Communicating in Business English 2/e 1

Transcripts

**[Track 00-00]**

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**[Chapter 1]**

**[Track 1-01]**

W1: Are we prepared and ready to go for the conference call this afternoon with the new customer from Mexico?

M1: Yes, we’re all ready.

W1: Did you check the settings on the **device** in the conference room?

M1: Yes, I checked it out. I did a test call to my friend over in HR just to make sure it’s working well. Everything is set up over in conference room B, which has the best **connection** in the office.

W1: Great! Thank you. We need a good **result** from this call. And this is a new client, so let’s try to keep the discussion a bit more formal.

M1: OK. I’ll do my best to create a **positive** atmosphere.

W1: Great. Make sure you also take short notes during the call.

M1: Right! We don’t want to forget anything after it’s finished.

W1: Exactly. OK. I think we’re ready. Thank you for preparing everything.

**[Track 1-02]**

M2: Hello, this is Greg in Human Resources. Who is calling, please?

W1: Hi, Greg, this is Linda from the Management team. Were you able to create that Zoom **account**?

M2: Oh, hi, Linda. Yes, I activated it yesterday.

W1: Great. Thank you. Did you have a chance to use it and get familiar with the **tools** in the program?

M2: Yes, I checked it out a little bit, and I think it is fairly easy to use.

W1: Wonderful. Actually, we need to schedule a call for next week with our HQ in San Diego. I would like to do it **via** Zoom if possible.

M2:OK. Sure. I can do that. Can you send me a list of contacts who will participate in the call via email? I need to check the availability of the **participants** in advance.

W1: No problem. I can send that to you after lunch.

M2: Perfect! After I have confirmed everyone’s availability, I will create a link and share it on the company message board.

**[Track 1-03]**

W2:Good morning. Lake Technology. I’m a customer service **representative,** and my name is Jessica. How may I assist you today?

M2: Hello, Jessica. My name is Calvin. I’m calling on **behalf** of Future Capital. Our company is looking to set up a new software security system.

W2: Hello, Calvin. We can certainly help you with that. I’ll need to transfer you to Mr. Barratt, who is in charge of B2B sales. He can further **assist** you with your needs. Could you hold while I see if he is available?

M2:Yes.

W2: Thank you. One moment, please. Hello, Calvin. I do apologize, but it seems that Mr. Barratt is out on vacation until next week. Could we **take down** your contact information and deliver a message for Mr. Barratt to contact you as soon as he returns?

M2: Sure. That would be great!

W2: Thank you. We have an automated system for that. I will transfer you, and you can use the menu to leave a message and enter your contact information for Mr. Barratt.

M2: Thank you!

**[Track 1-04]**

M1: How are things on your end?

W1: Yeah, can’t complain. By the way, did you receive the message I sent to you yesterday evening in preparation for this call?

M1: Yes, I did. Thank you for the **advance** notice of the new billing process. It was really helpful to support our staff’s understanding of the new system.

W1: Absolutely! The new process is supposed to **simplify** things a bit, but in my opinion, it still seems to be a little complicated.

M1: Yeah, now that you mention it, some of my staff sent me a few **inquiries**. In particular, for international invoices over $500, who is meant to pay the wire transfer fee?

W1: I’ll send you a doc with all of that information because it actually depends on the country. I’ll text that over right now. Just a moment. OK, did you get it?

M1: Yes, I got it. Thank you. By the way, just **FYI**, I’ll be out of the office tomorrow, so I’ll message you the other questions tonight on my way home from the office.

W1: Great. I’ll watch out for those and get back to you ASAP.

**[Track 1-05]**

M2: Lori is out on vacation at the moment. Could I take a message for you?

W2: My name is Sharon. I’m supposed to have a lunch meeting with Lori next week, but I need to **reschedule**.

M2: I see. One moment, please. Let me take down your information and a message. OK, and do you spell your name S-H-A-R-E-N?

W2: Yes, that’s correct except for the “E.” It’s actually an **O as in ox**. S-H-A-R-O-N.

M2: Thank you. And you want to reschedule your lunch meeting to which date?

W2: I’d like to move it to the 30th of this month. I want to confirm if that works for Lori.

M2: Alright. I will **inform** her about that and ask her to return your call. Could you provide your contact details, please?

W2: Yes, please ask her to call me back on my **corporate** phone. The number is 412-0730.

M2: Alright. And just to make sure, the area code is 318, right?

W2: Yes, that is correct.

M2: Thank you very much. I’ll tell Lori to return your call as soon as possible.

**[Track 1-06]**

W1: I’m calling to confirm that we received your order. However, we need to **arrange** a billing schedule for that.

M1: Would it be alright if we **put a pin in that** until the manager of our accounting team returns from vacation? I don’t usually deal with payment schedules.

W1: Alright, no problem. Should I call back at a later date or leave a message?

M1: The accounting team manager will be back on the 18th. I have your contact details and I know what this is regarding, so I think you can **leave it to** me to inform her about it.

W1: Great! Thank you. Then I will let you handle it.

M1: Alright. Is there anything else you wanted to discuss?

W1: Not really. But could you **follow up** with me about this by the 20th? I need to enter the billing schedule for your order into our system by that date.

M1: Understood. We’ll deal with this first thing when she returns.

**[Track 1-07]**

W1: Could you give Chris a message for me when he gets in? Are you ready?

M1: Uh-huh. Go ahead, please.

W1: A VIP named Ms. Yoon is flying in tonight. We need someone to meet her at the airport but I’m going to be on a conference call with an international business partner.

M1: OK. Could you spell her name for me?

W1: Yes, it’s Y-O-O-N. She’s arriving on the 7:50 flight from San Francisco.

M1: Sorry? I didn’t quite catch the time. Did you say 7:15?

W1: **Pardon** me. Not 15, but 50, as in five-zero. It’s critical we don’t keep her waiting at the airport, so ask Chris to be there promptly.

M1: Right. And just to make sure there’s no **miscommunication**,I will **read this back** to you. Chris should be at the airport to pick up a VIP flying in from San Francisco. Her name is Ms. Yoon, that’s Y-O-O-N, and he needs to be there before 7:50. Did I get all that?

W1: Yes, **exactly**. Thank you

**[Track 1-08]**

M2: Hi, Tammy? I’ve been trying to get a hold of you all morning, but there’s been no answer.

W2: Hello? Can you speak up? I can **hardly** hear you. Who is calling, please?

M2: It’s James! Can you **hear me now**?

W2: Hi, James. What’s wrong? You keep cutting out. Is your **battery** dying, or something?

M2: It’s not my phone. This signal is terrible. Let me call you right back.

W2: Hello?

M2: Hi, Tammy. It’s me, James, again. The signal seems better. Can you hear me OK?

W1: There’s no Tammy here. I think you have the **wrong** number.

**[Track 1-09]**

M1:Hi, Marie? This is Seth. I got a message from my **assistant** that you called, so I’m returning your call.

W1: Right. Hi, Seth. Yes, that’s right. I called yesterday. Thanks for returning my call. I’m **actually** at the airport right now, though. I’m about to get on a long flight to London. We have a three-day-long exhibition this weekend.

M1: I see. Would **another time** be better?

W1: Yes, can I call you back after I arrive at the expo and get set up?

M1: Sure. When would be an agreeable time and date?

W1:Let’s say Friday evening. How about 6 p.m. Pacific Time?

M1: Alright, that works for me. Talk to you then. Have a safe **journey**!

W1: Thanks, Seth. Talk to you soon. Bye.

**[Track 1-10]**

M2: I do apologize, but something urgent has **come up,** and we’re going to need to push our lunch appointment until later in the day.

M1: I see. My schedule for the rest of the day is full until the evening, so I’m not free again until after 5 p.m.

M2: Oh. Well, would you like me to just change the lunch **reservation** to dinner at the same location, then?

M1: Yes, I think that’s probably the most **ideal** time for me.

M2: Alright. Then I will call the restaurant to change the reservation time. Can we meet in the hotel lobby around 6 p.m.?

M1: Yes.

M2: OK. I will text you after confirming the reservation with the restaurant.

M1: Thank you. Then I’ll see you **in a few** hours. Bye.

**[Track 1-11]**

W2: Hello, this is Fely with MBY Incorporated. I’m calling to make a complaint. I believe a mistake **was made** with an order we made.

M2: OK. Could you explain exactly what the problem is, please?

W2: I’m calling because we ordered a shipment of steel over two months ago, but we still haven’t received it. We called once before and made a **complaint**. We were told that the shipment would be delivered in two weeks, but it’s now been four weeks, and we still haven’t received anything.

M2: I do apologize for that. You should have an order number on your invoice. Could I please have that number?

W2: Sure, it’s J83L85RS20.

M2: Thank you for that. OK, let me see what happened. It seems there has been a **clerical** error. I am sorry for the inconvenience. We will get this fixed **as soon as possible**, and I can assure you that this kind of mistake won’t happen again.

**[Track 1-12]**

W1: Let me quickly just **run through** our schedule again. The Thursday morning meeting has been postponed until Monday afternoon at 3 o’clock. Is that right?

W2: That’s right. I’ll send you an email by this Friday to confirm that time again.

W1: OK. Thank you. I’ll be on the lookout for that. **Alternatively**, you can just text me if that’s easier.

W2: Alright. I’m sorry about having to change our schedule. Thanks for your **cooperation**.

W1: It’s no problem. **Alright**, I have to run to an appointment. I look forward to seeing you Monday.

W2: OK. Thanks again for your patience. See you on Monday.

W1: Absolutely. Goodbye.

**[Track 1-13]**

W1: I’m a little worried about calling Mr. Sanchez in Mexico. I don’t know anything about Mexican culture. Do you have any suggestions?

M1: Well, I’ve heard it’s good to start with small talk before you get down to business. Many Americans **respect** directness, but other cultures may not.

W1: Is it appropriate for me to call him “**Mr.**” or should I use “señor”?

M1: I think Mr. is the **safer** title to use.

W1: I’m also worried I might not understand his accent.

M1: I **guarantee** you won’t understand everything. But don’t worry. Just ask him to repeat or clarify and then concisely summarize your notes before you hang up. This will enable him to notify you if any details are missing or if there has been any misunderstanding.

**[Track 1-14]**

M2: Are we ready to go for the conference call **via** Skype tomorrow morning with the new customers from Japan?

W2: Yes, we’re ready.

M2: Did you check the device in the meeting room?

W2: Yes, I checked it out. I did a test call to make sure it’s working well. I also tested out the hosting tools since I will be the **host** of this meeting.

M2: That sounds good. We need a good result from this call, and this is a new customer, so let’s try to keep the discussion a bit more formal and culturally appropriate.

W2: Right. I **assure** you that I’ll do my best to create a positive atmosphere for all the participants.

M2: Great. I think we should also take down brief notes during the call so we can refer to them after.

W2: Right! Then we can **follow up** with them after the call if needed.

M2: Exactly. OK. I think we are ready. Thank you for preparing everything.

**[Chapter 2]**

**[Track 2-01]**

W1: Did you see the message posted on the company’s online bulletin board this morning?

M1: I saw something there this morning, but I didn’t understand it. It was too long, and it didn’t look like it was related to my department. What was it about?

W1: Yes, it was long. It had a lot of **jargon** in it, too. The **long and short of it** is that there’s a government inspection of our warehouse next week.

M1: Well, that’s not really **relevant** for us since we work in the office. I wonder why HR decided to post it on the bulletin board instead of just telling the warehouse workers?

W1: Maybe they thought it was just a bit easier to put it in writing for everyone to see.

M1: Yeah, that’s true. Still, I think they could have just emailed everyone in their department. I don’t want to get sidetracked reading stuff that’s not **specifically** about my work.

**[Track 2-02]**

W2: I’m trying to write a **report** for the marketing team about some problems with the new promotional contents. I would like to make sure I structured the message clearly enough. Could you have a look at it and let me know what you think?

M2: Sure. So what is it about, specifically?

W2: They made some promotional materials that show our customers how to sign up for our new online service. The material shows a **pyramid** that has three parts because there are three stages in the process for signing up for the service. See?

M2:Uh-huh, that sounds clear enough. So what’s the problem?

W2: The problem is that the chronology isn’t clearly labeled. The process starts at the top of the pyramid for step one, step two is in the middle, and step three is at the bottom of the pyramid. See?

M2: Oh, yes, I see the problem now. Some customers must be trying to start at the bottom of the pyramid, with step three, since it’s not concisely labeled.

W2: Exactly! Customers are having problems signing up because they are getting confused **with** step one, two, and three.

M2: Well, your email looks good, but I do think you need to suggest a **practical** solution for fixing the problem. So, I would add a part to the conclusion suggesting they label each stage in the signup process with numbers.

**[Track 2-03]**M1: Hi, Susan,

I’m glad to hear the report was well received by the team leaders at the weekly meeting. **Can** you send me that document as an **attachment**? I’d like to review the final version of the report. I also want to keep a copy of it in my **confidential** files since the information is sensitive. I know the COO wants to have a look, too, so please **cc** Stacey when you email me the report.

Cheers,

Tim

**[Track 2-04]**

M2: Dear Ms. Strait,

We regret the problem you experienced with the Fun Flash 300X. We are **grateful** for your bringing this problem to our attention. The manufacturing problem has been corrected. We apologize for any **inconvenience** this has caused you.

We are **delighted** to offer you a full refund and a year of free online Fun Flash 300X storage of up to 300 gigabytes.

We hope that you will use this offer and see the true quality of our products and services. Please do not hesitate to contact us if you have any more problems. **We look forward to** continuing to serve your needs as a valued customer in the future.

Sincerely,

Kevin Stills

Customer Service Representative

Fun Flash Cameras

7750 Beltway St., Carson, OH 44277, USA

phone: (365)972-3350 fax: (365)972-3351

**[Track 2-05]**

W1: Section III. Delivery of Payment

Clause A:

**Client** does not pay Supplier any expenses related to taxes, duties, tariffs, or any other costs associated with the shipment, transportation, customs, or other associated fees.

Client agrees to pay Supplier a total Payment of US $60,000 upon delivery of the Shipment with the following conditions met:

Condition III. A–1: Client **takes custody** of full Shipment, and Shipment meets delivery specifications in Appendix B.

Condition III. A–2: Client receives Shipment no later than one month as of the execution of this **contract**.

All terms of Section III of this contract are legally binding and final upon the mutual agreement and signatures of both **parties**, the Client and the Supplier.

The provisions of this Contract shall be governed by and construed in accordance with the laws of the United States of America, and the Republic of California, whose courts shall be courts of competent jurisdiction.

**[Track 2-06]**

W2: Hello valued **customers**,

We want to thank all of you for tuning into the live stream that we did last week on our video **channel**. We enjoyed demonstrating our new product lineup of smart home appliance products for you. Many **audience** members participated in the live stream and left comments on the video. We got a lot of valuable **feedback** from you, and we are planning a series of three more videos based on your requests. Don’t forget to share last week’s video and this week’s blog posts with friends and family. We hope to see you all again next week. Thank you!

**[Track 2-07]**

M1: Executive Summary

In response to a recent message posted within the department, an **investigation** of employee attitudes was launched.

The investigation was done through a survey in which employees could give **recommendations** based on a list of questions with fixed responses. Employees were also asked to provide ideas and opinions for improving accountability. Employee responses are listed in the tables in the appendices. This report discusses the findings of the survey along with the obvious limitations of this study.

There are two major parts of this report, as you will see from the **headings** and bullet points below.

First are employee attitudes toward their **sub**ordinates working below them.

Second are employee attitudes toward personal accountability in the company.

**[Track 2-08]**

W1: Position: Project Manager

Employer: WCJ Construction & Engineering

About the Employer & Employment Opportunity:

WJC C&E is a South Korea-based global construction and engineering company. Founded in 1985, we have built a wide range of development specialties. With successful infrastructure projects in over 50 countries, we are **scaling** up to meet the demand for sustainable energy projects around the world. If you are interested in an exciting career with a stable company that is experiencing rapid **growth,** and provides a **competitive salary** and other perks, then please follow the link below to our website, which has all of the specifics about the position and how to apply. You can also read testimonials from employees who have already been **hired**. We hope to hear from qualified applicants soon.

**[Track 2-09]**

W2: I think there are some things you can change to make your résumé better.

M2: Alright. So, what do you suggest I change first?

W2: Well, first of all, I think there’s too much information here. There are some details the employer may feel are **irrelevant**.

M2: Oh, really? Like what?

W2: Like your high school education history. For your **alma mater**, most companies just want to know about college level and above. Also, you don’t need to talk about your hobbies. They can use your **references** to learn more about you as a person and your professional life.

M2: I see. Thank you. I guess there are some changes I should make then.

W2: Yes. And one other thing is using a **template**. If you fill out a LinkedIn profile online, you can use that as sort of a basic template for your offline résumé as well.

M2: That is a great idea. That will really help to highlight my accomplishments and competencies.

**[Track 2-10]**

W1: Sales Track 6G Installation

Before installing and **operating** the software, you **should** make sure your computer contains adequate memory space. Check the technical specifications listed on the next page to be sure Sales Track 6G will run on your computer.

To **perform** the installation, simply visit our website and enter the security **code** contained on the inside of the box. If installation does not start automatically, click the download icon, enter the code from inside the box, and then double-click the EXE file displayed. When the download is complete, click the “Run” button on the screen.

**[Track 2-11]**

M1: Hello, Marshall,

I hope you're doing well. Regarding the employee survey we conducted earlier this month, many employees felt the best way to **highlight** individual accountability was through special recognition in each department. Employees who work **efficiently** or have outstanding performance can be recognized through “Employee of the Month” awards. Highlighting the performance of employees with good personal accountability may **bring about** improved performance throughout each department. Consequently, efficiency and performance throughout the whole company will increase.

The **aforementioned** recommendation is the most popular idea. However, for your reference, a partial list of the alternative ideas listed by employees in the survey can be found in the latter part of the attachment.

Please let me know if you have any questions.

Sincerely,

Dan

**[Track 2-12]**

M2: Can you check the spelling and punctuation for me one more time? I had a **reputation** as a terrible speller in school, so I always worry about it now.

M1: I usually **rely on** my computer to check all that for me.

M2: That works well in general, but I’ve noticed a few times the computer has suggested I’ve wrongly written a sentence that is actually correct.

M1: I’ve noticed that, too. Usually, the problem is related to the use of **nonessential** commas.

M2: I trust your **advice** more than a computer. Do you see anything to edit in my résumé?

**[Track 2-13]**

W1: Could you take a look at this email and tell me if I have **punctuated** it correctly?

W2: Sure. Which parts do you want me to look at?

W1: I’m not sure if this sentence needs commas or not.

W2: I’m not an expert on this, but I think, in this case, you have an **introductory** phrase in the sentence. So, put a comma here, after the phrase. Also, I think you need a comma in the middle of this sentence because it connects an a dependent and an independent **clause**.

W1: OK, and what about this other sentence? Should I use a colon or semicolon?

W2: Since you’re introducing a list, you need to use a colon.

W1:OK, and last question. What do you call this symbol in English?

W2: Oh, easy! That’s called an “**at symbol**.”

**[Track 2-14]**

W1: This is the last time I’ll ask you to edit my work, I promise.

M1: I don’t mind. How many times have you **drafted** this document?

W1: This is the third time, so hopefully, it’s getting better.

M1: Right. Well, the first draft wasn’t written badly. But looking this over now, I think this draft of the document communicates your ideas more **logically**. And the way the ideas are linked is more effective and really communicates what you’re trying to say.

W1:I tried to **strengthen** it by following your recommendations from last time. I reviewed the punctuation and **coordinated** the terms.

M1: Yes, I think this is much clearer and more concise than before. I think this is ready to send to the client.

W1: Thank you for your help.

M1: No problem.

**Chapter 3**

**[Track 3-01]**

M2: Have you had a chance to look over the handout for my presentation?

W2: Yes, and I have some suggestions about the content.

M2: Really? Do you think I need to adjust the content of the presentation?

W2: A little. For instance, I don’t think the example you give in the introduction is really relevant. And the **complexity** of the last two sections of the presentation may be too much to explain in the **allotted** time for this presentation.

M2: I guess I have a lot more work to do on the examples and some of the **visual aids** in the presentation.

W2: Maybe after you work on it more, you can practice in front of me.

M2: Great! You can tell me if I use good body language or have **distracting** mannerisms.

**[Track 3-02]**

M2: Are you OK? What are you working on over there?

W2: Oh, hey. Yeah, I’m alright—just a little worried. I’m making this presentation, but I don’t know if it’s any good or not.

M2: You want me to have a look at it for you?

W2: Sure, if you don’t mind. That would be great.

M2: OK. So what’s this presentation for, anyway?

W2: I want management to **purchase** a better program to enter our sales data into. The one we have now is really old and has a lot of problems.

M2: Alright, so you’re trying to **persuade** people, then. In that case, I think you should get rid of this part here. You don’t need to teach people how the program you’re using now works.

W2: I thought that by **training** them about how it works, they could see why it’s not good and then agree to buy a new program for us. But I guess you’re right. I’m not trying to teach them. **My goal is to** argue why we need a new program.

M2: I think a better way is to find an actual product you like, explain its features, and then argue why, in your opinion, it has more utility and value for the company.

**[Track 3-03]**

M1: So here is where you’ll be standing during the presentation. Does this look alright to you?

W1: Actually, would it be alright if we move the **podium** a little bit more toward the left side of the stage? I think if it’s in the center of the stage, some people might have a difficult time seeing the display.

M1: Oh, sure. We can certainly do that. We also have the microphone, a bottle of water, and a pointer at the podium as well.

W1: **Perfect. Could you** point me toward an outlet where I can plug in my power cord? The battery on my laptop is terrible.

M1: Certainly. There’s one right over here. And, by the way, this is also where the exit is, and there’s a restroom down the hall to the right.

W1: OK, thanks. And, sorry, just one last thing. Is it possible to lower the **temperature** a bit during the presentation?

M1: Absolutely. We will have lunch, and then you can come back here with enough time to test the audio and other things. Does that sound good?

W1: Yes.

**[Track 03-04]**

M2: Good afternoon, everyone. Let me just begin by introducing myself. My name is Horatio Strong, and my position is in the sales department.

As you can tell from the title of my presentation, the topic I would like to look at today is methods to **obtain** customer feedback about products through the use of big data. By the end of my presentation, you’ll **comprehend** not only why obtaining feedback via big data is useful but also why it’ll soon be absolutely necessary to compete in the **market.** I’ve divided my talk today into three parts. First, I’ll give some background information on big data. Second, we’ll take a look at how to obtain big data. And third, we’ll discuss how to examine it.

Before I get into my first point, let me get started by telling you an amazing **fact**. Did you know that last year more than 90% of our customers used a smartphone to purchase our products? That’s up over 25% from just a year ago.

**[Track 3-05]**

W2: In terms of energy, green energy is the future not only for businesses but also for countries around the world. So, as you can clearly see, there is a real need to move toward renewables.

Alright, everyone, this brings me to the end of my second point. **As I will explain to you in a moment**, we can help your company move toward green energy. But before I move on to my **final** point, I want to **turn to** some examples of how we have already helped businesses across a wide range of industries make that change. So, let’s take a moment to shift our **thoughts** to some of our customers right now. Here is a list of some of the biggest companies we have completed successful projects with. With respect to how quickly we completed these projects, here are those numbers. Additionally, you can see that our clients actually saw their profits increase after moving away from carbon-based energy sources.

So, with that in mind, let’s now return to the main discussion.

**[Track 3-06]**

M1: Now, let me move into the next part of my presentation, which is about how we collect and analyze feedback from our customers. We can **contrast** the results from the company’s product feedback through traditional means, such as questionnaires and surveys, with the results I found by analyzing big data. When we do contrast them, there is a **rather** remarkable difference in the quality of feedback from these two methods.

So, let me be clear: I think analyzing big data is better and will allow us to make more improvements with our products and services. But let me **reiterate** that it’s very, very critical to be open to hearing client feedback from the traditional methods as well. It really depends on how customers prefer to give us feedback. So it’s not as if traditional customer feedback has no place at all anymore. Therefore, I think what we can do is figure out the best way to use both types of feedback to **achieve** the best results.

**[Track 3-07]**

W1: Developing a **rapport** with the client is critical. From your point of view, Mark, has developing a rapport with clients led to any significant changes in the way you deal with them?

M1: I think it has made me more **diplomatic** in dealing with complaints.

W1:That’s an excellent point. Let me see a show of hands of the number of people here who have felt lost when dealing with complaints—lots of **us.** I tended to feel that way too. That was because my expectation was that I had to defend the product. Now, I acknowledge the complaint as a situation where the client is offering us valuable feedback. Can we afford to ignore this kind of feedback from our clients? Absolutely not! That is why we need to sincerely build a good relationship with our customers. If we can acknowledge when we’re wrong, and try to fix the problem, then our customers will realize that we’re dealing with them **honestly**. Consequently, they will be willing to continue being our customers and have a stronger relationship with us.

**[Track 3-08]**

W1: As you can see on this **graph**, there was a lot of **volatility** in terms of our sales figures this year.

We began the year very strongly, with year-on-year sales skyrocketing by 78%. This was mainly due to our overseas expansion. However, due to the unexpected and **significant** increase in shipping and transportation costs, we had to scale back our expansion. This is reflected in this slide. What you’re looking at here are two charts that compare our first quarter and second quarter international sales. As you can see, they shrank dramatically.

However, in the third quarter, the shipping and transportation costs gradually leveled out, and we were able to press on with our global expansion. That is reflected in this last chart here, which shows a V-shaped recovery of our overseas sales starting in the third quarter. We’re hoping that the shipping costs will remain **stable** and that we can continue to moderately grow our international sales to finish out the rest of this year.

**[Track 3-09]**

M2: Thank you for helping me prepare for my presentation. So, after listening to my **proposal**, what do you think?

W2: I think you made a very interesting proposal during your presentation.

M2: Thanks. I think this new idea has a lot of advantages.

W2: Right. I could tell that you’re very enthusiastic about it.

M2: I just hope I can convince the managers. It’s a little **risky**, you know?

W2: Yeah, it is. I suggest improving your **posture** and stance during the presentation a bit in order to be more persuasive.

M2: Oh, right. I have bad posture, but if I stand a little straighter, it will communicate more confidence in the proposal. What about my facial expression and gestures?

W2: You smiled a lot while you were talking about the proposal, which is good. But you kept smiling while you were talking about the risks, which was a little strange. Your facial expression didn’t match what you were talking about.

M2: Oh, right. Appropriate facial expressions are an **absolute must**. Thank you for all the feedback. I’m feeling even more confident now.

**[Track 3-10]**

W1: This brings me to my last point. I don’t want to **overstate** the problem or seem like I’m thinking about this too emotionally. However, I’ve shown you the facts, and I do think that there is a real worry here. I believe it could lead to a **catastrophe** if we just continue to do business as usual. There is real cause for concern and serious danger.

So, that is why we need to change our approach. Otherwise, we’ll never improve our performance, and sales could **just** plummet by next year. On the other hand, if we utilize the new approach I’ve outlined in a systematic way, our sales should rocket by early next year.

This is how I **perceive** the problem and the solution. Naturally, though, I would like your feedback on this idea. We need a balanced approach to this, and we need an in-depth analysis of the strengths and weaknesses of this idea before we apply it.

**[Track 3-11]**

M1: We’re now **approaching** the end of this discussion on formulating a new sales strategy for expanding our overseas business. Just to sum up the main points, we need to **forge** new and better partnerships with companies that are located in our target markets, we need to make a strong push to boost our online presence, and we need to scale the size of our sales staff so that our human resources match the demand. I’d like to conclude with one final recommendation, which is that we **appoint** someone whose job it is to ensure all of these objectives are met. I have a handout that I’ll pass out to everyone with some recommendations about how we might do this. Remember, if we want a different and better result, we have to do things differently. As the late, great Steve Jobs **famously said**, “Think different.” And with that, I’d like to thank you for listening so attentively. I’d be glad to answer any questions you have at this time.

**[Track 3-12]**

W2: I’d be glad to answer any questions you have now.

M2: So, are you saying we should just put one person in charge of overseas expansion, or that we should create a whole new team?

W2: I guess I am saying both of those things. In other words, what I’m saying is we should appoint the right person to lead the overseas expansion and **allow** them to have whatever they need to get the job done. That could include creating a whole new team. Does that make things clear?

M2: It does, but that makes me wonder, would we be putting too much effort into this?

W2: Well, I think that is **beyond** my area of expertise, unfortunately. I think the HR team would probably be the right team to answer that. My main focus here today is to talk about the best place to expand our sales.

M2: Right. That’s fair. It’s a **complex** issue. But don’t you think it’s a little bit risky?

W2: I think to a certain extent you’re right. But **let me ask you** a question. Isn’t it risky if we do not expand our sales overseas? We could be missing an important chance.

**[Track 3-13]**

W1: We’ll need to get used to giving presentations to audiences from a variety of different cultures since we are going to be expanding overseas.

M1: That’s a good point. I’m sure there are a lot of factors to **consider**. Have you thought about giving a workshop on presentations?

W1: Yes. In fact, I’ve been thinking about asking Brittany to help with that. She used to work for a company that did a lot of business all over the world. Maybe she could **contribute** her experience to help us make some training materials.

M1: That’s a great idea. There are so many things we need to think about. For example, I heard that **in some Asian cultures**, it can be seen as rude to have your hand in your pocket while talking to other professionals. It’s that kind of little thing that can distract from the message of the presentation and give us a negative image.

W1: Right. And, on the other hand, we don’t want to appear too **rigid** and strict.

M1: Yeah, that might make us look like we have a lack of personality. We need to find the right balance of professionalism and animation. We want to appear reserved, capable of precision, and still enjoyable to do business with.

**[Track 3-14]**

W2: **So that concludes** my list of top tips for giving a successful presentation. Do you guys have any questions?

M2: Yes, I do. How can we figure out if we have appropriate **mannerisms**, body language, facial expressions, gestures, and so on?

W2: I’m glad you asked that. So, first of all, you should find out what’s appropriate for the culture you’re doing the presentation for. And that goes for commercial as well as for national culture. Some industries are more strict and rigid than others.

M2: OK. Good **point**. But you only partially answered my question.

W2: Oh, right. Sorry. So, some good ways to check and practice your mannerisms are to present in front of a mirror, in front of a friend, or to record yourself with your phone and then watch it back.

M2: What about telling jokes or anecdotes during a presentation? Is that OK?

W2: I think jokes are best avoided. But a good anecdote could be helpful for getting your point across. So, for example, if it helps introduce your **talk**, I think an anecdote is fine.

**Activity File**

**[Track A1-01]**

M1: Bill is out sick today. Could I take a message for you?

W1: Yes, please. My name is Rosa. I’m calling from Pacifica Health Limited. I’m supposed to have a conference call with Bill next week, but we need to reschedule.

M1: Alright. Just a moment, please. Let me take down your information and a message. OK, and do you spell your name R-O-Z-A?

W1: Yes, that’s correct except for the “Z.” It’s actually an “S,” as in “sun.” R-O-S-A.

M1: Thank you for that. And which date and time would you like to reschedule the conference call to?

W1: I’d like to move it to the 17th of this month at 10:15 a.m.

M1: Sorry, did you say 10:15 or 10:50?

W1:10:15, as in one-five.

M1: Alright, thank you. I’ll make sure Bill gets the message and returns your call when he returns to the office. Can I have your office phone number, please?

W1: Yes, it’s area code 808, 730–2024.

M1: Thank you very much.

**[Track A1-02]**

M2:Hey, Steve. This is Leo. I got a message that you tried to call me back, but I guess I missed you. Anyway, the reason I wanted to talk to you was to check and see if our order from Nature Mart has been shipped yet. Usually, when the order ships, we receive an invoice, but we haven’t gotten one yet. If it has shipped already, I was wondering if you could send me an invoice with all of the shipping details. Actually, I have an appointment right now, so I have to go, but that was my basic message. Please return my call. Thank you.

**[Track A1-03]**

Narrator: Number 1

W2: Well, I’m sorry to end so abruptly, but I have to run because I have an afternoon meeting which starts in five minutes that I need to prepare for. Can we put a pin in this and follow up again tomorrow morning? What time works for you?

Narrator: Number 2

M2: Alright then. Well, I think this was mutually beneficial for both of us. I'm glad we got this taken care of before our face-to-face meeting. Speaking of which, I will see you next week. Will you be at the airport to pick me up?

**[Track A2-01]**

M1: I think we have done some really great work together over the past few years. So I’d like to thank you and your team for all your hard work so far.

Now, let me tell you about our changing needs moving forward. Over the past five years, we have grown a lot. This means we need to figure out a way to scale up our supply chain to meet growing demand. One of our key aims this year is to expand into South America, so we'll also need your help to figure out a sales and distribution channel there.

I'd like to have a plan on paper by the beginning of next month, so please work on a proposal, and we'll discuss it further then.

**[Track A2-02]**

W1: OK. So, I'd like you to contact the following people. We received a client email yesterday asking about changes to billing. Tell them about our new process for orders over $2,000. Next, I need you to email our distribution partner in Chile and let them know our next shipment will be delayed by about two weeks. Be sure to apologize to them. We also need to write to our parts supplier and ask them if they can double the size of our next delivery. And don't forget to update the head office on these three issues as well. That will be all. Thank you.

**[Track A2-03]**

M2: Hi, this is Lawrence. I've been trying to get a hold of Yoona, who is on a business trip in Germany, but I can't reach her. I'm about to board a plane to Mexico, so do me a favor and deliver a few messages from me to her, would you?

First, tell her I said definitely yes on that shipment from Moldova. Make sure she understands that, exactly.

Second, I want her to add three more objectives to her trip: objective 1 is to contact a European marketing company, objective 2 is to make arrangements for a trip to London next week, and objective 3 is to make contact with some distributors from Africa.

Last, one of my business partners is going to meet her at the expo and drop off some merchandise. His name is Justin Crawford.

Let her know as soon as you can. Thanks!

**[Track A3-01]**

W2: Good afternoon, ladies and gentlemen. Thank you for joining me here today. I want to talk to you about a trend none of you can afford to ignore. That trend is remote working.

I will not only show you how remote working can supercharge your business but also just how easy it is to implement if you have the right tools. After listening to this talk, you'll understand why your company needs to invest in Dacia Inc.'s revolutionary RemMan platform.

First, let's talk about how remote management can actually improve task monitoring. Rather than assuming someone is productive just because they *look* busy, task fulfillment will become the key metric.

I'd like to take a moment to look at how our platform will take all the hard work out of remote management. The team and I over at Dacia Inc. have spent the last two years developing tools that will…

**[Track A3-02]**

Narrator: 1

M1: What are the differences and similarities between the chemicals the research scientists used in the first drug compared with the second?

Narrator: 2

W1: Your competitor offers a similar drug to the third drug you spoke about, but they offer it at a cheaper price. How do you respond to that?

Narrator: 3

M2: What kinds of new drugs are you planning to talk about next year?