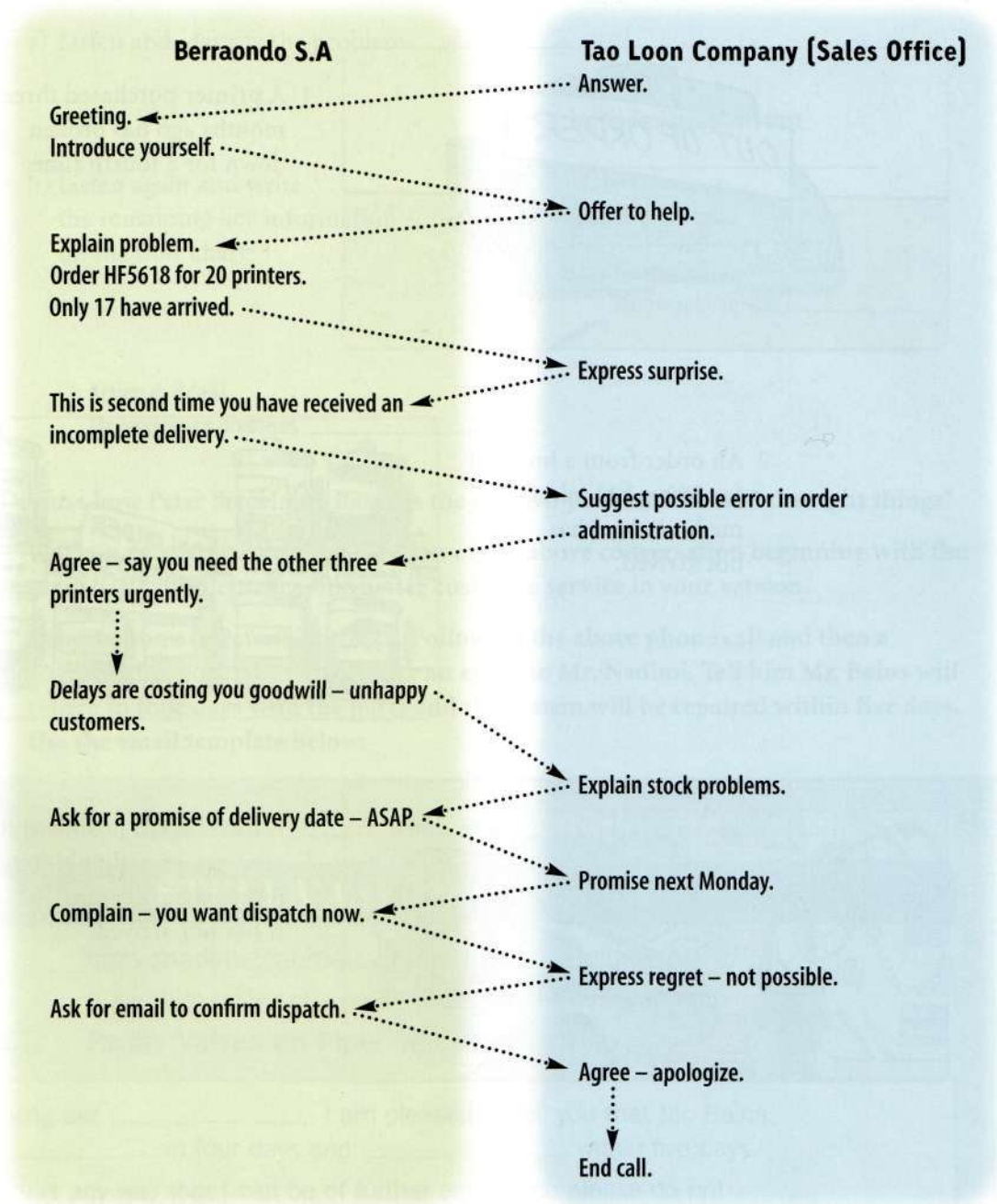


Practice 3

Use the flow chart below as the basis for a telephone conversation involving a complaint.



Now listen to the recording of a model answer.

Role play

Work in pairs, A and B. Student A should look at File card 11A and Student B should look at File card 11B.

TRANSFER

Think of examples of where you have needed to resolve a problem on the telephone, perhaps with a colleague (an internal problem) or with another company (an external problem).

Did the problem involve a complaint?

Say what the situation was and what problem occurred.

Explain any difficulty you had and say how the problem was resolved.

TRANSFER

Prepare a conversation typical of the sorts of problems or complaints you are faced with in your working life. Explain the situation and the roles involved to a colleague and then perform the conversation.

Language Checklist Using the Telephone (3)

Stating reason for the call

I'm calling about ...
Unfortunately, there's a problem with ...
I'm calling to complain about ...

Explaining the problem

There seems to be ...
We haven't received ...
The ... doesn't work.
The quality of the work is below standard.
The specifications are not in accordance with our order.

Referring to previous problems

It's not the first time we've had this problem.
This is the (third) time this has happened.
Three months ago ...
We had a meeting about this and you assured us that ...

Threatening

If the problem is not resolved ...
we'll have to reconsider our position.
we'll have to renegotiate the contract.
we'll contact other suppliers.
the consequences could be very serious.

Handling complaints and other problems

Asking for details

Could you tell me exactly what ... ?
Can you tell me ... ?
What's the ... ?

Apologizing

I'm sorry to hear that.
I'm very sorry about the problem / delay / mistake ...

Denying an accusation

No, I don't think that can be right.
I'm sorry but I think you're mistaken.
I'm afraid that's not quite right.
I'm afraid that can't be true.

Skills Checklist Using the Telephone (3)

If you receive a complaint:

- consider your company's reputation
- express surprise
- ask for details
- suggest action
- promise to investigate
- make reasonable suggestions, offers to help.

Consider your customer and:

- show polite understanding
- use active listening
- reassure customer.

If you make a complaint:

- prepare for the call
- be sure of the facts
- have documentation available
- decide what you require to resolve the problem – at least partially – or completely.

Who is to blame?

Who is responsible?
Are you talking to the right person?
Was your order or your specifications correct?
Were you partly responsible for arrangements that went wrong, e.g. transportation?
Does responsibility actually lie elsewhere, i.e. with a third party?

If you do not get what you want:

- keep control – state what you need calmly
- do you need to continue to do business with the other side?
- if you do, keep a good relationship
- express disappointment – not anger
- don't use threats – unless you have to!

Quick Communication Check

1 Saying why you are calling

Match the phrase on the left with the correct ending.

- | | |
|------------------------------|-----------------------------------|
| 1 The reason for my call ... | a) advice on ... |
| 2 I'm calling about ... | b) something about your services? |
| 3 I need to talk to | c) a supply problem. |
| 4 I would like some | d) is a technical matter. |
| 5 Can you tell me | e) someone about ... |

2 Explaining the problem

Replace the underlined words with words in the box which mean the same.

- We are still waiting for the goods to arrive.
- There seems to be something wrong with the machine.
- The power switch is broken.
- We still have not received an answer to our letter.
- I don't understand why we have not received the money you owe us.
- I don't understand how to operate the machine.

please explain
delivery
not working
a problem
a reply
the instructions
payment

3 Handling complaints

Complete the exchanges below with words from the box.

- A There seems to be a problem with the machine.
B I'm (a) _____ to hear that.
Do you have a customer (b) _____ number?
What's the (c) _____ on the machine?
C I'd like to speak to Mr. Davis.
D He's not (d) _____ at the moment but I'll
(e) _____ to call (f) _____ as soon as he (g) _____ .
E I think there's a problem with the invoice.
F If you (h) _____ on, I'll (i) _____ you to the right department.
G We still haven't received the goods.
H I'm sorry. We've had a (j) _____ in distribution.
Everything should be okay for a (k) _____ next week.

you back reference
serial number
delivery transfer
delay comes back
hold ask him
sorry available

Key
1
1 d), 2 c), 3 e) 4 a), 5 b)
2
1 delivery, 2 a problem, 3 not working, 4 a reply,
5 Please explain, payment, 6 the instructions
3
(a) sorry, (b) reference, (c) serial number,
(d) available, (e) ask him, (f) you back, (g) comes
back, (h) hold, (i) transfer, (j) delay, (k) delivery

MODULE 3

PRESENTATIONS



6 Planning and getting started

AIMS

- Presentation technique and preparation
- The audience
- Structure [1] The introduction

1 Presentation technique and preparation

- 1 Look at the photo. Discuss or make notes on the characteristics of a good presentation. Think about both the *content* and the *way* the speaker presents information.



2 The text below contains several recommendations for giving effective presentations. Scan the text to match the seven points below to the right paragraph, a–g. You do not have to read the text in detail.

- 1 Choose visuals to support the presentation.
- 2 Have a simple, clear structure.
- 3 Show enthusiasm.
- 4 Use PowerPoint.
- 5 Making informal presentations.
- 6 Consider the audience.
- 7 Dealing with nerves.

What advice from Luis E. Lamela do *you* think is the most important?

- a The key to a successful oral presentation is to keep things simple. I try to stick to three points. I give an overview of the points, present them to the audience, and summarize them at the end.
- b My purpose or desired outcome, the type of audience, and the message dictate the formality of the presentation, the kind of visuals, the number of anecdotes, and the jokes or examples that I use. Most of my presentations are designed to sell, to explain, or to motivate. When I plan the presentation, I think about the audience. Are they professionals or nonprofessionals? Purchasers or sellers? Providers or users? Internal or external? My purpose and the audience mix determine the tone and focus of the presentation.
- c When I make a presentation, I use the visuals as the outline. I will not use notes. I like to select the kind of visual that not only best supports the message but also best fits the audience and the physical location. PowerPoint, slides, overhead transparencies, and flip charts are the four main kinds of visuals I use.
- d PowerPoint and slide presentations work well when I am selling a product or an idea to large groups (15 people or more). In this format, I like to use examples and graphs and tables to support my message in a general way.
- e In small presentations, including one-on-ones and presentations where the audience is part of the actual process, I like transparencies or flip charts. They allow me to be more informal.
- f I get very, very nervous when I speak in public. I handle my nervousness by just trying to look as if, instead of talking to so many people, I'm walking in and talking to a single person. I don't like to speak behind lecterns. Instead, I like to get out and just be open and portray that openness: "I'm here to tell you a story."
- g I try very hard for people to enjoy my presentations by showing enthusiasm on the subject and by being sincere. I try not to use a hard sell – I just try to report or to explain – and I think that comes across. In addition, it helps that I am speaking about something that I very strongly believe in and something that I really, really enjoy doing.

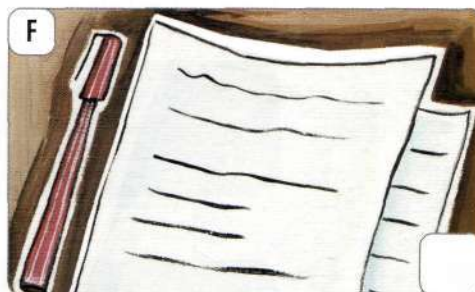
Luis E. Lamela, February 11, 1997

From Business and Administrative Communication by Kitty Locker, Irwin McGraw-Hill, 1998

3 What are the key considerations involved in *preparing* a presentation?



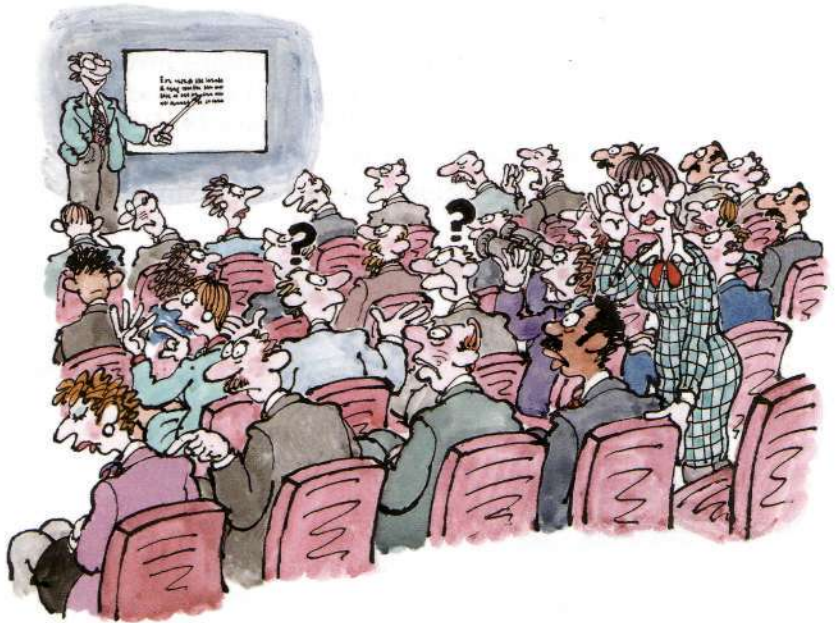
4 Listen to a group of management trainees talking about the preparation of presentations. They mention eight key areas, each represented by one of the pictures below. Number the pictures in the order in which they are mentioned.



Discussion

Comment on any of the points mentioned in the discussion you have heard. Which do you think are the most important? Do you feel it is necessary to write out a presentation?

2 The audience



- 1 Read the comments from the audience who are listening to a presentation at an international conference. What caused the problem in each case?
- “What on earth is he talking about?” “I have no idea!”
 - “Hey, Sarah! Wake up! He’s finished!”
 - “Read that! I can’t read that! I’d need a pair of binoculars!”
 - “Speak up! I can’t hear a thing!”
 - “Summarize four main points? I only noticed one! Have I been asleep?”

2 Look at the following situations.

A medical conference in Tokyo with papers on new techniques in open heart surgery.

An internal meeting of administrative staff to discuss a new accounting procedure.

The Purchasing and Product Managers of a Taiwanese company interested in buying some production equipment from your company.

A staff meeting to discuss a charity event for earthquake victims.

Imagine you have to give a brief presentation in *two* of the previous situations, plus one other situation that you decide on. Make brief notes on the following:

- Will your talk be formal or informal?
- What are the audience’s expectations in terms of technical detail, expertise, etc.?
- What is the audience’s probable level of specialist knowledge? Are they experts or non-experts?
- How long will your talk be: five minutes, twenty minutes, half a day, or longer?
- What is your policy on questions? Will the audience interrupt or will they ask questions afterwards? Will there be any discussion?
- How will you help the audience to remember what you tell them?

3 Structure (1) The introduction

1 In any presentation the beginning is crucial. Certainly some things are essential in an introduction and others are useful. Here is a list of what could be included in an introduction. Mark them according to how necessary they are using the following scale:

Essential	Useful			Not necessary
1	2	3	4	5

- Subject / title of talk.
- Introduction to oneself, job title, etc.
- Reference to questions and /or discussion.
- Reference to the program for the day.
- Reference to how long you are going to speak for.
- Reference to the visual aids you plan to use.
- The scope of your talk: what is and is not included.
- An outline of the structure of your talk.
- A summary of the conclusions.



2 Listen to the beginning of a presentation on the marketing plans for a new telecommunications system produced by Telco.

- a) Is it a good introduction?
- b) Why? Why not?
- c) Label the structure of the talk.

