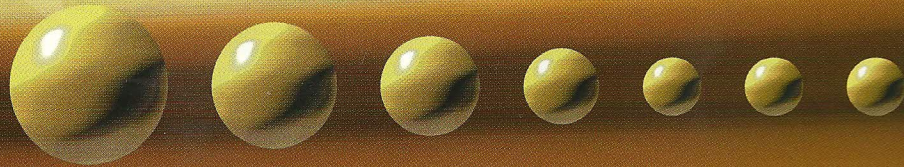


CAMBRIDGE

المركز
أكاديمية

Professional English

BUSINESS GOALS 2



STUDENT'S BOOK

Gareth Knight Mark O'Neil Bernie Hayden



5

Comparing services

- UNIT GOALS**
- talking about business services
 - comparing services
 - expressing your opinion, agreeing and disagreeing

TALKING POINT

Which of these services do businesses use most frequently?

- parcel delivery
- banking services
- car hire
- airlines
- stationery supplies
- catering

Do you know any companies that provide these services?



PART A Business services

1 Reading

- a Work in pairs. Discuss which of these things are most important when choosing a service.

speed price convenience reliability

- b What are the adjectives, and their opposites, from the nouns above?
- c Read the adverts for parcel delivery companies and answer the questions.

Which company is ...

- 1 the fastest?
- 2 the cheapest?
- 3 the most convenient?

- d Ben wants to send a very important document to a customer in Austria. It must arrive before 12 noon the next day. Which service should he use? Why? Discuss with a partner.

Delivery force

A4 size from €35
Guaranteed next-day delivery
(Bring your item to one of our offices before 4.00 p.m.)
Most deliveries before 12 noon in major cities
Tel: 354 5676

NTN Express

1-day, 2-day or 3-day service to any country in Europe
We guarantee the cheapest price!
Call now: 986 9834

Royal Star

We collect and deliver documents door-to-door
Guaranteed next-day delivery before 10.00 a.m.
3-day economy service also available
Prices start at €90
Tel: 433 9876

LANGUAGE FILE 1 >> PAGE 24

2 Listening

- Ben is talking to his colleague Judy about which delivery service to use – Delivery Force or Royal Star. Listen and tick (✓) the boxes in the table.

	Delivery Force	Royal Star
cheaper		
safer		
Ben's choice		

3 Language focus

a Complete Judy's sentences from 2 Listening.

- 1 Delivery Force are good.
- 2 Royal Star are expensive!
- 3 Delivery Force are cheaper.

b Listen again and check your answers.

c Which sentences in (a) above can these words go into?

extremely a bit fairly a lot quite

4 Communication activity

LANGUAGE FILE 2 >> PAGE 95

STUDENT A: Look at the information on page 77.

STUDENT B: Look at the information below.

Situation 1

You need 50 full-colour brochures for a presentation to an important client in two days, and 100 black and white leaflets for a staff training session next week. Ask Student A to recommend a good printing company. Talk to Student A and fill in the table. Then tell Student A which you think is better, and why.

	Price	Quality	Speed
Multiprint			
Budget Print			

Situation 2

Student A wants you to recommend a conference facility. Most of the participants will be arriving by train. Tell Student A about the conference facilities below (price, size, convenience).

Example

Event Management Ltd has the largest rooms, for 200 people, but the Northern Hotel is the cheapest. Park Hotel is more convenient than ...

Event Management Ltd Conference Centre

Large rooms for 200 people or more
€500 per hour
Opposite Melville Town Station
Tel: 04 467 0101

Park Hotel

Conference room available
For groups of up to 150 people
Just €180 per hour
10 minutes' walk from
Melville Town Station

Northern Hotel

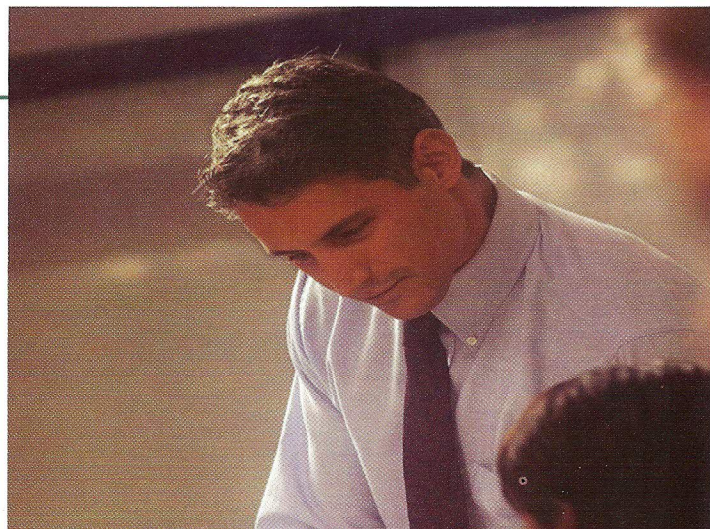
Three conference rooms available
Max. 30 people – €80 per hour
Max. 50 people – €120 per hour
Max. 100 people – €150 per hour
15 minutes' drive from Melville
Town Station

PART B Expressing your opinion

1 Listening

- a** Two managers of a business school want to add a new course to their programme. They are discussing ideas. Listen and put these ideas in the correct columns in the table below.

- 1 Employees can use them all the time at work.
- 2 All businesses use them.
- 3 It's very good for the company.
- 4 Employees might not think it's useful.
- 5 There's a very big market.
- 6 A lot of people don't need a training course.



Computer skills		Time-management skills	
Advantages	Disadvantages	Advantages	Disadvantages

- b** Can you add any more ideas to the table?

2 Language focus

- a** Complete these sentences with the expressions which the managers used in 1 Listening.

- 1 I a computer course is best. ☐
- 2 I, but a lot of people can already use them. ☐
- 3 If, a time-management course is best. ☐
- 4 I, but I employees will think it's very useful. ☐
- 5 Good - I that. ☐
- 6 Yes, Let's see what they think. ☐

- b** Listen again and check.

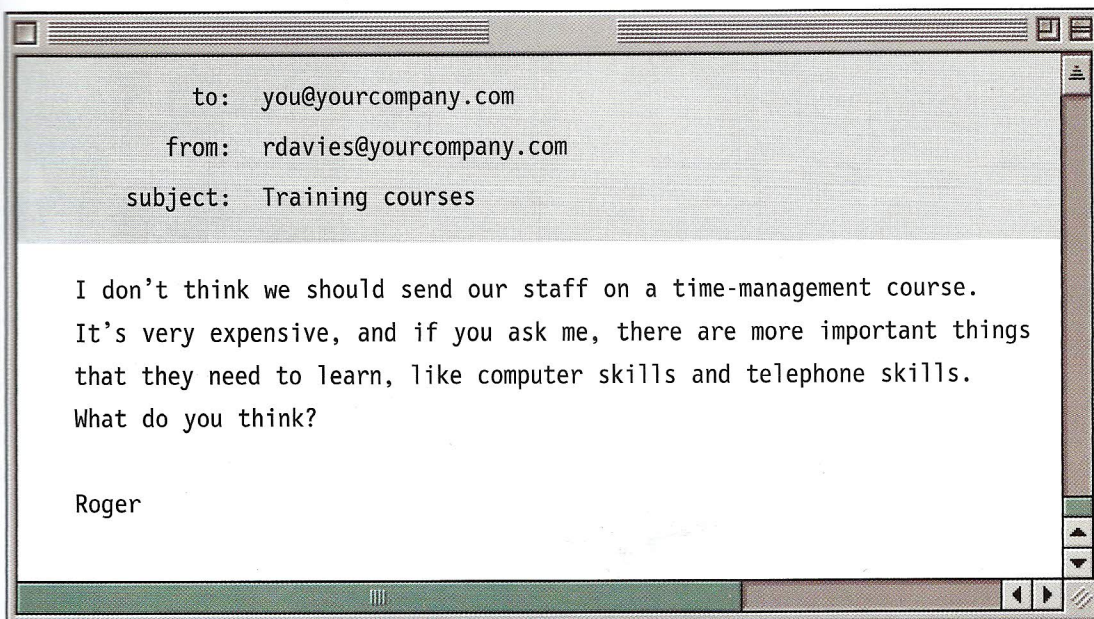
- c** For each of the expressions above, decide if the managers are:

- a giving a opinion b agreeing completely c agreeing, but not completely.

- d** Work in pairs. Discuss which course you think is best, and why.

3 Writing

Work in pairs. Your company wants to send its staff on a training course. You think a time-management course is the best idea. You have received this email from a colleague. Write a reply.



4 Communication activity

Your company works to send the staff on a training course. Look at the different courses below, and think about the advantages and disadvantages of each one.

training courses

Team-building – RESIDENTIAL
FRIDAY 3 P.M. TO SUNDAY 6 P.M.

Telephone skills – AT YOUR OFFICE
ONE SESSION – MONDAY 9 A.M.–1 P.M.

Computer skills – AT OUR COLLEGE
THREE SESSIONS – WEDNESDAY 2 P.M.–6 P.M.

Business letter writing – AT OUR COLLEGE
FOUR SESSIONS – MONDAY 2 P.M.–4 P.M., THURSDAY 7 P.M.–9 P.M.

Finance – AT YOUR OFFICE
TWO FULL DAYS – FRIDAY 9 A.M.–5 P.M.

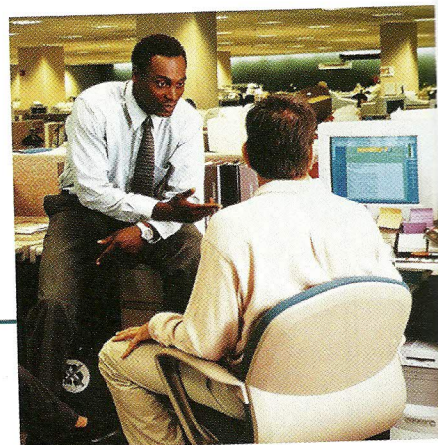
Work in groups. Discuss the different courses and decide which one is best for your staff.

6 Office systems

- UNIT GOALS**
- explaining how to use communication technology
 - talking about systems and procedures in the office

What would you be worried about when starting a new job?
What office equipment do you need to learn how to use?

TALKING
POINT



PART A Everyday office technology

1 Vocabulary

Complete the texts below, using the words in the box.

extension	external call	internal call	outside line
transfer	dialling tone	direct line	engaged/busy

For employees: To make an (1) (to someone outside the company), first listen for the (2) Next, press the EXT button to get an (3), then dial the number of the person you want to call. To make an (4) (to someone within the company), you just need to call that person's (5) If the line is (6), you should wait a few minutes and then try again.

For customers: There are two ways of contacting any of us by phone. If you know the number of the person's (7), you can use that and call the person directly. If not, you can phone the main company number, and the receptionist will (8) you to that person.

VOCABULARY FILE >> PAGE 97

2 Listening

Malcolm has just started a new job. Listen to Diana telling him how to use the phone system, and match the headings 1–3 to the instructions a–c.

1 **How to make an external call**

a Press INT. » Dial the extension.

2 **How to make an internal call**

b

Press INT.
⇓
Dial the extension.
⇓
[Colleague answers.] [Colleague doesn't answer.]
⇓
Say there is an external call and hang up. Press INT to return to caller.

3 **How to transfer an outside caller to a colleague**

c Press 9. » Wait for a dialling tone. » Dial the number.

3 Language focus

a Complete these sentences from 2 Listening.

- 1 you want to make an internal call, press INT.
- 2 you want to make an external call, press 9.
- 3 you hear the dialling tone, dial the number.
- 4 the phone rings, just answer it.
- 5 your colleague answers, explain that there's an external call, and hang up.
- 6 your colleague doesn't answer, press INT to return to the outside caller.

b Listen again and check.

LANGUAGE FILE 1 >> PAGE 96

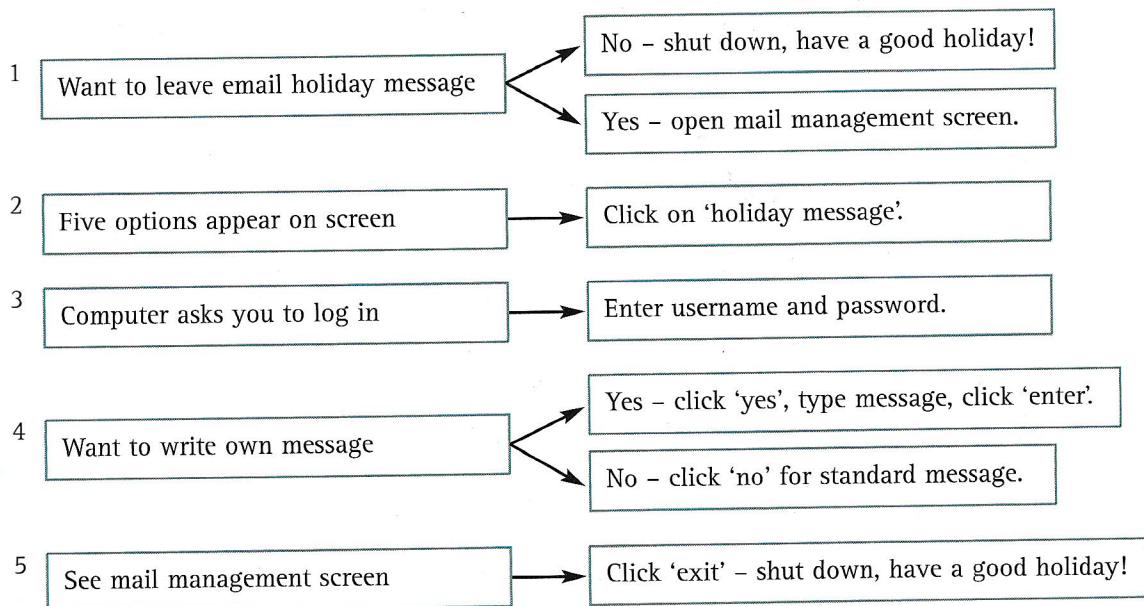
4 Communication activity

STUDENT A: Look at the information on page 78.

STUDENT B: Look at the information below.

a Listen to Student A explain how to use an office voicemail system. Make notes.

b Now explain to Student A how to set up an email holiday message. Use *if* or *when* and the prompts below to help you. Student A will make notes.



5 Exploring

Work in pairs. Choose one of the tasks below and write instructions on how to do it.

- saving a document on a computer
- sending a fax
- using a photocopier
- using a cash machine

When you are ready, explain your instructions to the class.

PART B Company procedures

1 Reading

- a Read these instructions for a travel agent's booking procedure, and put the notes below in the right order.

TELEPHONE FLIGHT ENQUIRIES

When you take a flight enquiry, first ask when and where the customer wants to travel. Before you check flight availability, ask how many adults, children and infants are travelling. Check flight availability and once you have found an available flight, make a

provisional reservation. After you have checked that the customer is happy with the flights, take the customer's details – name, address, phone number, credit card – and confirm the reservation. As soon as the tickets arrive, check that they are correct, then post them to the customer.

- a Ask about number of passengers.
- b Check tickets and post to customer.
- c Ensure customer is happy with the flight.
- d Check for available flights.
- e Make provisional reservation.
- f Confirm reservation.
- g Take customer's personal details.
- h Ask for dates and destinations.

- b Find five time expressions in the text above which connect actions.

Example *When you take a flight enquiry, ...*

LANGUAGE FILE 2 >> PAGE 96

2 Listening

- Neil, a new employee at the travel agent's in 1 Reading, has some questions for Tonya, his manager. Listen to their conversation and complete the table.

	Question	Yes/No?	Why?
1	Exact number of passengers necessary?		
2	Preferred airline important?		
3	Phone number important?		
4	Credit card necessary?		
5	Always post tickets to customer?		

3 Language focus

Complete Neil's questions below with the expressions in the box. Then listen to the conversation again and check.

I wasn't sure if I think you mentioned just one last thing Another thing
did you say that just clarify what you said can I just check

- 1 Yes, most of it. But a few things with you?
- 2 Well, first, we need the exact number of passengers before we check availability?
- 3 OK, fine. was, we should ask customers if they have a preferred airline.
- 4 Right. And taking the customer's phone number – is that really important?
- 5 What about credit cards? Can I about that?
- 6 OK, thanks. And – do we always post tickets to customers?

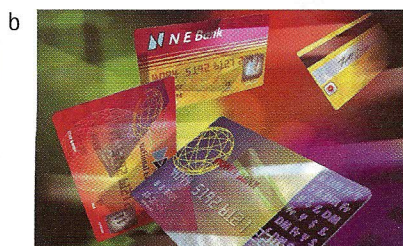
LANGUAGE FILE 3 >> PAGE 97

4 Communication activity

a Work in pairs. This company sells sports equipment. The pictures below show the procedure for taking a telephone order. Put the pictures in the correct order.



packing goods



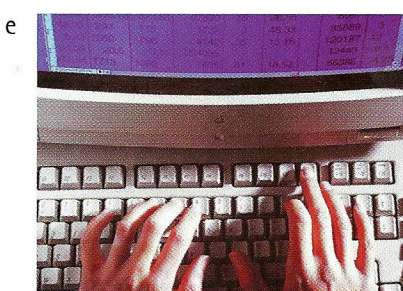
taking card details



answering the phone



posting goods



entering the order in the system



selecting items from stock

b Now change pairs. One student describes the procedure, the other makes notes. Then imagine it's the next day. Use your notes to ask questions to clarify the information.

5 Writing

Work in pairs. Write brief instructions for an office procedure manual, either for your own office, or for the procedure in 4 Communication activity.

Vocabulary 1

Find the opposites of these adjectives in the puzzle.

slow old-fashioned out-of-date unreliable
complicated heavy noisy inflexible

R	B	N	F	A	S	T	I	O	W
C	Z	L	L	N	I	N	T	F	S
Q	U	I	E	T	M	U	C	G	A
U	N	E	X	O	P	P	L	A	B
I	D	L	I	G	H	T	D	E	M
C	E	A	B	L	V	O	F	J	O
F	N	N	L	E	E	D	X	A	D
I	L	R	E	L	I	A	B	L	E
M	O	D	E	F	A	T	O	O	R
C	S	I	M	P	L	E	V	A	N

Now write the comparative form of each adjective you found in the puzzle.

Example fast → *faster*

Language 1

Complete each sentence below in two ways, using *too* and *not ... enough*.

Example

I need a new PC because this one is too slow / not fast enough . (slow/fast)

- My mobile phone is so I'm going to order a new one.
(old-fashioned/modern)
- I need newer software because this version is (old/up-to-date)
- My company's location is , so we're going to move.
(convenient/inconvenient)
- Please don't use ABC Couriers; they're (reliable/unreliable)
- Can we get a new photocopier? This one is (complicated/simple)

Communication 1

Think about a piece of equipment that you use a lot. Make notes about some of the features and benefits.

Example

Mobile phone

Features	Benefits
large phone book	stores a lot of numbers
small	can fit in your pocket

Work in pairs. Imagine you are trying to sell your piece of equipment to your partner. Tell him/her about the features and benefits, and answer any questions your partner asks you.

Example

- A: This mobile phone has a large phone book, so you can store a lot of phone numbers.
B: Is it light to carry?

Vocabulary 2

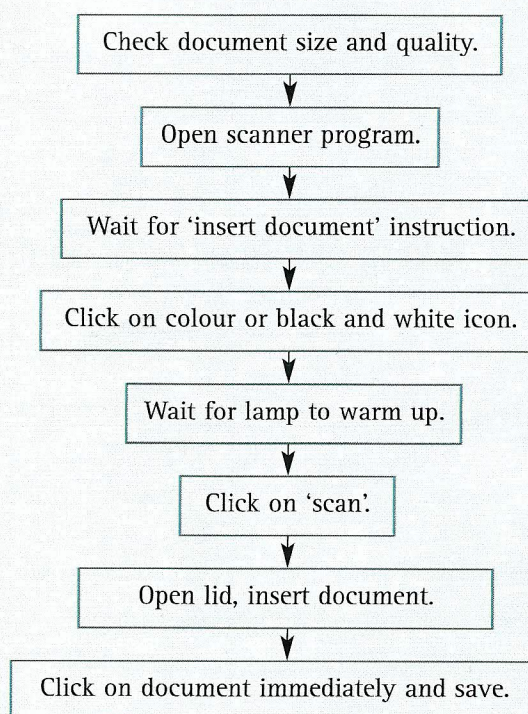
Work in pairs. Match the two parts of the sentences.

- | | |
|--|---|
| 1 My phone rang, but when I picked up | a so I'll have to call the switchboard. |
| 2 I haven't got Jo's direct line number, | b that I gave up waiting and hung up. |
| 3 My redial button isn't working, so if a | c then wait for a dialling tone. |
| 4 The operator took so long to transfer me | d the receiver, there was nobody there. |
| 5 To get an outside line, press '0', | e line's busy, I have to dial the whole number again. |

Language 2

Look at the instructions on the right for using a scanner and choose the correct words in the text below.

(1) *Before / After* you open the scanner program, check that your document is the right size and that the quality is good enough to scan. (2) *If / When* you see the words 'insert document' on the screen, open the lid and put the document in. (3) *If / Once* you want to scan a colour document, click on the colour icon. (4) *As soon as / If* your document is black and white, click on the black and white icon. (5) *Once / Before* the lamp has warmed up click on 'scan'. (6) *If / As soon as* the scanner finishes, click on the document and save it.



Communication 2

Work in groups. Discuss the different training courses below. Try to decide which one is the most important and which one is the least important.

presentation skills	handling budgets	effective meetings
team-building	using the Internet	managing stress

Example

A: *I think handling budgets is the most important as the company needs to make a profit.*

B: *That's true, but not everyone in the company works with budgets. If you ask me, a team-building course would be better because that involves everyone.*

A: *I see what you mean, but ...*

7 Phone messages

- UNIT GOALS**
- answering the phone and taking messages
 - leaving phone and voicemail messages

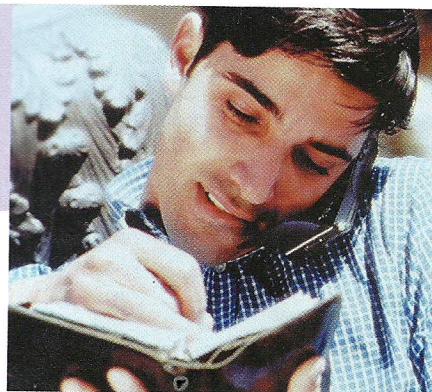
How often do you take/leave phone messages?

How do you feel about ...

... taking/leaving phone messages in your language / in English?

... leaving voicemail messages in your language / in English?

TALKING
POINT



PART A Taking and leaving phone messages

1 Listening

- Listen to Tony Markham making three phone calls. Tick (✓) the things that happen in each call.

	Call 1	Call 2	Call 3
1 Tony gives his name.			
2 The person who Tony wants to speak to is not there.			
3 The person who Tony wants to speak to is there.			
4 Tony leaves a message.			
5 Tony says he will call later.			
6 Tony spells his surname.			

2 Language focus

- a Match the expressions 1–6 from 1 Listening to those with a similar meaning a–f.

- | | |
|--------------------------------------|---------------------------------------|
| 1 Can I have your name, please? | a Can you hold, please? |
| 2 Just a moment, please. | b He's on another call at the moment. |
| 3 I'll put you through. | c Can I take a message? |
| 4 This is Tony Markham. | d May I ask who's calling? |
| 5 His line's busy right now. | e Tony Markham speaking. |
| 6 Would you like to leave a message? | f I'll connect you. |

- b Look at the Transcript on page 121 and practise the conversations in pairs. Take turns to be Tony and the receptionist.

3 Listening

 a Listen to two phone calls and complete the messages.

1

MESSAGE

For: _____

Call from: _____

Time: 4.20 p.m.

Call back ____ Will call again ____

Message: _____

Number: _____

2

While you were out ...

Message for: _____

_____ called

at 10.00 a.m./p.m.

Message: _____

Number: _____

b Look at the Transcript on page 121 and practise the conversations in pairs. Take turns to be the caller and the receptionist.

4 Exploring

Look at the four situations below, where a receptionist answers and says that the person called is not available. In pairs, discuss the best thing for the caller to do (a, b or c) in each of the situations.

- 1 Peter calls a colleague, Gemma, to tell her about a report he has written. Gemma is not in the office today.
 - 2 Nicola Hancock is planning to come to a meeting at Pam Coleman's office. Pam calls her to find out what time her flight is going to arrive, but she is in a meeting.
 - 3 Niall Rogers has complained to Sandra Hoffman about some items missing from his order. Sandra has arranged for the items to be delivered tomorrow. Sandra calls to tell Niall this, but he is on the phone to someone else.
 - 4 Martina Lopez is preparing some information for her company's brochure, but she is not sure about the latest prices. Martina calls Paco, the Sales Manager, to ask him but he is out of the office today.
- a Leave a message explaining everything.
- b Ask the receptionist to get the other person to call back.
- c Leave a message about the general situation but send the details in an email.

5 Communication activity

With a partner, role play the conversations in 4 Exploring. Change roles after each conversation. When you are the receptionist, write down any message that the caller leaves.

PART B Leaving voicemail messages

1 Reading

a Work in pairs. Discuss these statements about making phone calls. Which ones do you think are good advice?

- 1 Make a note of the things you want to talk about.
- 2 Phone at lunchtime.
- 3 If the other person already knows you, don't say your name.
- 4 If you get through to someone's voicemail, don't leave a message.
- 5 Say the name of your company in a message.
- 6 Just leave a short message.

b Read this advice about making phone calls and check your answers.

Before you call ...

Think about your main reason for calling, and what you want to say. Make a list of things to say before you call, so that you don't forget anything while you are on the phone. You could also try to imagine the other person's answers, so that you can be prepared.

Try to choose a good time to phone. It's not usually a good idea to phone very early or very late in the working day, or around lunchtime. And if you call another country, think about what time it is in that country.

When you call ...

If the other person is available, say who you are (he/she may not recognize your voice) and briefly why you are calling – give him/her time to remember the topic, as he/she is probably not thinking about it when you phone.

Leaving a message ...

If the other person isn't there and you have to leave a message, remember to say:

- your name and the name of your company – spell any difficult words.
- your telephone number – you may want to give a different number, for example a mobile, if you know you will be out.
- the best times/days to contact you.
- why you called.
- what you want the other person to do, for example call you back.

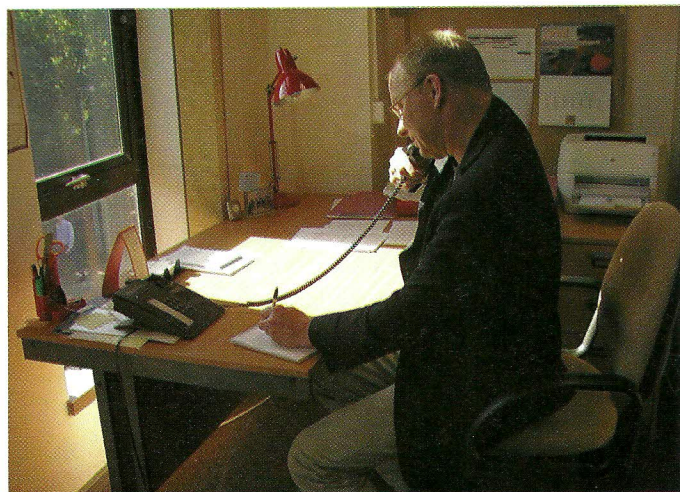
Keep your message short and clear – just give the minimum necessary information. If you need to say more, it may be better to email, and refer to your email in the phone message.

c Discuss the advice about leaving a message. Are there any situations in which some of the advice wouldn't be necessary?

2 Listening

Listen to three voicemail messages. Tick (✓) the things each listener should do.

	Listener 1	Listener 2	Listener 3
call back			
send an email			
check their email			
send a brochure			
visit the caller			
expect another call			



3 Language focus

Listen again and complete the voicemail messages.

1
Hi, Bob. Roger I've looked at the designs and I think I'm ready to decide. Can you come to my office tomorrow to discuss them? me 8993. Bye.

2
Hello. This Lena Sampson from Emily Plessey of Net Solutions, telephone 337 8021. I've emailed the proposal you asked for, later this week when you've had a chance to look at it. I hope that's OK. Goodbye.

3
Hello Jamie, Marlies. How are you? I haven't heard from you about the results of the survey. Can you 5536? The sales team is anxious to get the data. Thanks. Bye.

LANGUAGE FILE 2 >> PAGE 98

4 Communication activity

STUDENT A: Look at the information on page 76.

STUDENT B: Look at the information below.

Situation 1

Leave a voicemail message for Kate Delgado at your Head Office. You know her well.

You want a new price list for printing colour brochures.

Ask about the date for the printing of the new catalogue.

Situation 2

Imagine you are Barry Chapman and you are listening to your voicemail messages. Write down the message that Student A leaves. Then check with him/her that your message is correct.