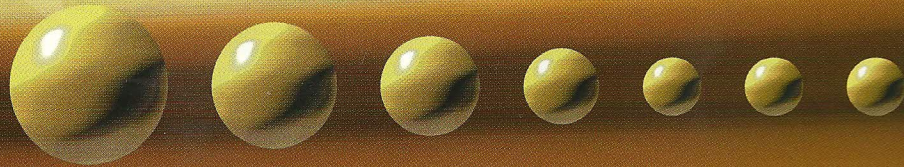


CAMBRIDGE

المركز  
Obéikan

Professional English

# BUSINESS GOALS 2



**STUDENT'S BOOK**

*Gareth Knight Mark O'Neil Bernie Hayden*





# 1 Greeting visitors

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

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?


**TALKING  
POINT**

## 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                           | <input type="checkbox"/> |
| 2 Maria's family                         | <input type="checkbox"/> |
| 3 Maria's job                            | <input type="checkbox"/> |
| 4 politics                               | <input type="checkbox"/> |
| 5 the weather                            | <input type="checkbox"/> |
| 6 Jon's last holiday                     | <input type="checkbox"/> |
| 7 transport to the office                | <input type="checkbox"/> |
| 8 the time it takes to get to the office | <input type="checkbox"/> |

-  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.





### 3 Language focus

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

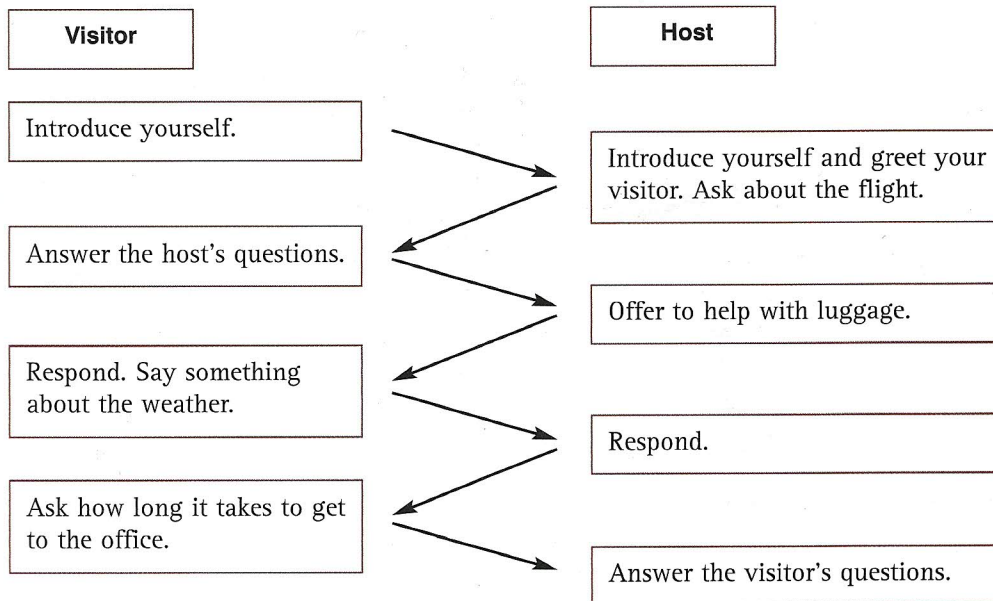
Example .....Did..... you .....have..... (have) a good flight, Mr Wright?

- 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?



# 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?

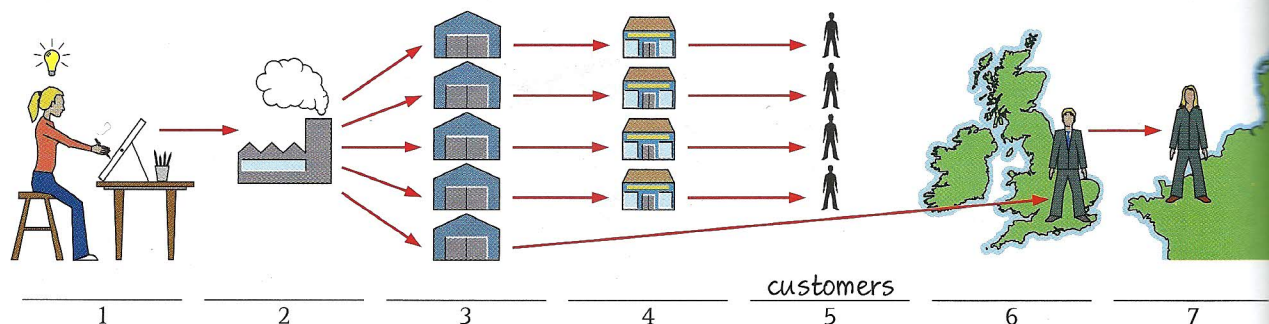
**TALKING POINT**



## 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
exporter	export	exports
importer	import	importer's
manufacturer	manufacture	manufactures
retailer	retail	retails



## 2 Vocabulary

a Complete the sentences below with words from the box.

accountancy	car	clothes	computer	estate
furniture	insurance	law	ticket	travel

- 1 We are the biggest ..... manufacturer in the region; we make more chairs and tables than anyone else.
- 2 We think it's best to use a big ..... firm to help with the company finances.
- 3 Could you call the ..... agent and book two seats for this evening's concert?
- 4 We have always used the same ..... firm for legal advice; they are quite expensive, but very good.
- 5 I'm thinking of buying a new PC. Can you recommend a good ..... dealer?
- 6 In this country, most people use an ..... agent to buy or sell a house.
- 7 That ..... manufacturer has a good contract with one of the big fashion stores.
- 8 After the fire in our office last year, the ..... company paid for our new equipment very quickly.
- 9 We usually compare prices from two or three ..... agents before we book flights and hotels.
- 10 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.

- 1 We ..... London but we ..... to businesses all over Europe.
- 2 We ..... football kit.  
We ..... through our sales network.
- 3 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.



# 3 Occupations

**UNIT GOALS** • talking about jobs • talking about responsibilities • talking about abilities

TALKING

POINT

What job do you do, or would you like to do?

What do you need to do that job? Number these things from 1 (most important) to 6 (least important).

patience ☐

technical skills ☐

management experience ☐

qualifications ☐

confidence ☐

communication skills ☐

Tell your partner about the job.



## PART A Describing your job

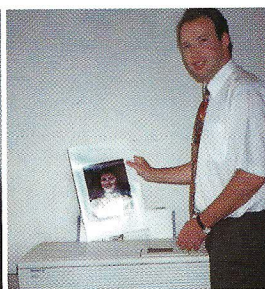
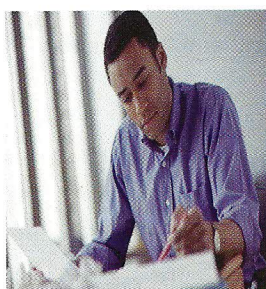
### 1 Vocabulary

Use words from each group to complete the table below, describing the jobs of the people in the photos.

**Job**  
graphic designer  
engineer  
customer service agent  
sales representative

**Environment**  
laboratory  
customers' offices  
studio  
call centre

**Responsibility**  
quality control  
finding new customers  
dealing with customers' questions  
brochure design



Job

Environment

Responsibility



## 2 Listening

- a Listen to two people talk about their jobs. Which of the people from 1 Vocabulary are they?
- b Complete the table about the two people. Then listen again and check your answers.

Name:	Denise O'Connor	Derek Haslam
Works for:		
Likes job? Yes/No?		
Why?		

- c Complete these things that Denise and Derek said. Then listen again and check.

- I ..... an advertising company in Dublin.
- I ..... all printed publicity material that the company produces.
- It's ..... that we give our clients the best printed advertising possible.
- I ..... an English toy company.
- I'm ..... safety testing, so it's ..... that our toys are safe.
- I ..... a team of ten engineers.

LANGUAGE FILE 1 >> PAGE 90

## 3 Language focus

Read about the other two people in 1 Vocabulary and answer the questions.

- When did Ron start working for Canon?
- Does he work for them now?
- When did Janine start working for HSBC?
- Does she work for them now?

My name's Ron. I've worked for Canon since 1998. I'm a member of the sales team. It's my job to find new customers.

I'm Janine. I'm a customer service agent for HSBC. I've worked here for five years. I work in a call centre. I'm responsible for dealing with customers' questions.

LANGUAGE FILE 2 >> PAGE 90

## 4 Communication activity

STUDENT A: Turn to page 77. STUDENT B: Look at the information below.

- a Imagine that you are Sam King. Prepare to tell Student A about your job.

	You	Your partner
Work for:	Fiat Cars – six years	
Job:	Production Manager – 2003 to now	
Environment:	Factory	
Responsibility:	Supervise paint process	

- b Tell each other about your jobs, and complete the 'Your partner' column.


## 5 Exploring

Work in pairs. Tell each other about your work or studies. Then get into small groups and tell each other about your partner's work or studies.



## PART B Talking about your abilities

### 1 Vocabulary

 a Listen to Karen and Peter talking about a job advertisement and decide if these statements are true (T) or false (F).

- 1 Peter has the right experience for the job.
- 2 Peter thinks he can do the job easily.
- 3 Karen thinks he should apply for it.
- 4 Peter is definitely going to apply for it.


b Put these words which Karen and Peter used in the right groups below.

work under pressure	flexible	experience	creative
experienced	ambitious	good communication skills	work well in a team
organized	good computer skills	speaks a foreign language	

be ...	have ...	be able to ...
flexible		

VOCABULARY FILE 2 >> PAGE 1

### 2 Language focus

 a Complete the sentences with the words that Karen and Peter used in 1 Vocabulary. Then listen again and check.

- 1 You ..... have at least three years' experience in marketing.
- 2 But you ..... be experienced with tools.
- 3 You ..... be flexible, creative, ambitious ...
- 4 ..... be organized? I'm not!
- 5 But of course you ..... have good communication skills.
- 6 And you ..... be able to work well in a team and under pressure.
- 7 ..... good computer skills.
- 8 ..... speak any foreign languages?
- 9 I imagine you ..... speak a foreign language.
- 10 Good, because I ..... speak any languages apart from English.

b Work in pairs. Talk about the abilities you need to do these jobs.

*office manager*   *teacher*   *TV reporter*   *scientist*   *writer*

c Think about your job, or a job you would like to do. Talk to your partner about the abilities you need for that job.

LANGUAGE FILE 3 >> PAGE 1



### 3 Listening

- a Work in pairs. Your company needs to send an employee to the Mexico City office to be Product Manager. What abilities and experience will that person need? Think of three things.
- b With your partner, look at the personal histories of these three employees. Which one do you think is the best person? Why?

Example A: *I (don't) think Jeff should go / is best / would be good because ...*

B: *That's true / a good point, but maybe Chris is better because ...*


**Anneliese Schulz**  
**Nationality:** German  
**Current position:** Trainee Manager  
**Time with company:** 1 year  
**Skills/experience:** part of a team that introduced new targets system  
**Previous work experience:** none  
**Qualifications:** Master of Business Administration (MBA); Bachelor in International Business (BA)  
**Languages:** German, English, Spanish



**Jeff Talbot**  
**Nationality:** Canadian  
**Current position:** Product Manager  
**Time with company:** 3 years 6 months  
**Skills/experience:** manages a large team; responsible for inter-group communications  
**Previous work experience:** 1 year as engineer for Eriksson  
**Qualifications:** Master of Management Information Systems (MS), Bachelor of Liberal Arts (BA)  
**Languages:** English, French, Italian



**Chris Barker**  
**Nationality:** British  
**Current position:** Product Manager  
**Time with company:** 22 years  
**Skills/experience:** has managed teams in a number of different divisions; has given presentations at international conferences  
**Previous work experience:** none  
**Qualifications:** Bachelor of Economics  
**Languages:** English



- c Now listen to two senior managers talking about the three employees. Which of the things below did they consider? Which person did they choose? Do you agree with their decision?

- qualifications
- personality
- languages
- skills
- experience with the company
- experience with other companies
- knowledge of the country
- knowledge of the company and its products

### 4 Exploring

Do you think employers should consider any of these things when they select candidates for a job? Why / Why not?

- age
- nationality
- gender
- marital status
- number of children



# Vocabulary 1

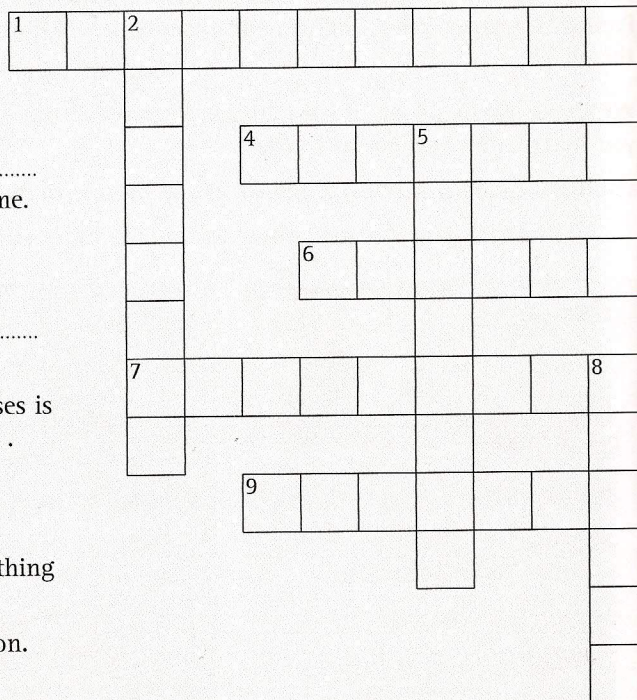
Complete the puzzle.

Across

- 1 An ..... person has done something for a long time.
- 4 Sure about what you are doing.
- 6 Good at thinking of new ideas.
- 7 An ..... person wants to be very successful.
- 9 Someone who has passed exams or courses is .....

Down

- 2 Never late.
- 3 Able to stay calm, especially when something takes a long time.
- 5 Able to change depending on the situation.
- 8 A teacher needs good communication .....



# Language 1

Isabella is meeting Clare at the airport. Put their conversation in the correct order.

- a Hello. Are you Clare Jones?
- b It takes about an hour by car. Is this your first time in Rome?
- c I'm Isabella. We spoke on the phone.
- d Yes. Actually, it's my first time in Italy.
- e Oh, really? How was your flight?
- f Yes, that's right. Hello.
- g Nice to meet you, too. Can I take one of those bags?
- h Oh, not too bad. Just a slight delay at Heathrow.
- i Thank you. Is it far to your office?
- j Yes. It's good to meet you at last.

1

Now practise the conversation with a partner.



## Communication 1

With a partner, role play the following situations.

### Situation 1

STUDENT A: You are meeting Student B at the airport. You know each other quite well.  
Greet each other and make small talk.

STUDENT B: You have just arrived in Student A's country.  
You know each other quite well but this is your first time in this country.  
Make small talk.

### Situation 2

STUDENT A: You have just arrived at Student B's company for a meeting. It is the first time you have met. Greet each other and make small talk as you go to a meeting room.

STUDENT B: You are meeting Student A at the reception desk in your company. It is the first time you have met. Greet each other and make small talk as you go to a meeting room.

## Vocabulary 2

Choose the right words to make compound nouns.

- 1 accountancy *manufacturer / firm*
- 2 car *dealer / agent*
- 3 clothes *dealer / company*
- 4 estate *agent / firm*
- 5 furniture *dealer / firm*
- 6 insurance *firm / manufacturer*
- 7 law *dealer / firm*
- 8 ticket *agent / dealer*

Work in pairs. Decide which companies above these people should go to.

1 We'll need to get some new vehicles soon.

2 I'd like to see if we can find a bigger office closer to the centre.

3 Shall we take our visitors out to see a show on Friday?

4 I need someone to check that I've got these finances right.

5 This is a complex legal problem – I think we need professional advice.

6 We haven't got enough desks for the staff who are moving here next month.

## Language 2

Complete the text with the correct forms of the verbs in brackets.

My name's Jason and I (1) ..... (work) for a big car company called Lord. I (2) ..... (be) very happy in my work; I (3) ..... (like) it very much. I (4) ..... (start) at their north-east branch six years ago, then I (5) ..... (move) to Head Office by the company. I (6) ..... (be) at Head Office for just a month, and at the moment they (7) ..... (train) me to be a manager. I (8) ..... (not enjoy) the training so much, but I'll earn more money in the new job!

## Communication 2

Think of a job you would *not* like to do. Tell your partner what skills and abilities you need to do the job, and why you wouldn't like it.