.



I'm a designer. I think of new ideas for clothes for a manufacturer, who makes the clothes and sells them to wholesalers. They buy large quantities of the clothes, and sell them to different retailers, who sell clothes to individual customers in shops. Sometimes an exporter buys some clothes and sends them to other countries, where an importer buys them to sell in shops.

b Look at the following example:

I'm a designer. (person)
 I design clothes. (verb)
 I work in design. (area you work in)

Now complete the table.

Person/Company	Verb	Area
designer	design	design
		exports
importer		
	manufacture	
retailer		



2 Vocabulary

a Complete the sentences below with words from the box.

accountancy	car	clothes	computer	estate
furniture	insurance	law	ticket	travel

- We are the biggest manufacturer in the region; we make more chairs and tables than anyone else.
- We think it's best to use a big firm to help with the company finances.
- Could you call the agent and book two seats for this evening's concert?
- We have always used the same firm for legal advice; they are quite expensive, but very good.
- I'm thinking of buying a new PC. Can you recommend a good dealer?
- In this country, most people use an agent to buy or sell a house.
- That manufacturer has a good contract with one of the big fashion stores.
- After the fire in our office last year, the company paid for our new equipment very quickly.
- We usually compare prices from two or three agents before we book flights and hotels.
- Nowadays, manufacturers produce vehicles which are not so bad for the environment.

b Work in pairs. Can you think of any examples in your area of these kinds of companies?

Example There's a big furniture manufacturer called Apex in my town.

VOCABULARY FILE 2 >> PAGE 89

3 Listening

a Listen to radio advertisements for three different companies. Choose one phrase from the box to describe each company.

car dealer	law firm	clothes manufacturer	estate agent
ticket agent	insurance company		

1



2



3



.....

b Complete these sentences from the advertisements. Then listen again and check.

- We London but we to businesses all over Europe.
- We football kit.
We through our sales network.
- Hawes and Company through the legal jungle of the modern business world.
We help and advice on all the legal aspects of your business.

4 Communication activity

STUDENT A: Look at the information on page 76.
 STUDENT B: Look at the information on page 78.

PART B Company profiles

1 Reading

a Read the three company profiles below and complete the table.

	Where is it based?	When was it started?
Allen and Overy		
Relocations Asia-Pacific		
Ford Motor Company		

Allen and Overy, an international law firm with its Head Office in London, was established in 1930. The first overseas offices were opened in 1978 in Dubai and Brussels. It now has 26 branches in major centres around the world, where expert legal advice is offered in international capital markets, banking, property and corporate law. Our clients receive a personalized service to the highest international standards. In 1997 it was voted 'Best Global Law Firm'.

Relocations Asia-Pacific specializes in sourcing high quality rental accommodation in Bangkok. Relocations was established 25 years ago, so our expert team has the experience to offer you a no-cost service in selecting houses or apartments in the location you want at the price you need. We believe in a highly personalized service and count many of our clients as friends.

FORD MOTOR COMPANY is one of the world's largest vehicle manufacturers. It is based in Detroit, Michigan but has factories and distributors all over the world. Ford Motor Company was started in the early twentieth century by one man. Henry Ford developed products to meet the needs of people facing industrialization. Now, his ideas are developed by the company, as it designs and manufactures products to meet the changing needs of people in the global community.

b Read the profiles again and answer these questions.

- 1 What product or service does Allen and Overy offer?
- 2 When was Allen and Overy established outside the UK?
- 3 How many branches does Allen and Overy have?
- 4 What happened to Allen and Overy in 1997?
- 5 What product or service does Relocations Asia-Pacific offer?
- 6 How much does Relocations Asia-Pacific charge?
- 7 What is Relocations Asia-Pacific's philosophy?
- 8 Where does Ford Motor Company have factories?
- 9 What was Henry Ford's philosophy?
- 10 What is Ford Motor Company's philosophy today?

2 Language focus

a Complete the passive forms in these sentences from the company profiles.

- 1 Allen and Overy *was established* in 1930.
- 2 The first overseas offices in 1978 in Dubai and Brussels.
- 3 Expert legal advice
- 4 Relocations Asia-Pacific 25 years ago.
- 5 Ford Motor Company in the early twentieth century by one man.
- 6 Now, his ideas by the company.

b Make questions from the sentences above.

- 1 When *was Allen and Overy established* ?
- 2 Where in 1978?
- 3 What ?
- 4 When ?
- 5 When ?
- 6 What now?

LANGUAGE FILE >> PAGE 88

3 Communication activity

STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

a Use this information to answer Student A's questions about Airbus.

- established 1970
- Toulouse, France
- aircraft design and manufacture
- 46,000 employees
- annual turnover €19.4 billion
- 'setting the standards' = innovation, value, passenger comfort

b Student A has some information about Hitachi. Ask about Hitachi and make notes.

- when established?
- location?
- product/service?
- number of employees?
- annual sales?
- philosophy?

4 Writing

Write a short profile of the company you asked questions about in 3 Communication activity.