

## Understanding

Look again at the strategies outlined in *Useful tips*. Candy uses all three to get information from Michael. Underline the relevant parts in the conversation and note the strategy that she uses in the margin.

## Saying it accurately



- 1** Imagine you work with Candy and Michael. They both have information they want to share with you. Listen to their statements and answer these questions.

- Who sounds as though they are passing on information based on fact?  
.....
- Who sounds as though they are passing on information that may be unreliable?  
.....

- 2** Tick the phrases that show that your information is based on what you've *heard on the grapevine*, rather than what you *know*. Follow the example.

According to Jane, ... ✓	It seems/appears that...
I'm sure that...	By all accounts, ...
I overheard Ben saying...	...so I'm told.
Apparently, ...	It's guaranteed that...
I'm convinced that...	Did you hear that...?
I heard on the grapevine that...	I heard that...
It's certain that...	

- 3** Complete the following sentences with words or phrases from *Saying it accurately 2*. Make it clear that these are simply reports that you have heard on the grapevine. Try to use each phrase only once.

- ..... the section manager is going to resign tomorrow.
- She's been for interviews at other companies, .....
- She hasn't been happy here for a while, .....
- .....she wants to work abroad.
- ..... she'll be gone by January.
- ..... her secretary, the board isn't going to replace her internally.
- ..... they are planning to restructure her division?
- ..... they will combine the two departments so that they can make cutbacks.

**4** Read these answers. Write statements creating a sense of intimacy with the speaker. Follow the example.

- 1 Find out if Jay has spent time in the Washington office.  
*You've spent time in our Washington office, haven't you, Jay?*  
.....
- 2 Check that Rachel approved the new brochure before it was sent to the printers.  
.....
- 3 Find out if Matt knows the new CEO.  
.....
- 4 Ask if Lianne is attending the conference this year.  
.....
- 5 Find out if Dan has seen the budget for next year.  
.....

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## Saying it clearly



**1** Listen to these sentences.

Note how the words that imply that you are passing on rumours rather than fact are stressed to reinforce this message.

*Apparently, the section manager is going to resign tomorrow.  
She's been for interviews at other companies, so I'm told.*

**2** Listen again to the sentences and repeat them, using the correct stress.

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## Saying it appropriately



**1** Listen to these questions and decide whether the speakers are being direct or intimate. Note how the speakers create a sense of intimacy by using a light, friendly tone of voice and the strategies outlined in *Useful tips*.

question 1	direct	intimate
question 2	direct	intimate
question 3	direct	intimate
question 4	direct	intimate
question 5	direct	intimate
question 6	direct	intimate



**2** Listen to the questions, now all phrased to create a sense of intimacy, and repeat them.

## Get speaking



**1** You've heard that the company is planning to set up a sports and social committee. Start a conversation with Max, the personnel manager, to try to find out more about it. Play the audio CD and follow the cues. You start.

- 1 Tell Max the rumour that you heard.
- 2 Ask indirectly if he knows about it.
- 3 Tell him that the CEO's secretary, Janice, told you that the CEO was very enthusiastic about it.
- 4 Ask indirectly if he knows when the meeting might happen.
- 5 Ask indirectly if he would want to be involved.

**2** What sort of information is passed around your workplace? Write a short conversation based on the dialogue at the beginning of this unit, being the kind of discussion that might take place in your office. Try to incorporate all the strategies from this unit. Then read it aloud, practising your pronunciation. Record it if possible, for review.

### Grammar note

Compare the two predictions for the future of Christine's role and note how the use of *I suppose they might* indicates speculation and *will* implies certainty.

Examples from the text:

*I suppose they might* appoint somebody from Christine's team to carry on her work.  
Gabriele from the commercial department *will* take over.

*I suppose we might* employ some more staff.  
*We'll* employ some more staff.

### Cultural note

If you are working in international teams, you will need to find out the best way to get information from colleagues. It may be that there is not a lot of office gossip and that it is inappropriate to talk about individuals in the way the people do in the dialogues in this unit. Privacy may be an important part of the culture.

# 5

## Cold calling

*Do you have a moment to speak to me?*

**USEFUL TIPS: When cold calling (approaching prospective clients or customers for the first time), keep the following points in mind:**

- Be clear and concise about who you are and the purpose of the call.
- Use questions to help and guide the person you are calling.
- Always use titles (such as Dr, Mr, and Ms) and never first names.
- Don't be offended by hostile behaviour. It's not personal.

### Conversation



**Macey Chance is on the phone, trying to set up meetings to discuss her company's services.**

Macey C: This is Macey Chance from Turner & Young Consultants. Am I speaking to Mr Given?

Speaker 1: No.

Mr H: Trancross Power and Gas, project management office.

MC: Good morning. **Am I speaking to** Mr Harvey?

Mr H: Speaking.

MC: Oh hello, Mr Harvey. **This is Macey Chance from** Turner & Young Consultants.

Mr H: Oh, yes.

MC: **Do you have a moment to speak to me?**

Mr H: Um... well, yeah.

MC: Thank you. **My company specializes in** helping power industry companies manage risk, Mr Harvey. **Do you think that's something that might be of interest to you?**

Mr H: Er... well, we have risk management plans in place, you know.

MC: I'm sure! But **may I ask you a question**, Mr Harvey? Do you have plans in place for handling risks generated by climate change?

Mr H: Um, it depends on what you mean exactly. Of course, we have plans in place for damage to our power plants from bad weather.

MC: Well, managing short-term risk is very important of course. But **would you like to find out about** ways to manage risk caused by long-term adjustments to weather patterns? I'm talking about global warming and the impact that will have on energy supplies.

Mr H: Um, that's very unpredictable, isn't it?

MC: Yes, you're quite right, Mr Harvey. And very risky. That's why my company specializes in designing plans that minimize the risks for companies like yours. **Would it be possible to arrange a meeting where I could explain** our services in more detail?



Mr H: Well, it could be interesting.

MC: Fine. **When's a good time for you**, Mr Harvey?

Mr H: Er, let me just check my appointments. Um, how about Friday this week, 2 p.m.?

## Understanding

Read the following stages of the dialogue and put them into the correct order.

- [ ] She explains what her company specializes in and the reason for her call.
- [ 1 ] Macey Chance checks that she is speaking to the correct person.
- [ ] She sets up a meeting to discuss the matter further.
- [ ] She introduces herself and says where she works.
- [ ] She asks questions to gauge the person's interest.
- [ ] She checks that the person she is speaking to has time to talk.

## Saying it accurately

### 1 Unscramble the words to form sentences to use when cold calling.

- A think / interest / you / you / something / be / that / of / Do / that's / to / might  
.....?
- B set / Mr Lee / Could / meeting / week / we / up / a / for / next  
.....?
- C specializes / bespoke software / My / in / company / designing  
.....
- D Tom Sweeney / Lermans and Co / is / from / This  
.....
- E question / May / Mr Lee / ask / you / I / a  
..... ?
- F moment / you / have / Do / a / speak / me / to / to  
..... ?

### 2 Complete the conversation with sentences from *Saying it accurately 1*. Write the correct letter in the space provided.

Tom Sweeney: Is that Mr Lee?

Mr Lee: Speaking.

TS: (1) .....

Mr Lee: Uh-huh.

TS: (2) .....

Mr Lee: I suppose so, yes, go ahead.

TS: (3) .....

Mr Lee: I see.

- TS: (4) .....
- Mr Lee: Yes, it sounds interesting.
- TS: (5) ..... Are you currently using software that doesn't fully meet your business's needs?
- Mr Lee: Well, yes we have had some issues with it this year.
- TS: (6) .....
- Mr Lee: Yes, I'd be interested to hear more.

**3** Match the questions from the conversation on the left to those on the right that serve the same purpose.

- |   |  |
|---|--|
| 1 Am I speaking to Mr Harvey?   | A When is convenient for you, Mr Harvey?   |
| 2 Do you have a moment to speak to me?  | B Could we set up a meeting next week to discuss it further?   |
| 3 Would you like to find out about ways to manage risk caused by long-term adjustments to weather patterns? | C Is that Mr Harvey?   |
| 4 Would it be possible to arrange a meeting next week where I could explain our services in more detail?    | D Is this a good time?   |
| 5 When's a good time for you, Mr Harvey?  | E Would you be keen on finding out more about ways to manage risk caused by long-term adjustments to weather patterns? |

## Saying it clearly



**1** Listen to these two questions from *Saying it accurately 1*.

*Do you have a moment to speak to me?*

Note that when a word ends with a consonant and the next word begins with the same consonant, we do not repeat the sound, but pronounce them together.

*Could we set up a meeting nex(t) week to discuss it further?*

Note that when the sound 't' appears between two consonants, it sometimes disappears altogether. This is known as elision.

**2** Listen again to the sentences and repeat them.

## Saying it appropriately



**1** When approaching potential customers over the phone, it's important to use the right tone of voice. Listen to the sentences from *Saying it accurately 1* and choose the adjective describing the speaker's tone of voice.

- 1 polite or pushy? (too forceful)
- 2 enthusiastic or bored?
- 3 abrupt or friendly?

- 4 pushy or friendly?
- 5 bored or polite?
- 6 bored or friendly?



- 2** Listen to the sentences again, now all said in a positive, appropriate manner, and repeat them.

## Get speaking



- 1** You are a salesperson at Top Tier Training and you call Frederic Gulbert, personnel manager at Rogers and Co. Your aim is to set up a meeting with him to discuss your range of services. Play the audio CD and follow the cues. You start.

- 1 Check that you are speaking to Frederic Gulbert.
- 2 Say who you are and who you work for.
- 3 Check that Frederic has time to talk to you now.
- 4 Explain that your company specializes in providing motivational training courses for staff and gauge his interest.
- 5 Suggest a meeting for 10 a.m. next Tuesday.



- 2** Repeat the activity from *Get speaking 1*. This time, however, imagine you are calling Frederic Gulbert as a representative of your own company. Explain what your company specializes in and gauge his interest in your products or services. Play the audio CD and follow the cues. You start.

### Grammar note

**Note how we use the -ing form after specialize in, focus on, and concentrate on.**

Examples from the text:

My company *specializes in designing* plans...

This team *specializes in providing* the best service for customers.

My job is to *focus on cutting* costs wherever possible.

Our personnel department *concentrates on recruiting* the very best people for the company.

### Cultural note

Cold calling is an accepted way of doing business in many cultures. However, in some cultures, business contacts will usually be initiated through referrals, for example *Astra Purim suggested I get in touch with you about...* . Whatever your situation, a referral will always help you make contact with people. When cold calling across cultures, make sure you find out first whether this approach is culturally appropriate.

# 6

## Confirming or rearranging appointments

*I look forward to seeing you then.*

**USEFUL TIPS:** Once you have fixed your appointment with a business partner, telephone a couple of days beforehand to confirm the details of your meeting. Keep the following points in mind:

- Confirm the topic, date, time, and place.
- Be ready with alternative appointment times if the original time has to be changed.
- Check to see if the customer has any new requests.

### Conversations



**Robbie Taylor is confirming his appointments for next week.**

1

Sabine G: Sabine Gerland.

Robbie T: Hello, Ms Gerland. This is Robbie Taylor from Queensfield Ltd. How are you?

SG: Fine, thanks. And you?

RT: Very well. I'm just ringing to confirm our appointment for Tuesday afternoon at 3 p.m. to discuss our project management services for the Potsdam project.

SG: Yes, that's right. I'm looking forward to it.

RT: **Can I just check the address? That's Quiddestrasse 14, isn't it?**

SG: Er, no, Quiddestrasse 40.

RT: Right, 40, OK. And could you spell Quidde for me?

SG: Of course. That's Q-U-I-D-D-E. If you go to our website, you'll find full directions.

RT: Right. Thanks. So, I look forward to seeing you then.

2

RT: Queensfield Ltd. Robbie Taylor.

Gerhard S: Oh hi, this is Gerhard Schmidt calling from Hipax in Berlin.

RT: Oh, hello Mr Schmidt. How are you?

GS: I'm fine, thank you. And you?

RT: I'm well, thanks.

GS: Good. I'm afraid I have to cancel our meeting next Tuesday morning. I'm going to be away visiting one of our key customers.

RT: **No problem. Would Wednesday afternoon be more convenient?**

GS: Unfortunately not. One colleague I wanted to come to our meeting will be in Paris and I'll be in Munich.

RT: I see. Well, would you like me to arrange a telephone conference instead?



GS: Mmm, that's a good idea. We're both free at 2 p.m. on Wednesday. Will you email me the details?

RT: Of course. Actually, I wanted to call you anyway, Mr Schmidt. **Would you or your colleagues be interested in any of our other project management services, like logistics, for example?**

## Understanding

This is how Robbie Taylor's diary looked before his two phone calls. Make any necessary changes to it.

Tuesday	Wednesday
9 a.m.	9 a.m.
10 a.m.	10 a.m. <i>Gerhard Schmidt, Hipax, Berlin</i>
11 a.m.	11 a.m.
12 p.m.	12 p.m.
2 p.m.	2 p.m.
3 p.m. <i>Sabine Gerland, Quiddestrasse 14</i>	3 p.m.
4 p.m.	4 p.m.
5 p.m.	5 p.m.

## Saying it accurately

**1** Complete the sentences with words from the box.

spell    confirm    forward    teleconference    check    better

- I'm just ringing to ..... our appointment for Friday morning at 9 a.m.
- Can I just ..... the address?
- Could you ..... that for me?
- That's not a problem. Would Thursday afternoon be ..... for you?
- Would it help if I arranged a ..... ?
- I look ..... to seeing you then.

**2** Match the sentences on the left with those on the right that have a similar purpose. Follow the example.

- |   |  |
|---|--|
| 1 I'm just ringing to confirm our appointment for Tuesday afternoon at 3 p.m. | A Could you just confirm where your offices are?   |
| 2 Can I just check the address?   | B Shall I organize a telephone conference?   |
| 3 No problem. Would Tuesday afternoon be more convenient?                     | C I'm just calling to check that it's still convenient for us to meet on Friday at 10 a.m. |
| 4 Would you like me to arrange a telephone conference?                        | D Can I interest you in any other services that we provide?                                |
| 5 Would you be interested in any of our other services?                       | E That's fine. How about Friday morning instead?   |

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## Saying it clearly



**1** Listen to the five sentences on the right from *Saying it accurately 2*.

*I'm just calling to check that it's still convenient for us to meet on Friday at 10 a.m. ↗*

Note how the speaker's voice goes up, even when it is not a question.

**2** Listen again to the sentences and repeat them.

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## Saying it appropriately



When your business partners contact you regarding an appointment, remember to be polite, flexible and to respond to their needs. Your phone is ringing. Listen to four sentences from the same conversation. Play the audio CD to start. When you hear the beep, pause and respond, choosing a suitable answer.

1

- A Fine, thanks. And you?
- B I've had better days. And you?
- C I woke up with terrible backache and it hasn't really lifted even though I've taken lots of painkillers. And you?

2

- A That's a shame. Never mind, maybe some other time.
- B No problem. Would Wednesday be more convenient?
- C Oh really? It's just that I'm really busy next week and that's the only time I'm free.

3

- A Well, maybe we'll leave it till she gets back.
- B Does she really need to be there?
- C I see. Would you like me to arrange a telephone conference?