

Plan of the book

	A The call	B Focus on language	C Soft skills
Unit 1 Being clear and polite <i>Pages 2–12</i>	<ul style="list-style-type: none"> Franchise inquiry 	<ul style="list-style-type: none"> Forming questions in spoken English Open and closed questions American idioms (1) 	<ul style="list-style-type: none"> Explaining information clearly Putting the customer on hold
Unit 2 Predicting customer need <i>Pages 13–24</i>	<ul style="list-style-type: none"> Bulk buy inquiry 	<ul style="list-style-type: none"> Present continuous (1) Using <i>just</i> Phrasal verbs (1) 	<ul style="list-style-type: none"> Predicting caller need Backchanneling
Unit 3 Explaining and giving instructions <i>Pages 25–34</i>	<ul style="list-style-type: none"> Caller changing phone number 	<ul style="list-style-type: none"> Zero conditional Giving instructions using imperatives and softeners Using idioms 	<ul style="list-style-type: none"> Giving clear instructions and explanations
Unit 4 Defusing anger <i>Pages 35–45</i>	<ul style="list-style-type: none"> Extra charges on bill 	<ul style="list-style-type: none"> Modal verbs Phrasal verbs (2) 	<ul style="list-style-type: none"> Defusing anger Sounding sincere
Unit 5 Probing for information and admitting mistakes <i>Pages 46–57</i>	<ul style="list-style-type: none"> Camera repair 	<ul style="list-style-type: none"> The interrupted past The second conditional American idioms (2) 	<ul style="list-style-type: none"> Probing questions Admitting mistakes
Unit 6 Dealing with complaints and checking information <i>Pages 58–68</i>	<ul style="list-style-type: none"> Unexplained text messages on monthly invoice 	<ul style="list-style-type: none"> Modals used to express obligation Passives Phrasal verbs (3) 	<ul style="list-style-type: none"> Active listening Checking information
Unit 7 Showing empathy <i>Pages 69–80</i>	<ul style="list-style-type: none"> Complaint about termination of policy 	<ul style="list-style-type: none"> Present continuous (2) Extended use of <i>just</i>, <i>actually</i>, and <i>still</i> Modals used in polite requests Phrasal verbs (4) 	<ul style="list-style-type: none"> Evaluating the agent Building relationships Showing empathy
Unit 8 Thinking aloud and building solidarity <i>Pages 81–89</i>	<ul style="list-style-type: none"> Connecting to the Internet 	<ul style="list-style-type: none"> Modals of ability Using the first conditional for instructions 	<ul style="list-style-type: none"> Thinking aloud professionally Building solidarity through the pronouns <i>we</i> and <i>us</i>
Unit 9 Keeping control of an aggressive call <i>Pages 90–100</i>	<ul style="list-style-type: none"> Insurance policy complaint 	<ul style="list-style-type: none"> Expressing regret Making comparisons Idioms and phrasal verbs 	<ul style="list-style-type: none"> Keeping control of an aggressive call Sounding “robotic”
Unit 10 Dealing with sarcasm <i>Pages 101–110</i>	<ul style="list-style-type: none"> Invoice in the wrong name 	<ul style="list-style-type: none"> Conditional sentence rules – and how to break them Modals with several functional meanings Active and passive forms American idioms (3) 	<ul style="list-style-type: none"> Dealing with conflict Responding to sarcasm

D Pronunciation	E Read and explain	F Intercultural matters	G Role-play	
<ul style="list-style-type: none"> Rising intonation Falling intonation Syllabus stress Consonant clusters 	<ul style="list-style-type: none"> Franchise information 	<ul style="list-style-type: none"> Geography of the United States Retirement in the United States 	<ul style="list-style-type: none"> Explaining to a prospective franchisee 	S E L F E V A L U A T I O N
<ul style="list-style-type: none"> Contractions /s/ or /z/ 	<ul style="list-style-type: none"> Animal colic 	<ul style="list-style-type: none"> American farming and ranch culture Customer expectations: "thinking outside the box" 	<ul style="list-style-type: none"> Deciding whether to give a refund 	
<ul style="list-style-type: none"> Connected speech 	<ul style="list-style-type: none"> How to use a hands-free headset 	<ul style="list-style-type: none"> Cultural differences Stereotypes Public and private information Gathering private information 	<ul style="list-style-type: none"> Helping a caller set up an Internet connection 	
<ul style="list-style-type: none"> Understanding and using intonation to express emotions 	<ul style="list-style-type: none"> Canceling the Axe Credit Card 	<ul style="list-style-type: none"> Money matters in American culture Taking responsibility and understanding blame and accountability 	<ul style="list-style-type: none"> Deciding whether to escalate 	
<ul style="list-style-type: none"> Silent consonants Silent syllables 	<ul style="list-style-type: none"> Guide to choosing a first camera 	<ul style="list-style-type: none"> Higher education Family ties 	<ul style="list-style-type: none"> Deciding whether to replace a customer's defective equipment 	
<ul style="list-style-type: none"> Word stress and meaning (1) 	<ul style="list-style-type: none"> Summarizing a letter of complaint 	<ul style="list-style-type: none"> Humor Friendly or furious? (understanding sarcasm) Responding to humor 	<ul style="list-style-type: none"> Dealing with an angry caller 	
<ul style="list-style-type: none"> Differentiating vowel sounds (1) 	<ul style="list-style-type: none"> Getting a visa 	<ul style="list-style-type: none"> Litigation and compensation culture Dealing with customer dissatisfaction 	<ul style="list-style-type: none"> Sorting out the problems of a dissatisfied customer 	
<ul style="list-style-type: none"> Intonation when giving instructions Intonation and context 	<ul style="list-style-type: none"> Giving information about an IT company 	<ul style="list-style-type: none"> Diagnosing self-reliant customers Self-empowerment culture 	<ul style="list-style-type: none"> Giving a caller technical instructions 	
<ul style="list-style-type: none"> Word stress and meaning (2) 	<ul style="list-style-type: none"> Giving information about making a car insurance claim 	<ul style="list-style-type: none"> Direct answers to direct questions Saying <i>no</i> 	<ul style="list-style-type: none"> Regaining the trust of an angry caller 	
<ul style="list-style-type: none"> Differentiating vowel sounds (2) 	<ul style="list-style-type: none"> Retelling a story 	<ul style="list-style-type: none"> Women's independence Multiculturalism and the American Dream 	<ul style="list-style-type: none"> Apologizing and regaining a caller's trust 	