

Saying it appropriately



- 1** When making a request, it is important to sound polite. Listen to six sentences from *Saying it accurately 2* and decide if the requests are phrased politely or impolitely.

1	Can you take care of that?	impolitely	politely
2	Is anyone interested in doing this?	impolitely	politely
3	Who would like to take responsibility for this?	impolitely	politely
4	How do you feel about doing this?	impolitely	politely
5	When do you think the report will be ready by?	impolitely	politely
6	Will you deal with that for me?	impolitely	politely



- 2** Listen to the sentences, now phrased politely, and repeat them.

Get speaking

- 1** You are in a project team meeting with five colleagues. Ask your colleagues to do the following tasks. If possible, record yourself for review.

Task	Person	Completion date/time
1 Write the proposal for a new project.	Jessica	By Friday
2 Source samples for the new company logo.	Chris	By the end of the month
3 Prepare a quotation for a potential new client, Millwood and Co.	Ayisha	By next Thursday
4 Write an advertisement to go in the paper for a new office manager.	Dan	By the end of the day
5 Organize the purchase and delivery of the new IT hardware.	Sophie	By November

- 2** Think about your own workplace. Make notes of requests you typically make to colleagues. Then practise them aloud.

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Running a teleconference

Hi, this is Lee Ming here.

USEFUL TIPS:

- One person should take the role of the facilitator. The facilitator should lay out the ground rules for the meeting at the start and control the participants. Only the facilitator should interrupt another speaker. Otherwise, it can get very confusing.
- As with regular meetings, there should be a clear agenda, if possible with strict time limits for each item.
- The facilitator should ask people by name to contribute to specific topics. Each speaker should give their name before speaking.
- Clarity is essential in a teleconference, so native speakers should aim to speak clearly, for example minimizing the use of difficult idioms, and non-native speakers should ask if anything is unclear.
- The facilitator should do a summary of all points discussed at the end of the teleconference.

Conversation



Janette is facilitating a telephone conference from London with participants from around the world, Petra, Carlo, Sanjay, and Lee Ming.

Janette: ...so that's Petra, Carlo, Sanjay. We're just waiting for Lee Ming and then –

System: **Ping!** Speaker five is entering the conference room.

Lee Ming: Hi, **this is Lee Ming here.**

J: Great! So, **it's Janette here.** Thank you all for participating today. Before we start, let's just check some ground rules for telephone conferences. **Please always give your name first**, so that we all know who's speaking. Also, **don't interrupt other speakers, please.** I'll make sure that we keep the conversation on track and don't lose any time. Finally, **please could you make sure that you speak clearly and just let me know if anything is unclear?** OK?

Petra, Carlo, Sanjay, and Lee Ming:

Yes. Fine. Good. OK.

J: Right, let's run through the agenda. First of all we want to look at...

P: ...the hardware and the software is now being tested and will be ready –

C: But Petra, that's not the problem at all! We need to know when!

J: Janette here. **Sorry Carlo, can you let Petra finish?** As I said at the beginning of the teleconference, just **one speaker at a time.**

C: Ah yes. Um, Carlo here. Sorry about that. **Could you repeat that, Petra?** About the software testing?

P: Petra here. No problem. So it'll be ready...

S: ...and we think that the advantages of outsourcing all activities to Mumbai will be much greater if we are working closely with Singapore.

LM: Hmm. Lee Ming here. **I'm not sure what you mean by 'closely'.**



S: Sanjay here. Well, we have a lot of software programmers who could quickly develop the products that your people in Singapore design.

J: Janette here. **What do you think about that**, Lee Ming?

LM: Lee Ming here. Um, well it depends on what the designers are looking for because...

J: ...Well, that was all very helpful, I think. **So, let me recap our discussion.** The next step is for all of us to begin work on speaking with all the key suppliers in Mumbai...
...and when that's finished, the project will be over. **Is that acceptable to you**, Sanjay and Lee Ming?

S and LM: Yes. That's fine.

J: And **how about you**, Petra and Carlo? Any questions?

P and C: No, I'm happy. Sounds good.

J: Excellent! Then, I think that's enough for today. We have another meeting scheduled for...

Understanding

A secretary took some notes for the minutes. Complete her notes.

At the start Janette laid out ground rules. She asked speakers to:

-
-
-

..... interrupted when she was talking about software testing.

..... asked to clarify what he meant by working 'closely' together.

Everyone agreed on an action point to start discussions with

.....

Another teleconference is booked.

Saying it accurately

1 Put these sentences from the beginning of a teleconference in the correct order.

- Before we start, let's just lay out some ground rules for telephone conferences.
- Finally, just let me know if anything is unclear.
- Firstly, please always give your name first.
- So, it's Karen here.
- Right, let's run through the agenda.
- Secondly, don't interrupt other speakers, please.
- Thank you all for participating today.
- Thirdly, please could you make sure that you speak clearly?

2 Complete the sentences with words from the box.

finish come interrupt sorry speaker finished there let

- 1 Excuse me, may I you there?
- 2 Sorry Hans, let Zara
- 3 Excuse me, I'm to interrupt, but...
- 4 One at a time, please.
- 5 Sorry, can I in here?
- 6 Sorry Kim, can I stop you ?
- 7 Fabrice, I don't think Chris has yet.
- 8 Gill, please could you Alex finish?

3 Match the two halves of these questions used to ask for clarification and repetition.

- | | |
|--|---|
| 1 Sorry, but I don't... B | A ...I missed that. Could you say it again, please? |
| 2 Sorry, but I didn't quite catch that. Could you... | B ...quite follow you. Could you repeat what you just said? |
| 3 Sorry, I'm afraid... | C ...what you meant by that. Would you mind repeating it? |
| 4 Excuse me, but I'm not sure... | D ...run that by me one more time? |

Saying it clearly



1 Listen to twelve sentences from *Saying it accurately* 1, 2 and 3 and repeat them.

Note how the speaker's intonation goes **down** when introducing a teleconference, interrupting politely and dealing with interruptions, but **up** when asking for clarification and repetition.

Before we start, let's just check some ground rules for telephone conferences. ↘

Fabrice, I don't think Chris has finished yet. ↘

Sorry, can I come in here? ↘

Excuse me, but I'm not sure what you meant by that. Would you mind repeating it? ↗

Saying it appropriately



1 Listen to these four requests, deciding whether the speaker sounds polite or impolite.

- | | | | |
|---|--|----------|--------|
| 1 | Please always say your name first. | impolite | polite |
| 2 | Begin by saying your name, please. | impolite | polite |
| 3 | Please don't cut in on people. | impolite | polite |
| 4 | Please don't interrupt other speakers. | impolite | polite |



- 2** Listen to the requests, this time said politely, and repeat them.

Get speaking

- 1** You are the facilitator at a meeting in Berlin with the following participants:

Kazumi from Japan
Emin from Turkey

Pierre from France
Jake from the USA

Introduce yourself, welcome the participants, and lay out the ground rules for the teleconference.



- 2** The meeting is underway. Play the audio CD to start. When you hear the beep, pause and respond. Use the prompts below to interrupt appropriately.

- 1 Interrupt politely and deal with Emin interrupting Pierre.
- 2 Interrupt politely and ask Jake to clarify what he means and not to use idioms.
- 3 Interrupt politely and ask Pierre to repeat what he said.
- 4 Interrupt politely and ask Emin if he agrees with the suggestion.
- 5 Interrupt politely and remind speakers not to talk at the same time.

- 3** Imagine that you are facilitating a teleconference for a project team at your workplace.

First, make notes on:

- how you are going to start the meeting
- who is at the project team meeting
- the purpose of the meeting.

Then start the teleconference with an introduction to the meeting:

- introduce yourself
- welcome the participants
- lay out the ground rules
- go through the agenda.

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Presenting a product or service

I want to tell you today about...

USEFUL TIPS: When presenting a product or service, an effective way to convince your audience is to follow the FAB approach:

- **Feature:** highlight the features of the product or service you want the audience to focus on.
- **Advantage:** show how these features make the product or service better than its predecessors or competitors.
- **Benefit:** show how this product or service will improve the user's life.

This approach can be grouped into a three-step presentation structure:

- 1 Introduction: summarize what you are going to tell the audience.
- 2 Main body: tell them.
- 3 Conclusion: tell them what they should do next.

Conversation



Steve Dunn, sales representative for Compix Inc, is presenting a new Customer Relationship Management (CRM) piece of software called iCustomer.

Steve: Well, **good afternoon, ladies and gentlemen.** I'm Steve Dunn **and I want to tell you today about** Compix's new CRM application for your iPhone, the iCustomer.

Firstly, I'll demonstrate exactly what this software is capable of doing.

Then, I'll outline the advantages this has over conventional CRM systems.

Finally, I'll show you how this can help boost the productivity of your salesforce significantly.

So, first of all, as a salesman I can tell you what we all want is up-to-the-minute information about our customers. iCustomer links your salespeople directly with your central customer database so that at any time they can check what exactly the...

...without any time lost. **Moving on to my next point, what are the advantages of** the real-time information provided by iCustomer over other CRM systems? Well, it means that for the first time ever your salespeople **always** have up-to-date details about your customers. Current credit ratings for example, any problems with recent orders or maybe a new special offer that headquarters wants...

...of course, because it has a phone function. **So, finally, what are the real benefits** for your salespeople? Two words: increased productivity. Our research shows that salespeople are able to make at least 15 per cent more customer visits per week, leading to an increased sales volume of up to 30 per cent and that's not all. With...

In conclusion, if you commit to using iCustomer, we are offering a free consultancy service for your business. Our experts will visit your company and...

Thank you for listening. **If anyone has any questions, I'd be happy to answer them.**

Customer: Yes, I do. Do you provide software training for users as part of the package?

Steve: **I'm pleased that you asked that question.** We don't provide training ourselves, but our sister company is responsible for that and I'm sure we could discuss ways that we could incorporate that into the package...

Understanding



Steve follows the FAB approach outlined in *Useful tips*. Listen again without reading and tick the *features, advantages, and benefits* of iCustomer that he mentions.

1 Features

- A iCustomer allows your customers to place orders directly with the company.
- B iCustomer provides a link between salespeople and customers' data.
- C iCustomer provides a link between salespeople and suppliers.

2 Advantages

- A Your salespeople always have current information about customers.
- B It's cheap and easy to install.
- C It's more user-friendly than any other system.

3 Benefits

- A You will save money.
- B You will produce a better product.
- C Your salesforce will be able to sell more products.

Saying it accurately

1 Steve goes on to present another new product, the Top-spy Anti-virus System 4 (TAS 4). Reorder the extracts from this presentation for a new security system so that it follows the FAB approach.

- 1 By installing TAS 4, you will save time and money by protecting your computers against viruses.
- 2 It's well worth upgrading to TAS 4 because of its low RAM or memory usage compared to previous versions. Consumer surveys have also shown it to be more reliable than other systems currently available.
- 3 TAS 4 is a comprehensive Internet security system including a firewall and antispyware.

2 Match Steve's phrases or sentences on the left with those on the right that serve the same purpose.

- | | |
|---|--|
| 1 I want to tell you today about... | A First of all, I'll... Next, I'll... And finally, I'll... |
| 2 Firstly, I'll demonstrate... Then, I'll outline... Lastly, I'll show you... | B Let's look now at... |
| 3 Moving onto my next point, ... | C My talk today is about... |
| 4 What are the advantages of...? | D Please feel free to ask questions. |
| 5 In conclusion,... | E To sum up,... |
| 6 If anyone has any questions, I'd be happy to answer them. | F That's a good question. |
| 7 I'm pleased you asked that question. | G Why is this important? Because... |

3 Complete Steve's presentation using phrases from *Saying it accurately 2*.

..... Telesmart, a new communications package we're offering to our loyal customers. demonstrate how it works. outline the advantages compared to other packages available show you how it can benefit your business... ..which means that you can combine all your business communications in one single package. Because it is much more straightforward than having a number of different providers for each service. how much money this can save you every year... ..and so,, Telesmart is a convenient way of saving you money. Thank you for your time. Now over to you.

Saying it clearly



1 Listen to an extract of Steve's presentation in *Saying it accurately 1*.

Note how Steve's intonation is varied, which makes the presentation interesting to listen to. He also emphasizes important words, such as product name and features, advantages, and benefits.

TAS 4 is a comprehensive Internet security system including a firewall and antispypware.

2 Listen to Steve again. Repeat the sentences, using the same emphasis on key words. Pause when you need to.

Saying it appropriately



1 The way you deliver your presentation is almost as important as what you say. Listen to sentences from the presentation in *Saying it accurately 3*. Tick the statements that are true about the speaker's style of delivery.

- 1 The presenter sounds confident and self-assured.
- 2 She sounds nervous and uncomfortable.
- 3 She sounds bored when talking about her product.
- 4 She sounds passionate when talking about her product.
- 5 The presentation is slow and boring.
- 6 The presentation is well-paced and easy to follow.
- 7 The presentation is rushed and hard to follow.

2 Listen again to the presentation and repeat it.

Get speaking

1 Steve had to pull out of the presentation at the last minute and he gave you his notes about iCustomer and TAS 4. Deliver his presentation of the two products, using the notes below. Include phrases from the unit. If possible, record yourself for review. Compare your presentation to Steve's.

Product	Features	Advantages	Benefits
iCustomer	It provides a link between salespeople and customers' data.	Your salespeople always have up-to-date information about customers.	Increased productivity: salespeople can make 15 per cent more customer visits per week and 30 per cent more sales.
TAS 4	A comprehensive Internet security system including firewall and antispyware.	<ul style="list-style-type: none"> • low RAM compared to previous versions. • consumer survey showed it to be more reliable than other systems available. 	You will save time and money by protecting computers from viruses.

2 Complete this table with the features, advantages, and benefits of a product or service from your line of work. Then deliver your presentation. If possible, record it for review.

Product/service	Features	Advantages	Benefits

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Working on a stand

Would you be interested in finding out more about this?

USEFUL TIPS: When working on a stand, ask questions rather than simply presenting products. This will give the stand visitor the feeling that the focus is on their interests and needs.

- Find out what business the visitor is in and who their customers are.
- Find out what their customers want.
- Find out what would make the visitor's life easier and suggest ways to help them achieve that goal.

Conversation



Amanda is a salesperson for Compix Inc, a software development company. She is on the stand at a computer industry trade fair in Los Angeles.

Amanda: Hi there. **Can I help you?**

Colin: What? Oh me? I was just looking at some of these brochures.

A: Well, I'm Amanda.

C: Ah. I'm Colin.

A: **What field of business are you in, Colin?**

C: I'm a specialist publisher. I don't really know much about computer software and hardware, I'm afraid. I publish books about stamp collecting.

A: **Really? Who are your customers?**

C: Well, different types of people. Children, teenagers, adults, people who have retired... mostly male, of course.

A: I see. **And what are your customers looking for?**

C: Well, information and books about stamps. Particularly prices, trade fairs or articles about the history of particular stamps.

A: OK... but **what are the challenges you face in** reaching them?

C: Well, there are lots of stamp collectors, but they're all over the world. It's very hard to reach them so it's difficult to sell my company's books. Normal bookshops won't take them. So I put advertisements in stamp magazines, but that's expensive.

A: Of course. Well, **would you be interested in something to** help you reach a worldwide audience, 24/7?

C: Using the Internet, I suppose I would. But I don't know anything about programming.

A: Ah, but **what would you think about** a tool that does that for you? A tool that lets you just upload the documents that you want into a template? And one that also saves information about customers so you can...

C: ...but that's really very interesting. So you think that a free newsletter would help my business?

