

Федеральное агентство по образованию  
Государственное образовательное учреждение  
высшего профессионального образования  
Владимирский государственный университет

Т.И. Койкова

# ДЕЛОВОЕ ОБЩЕНИЕ

Пособие по английскому языку

Владимир 2007

УДК 811.111(075.8)

ББК 81.2 Англ.

К59

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Владимирского государственного университета

К59      **Койкова, Т. И.** Деловое общение : пособие по английскому  
языку / Т.И. Койкова ; Владим. гос. ун-т. – Владимир : Изд-во  
Владим. гос. ун-та, 2007. – 104 с.

ISBN 5-89368-737-X

Данное учебное пособие включает текстовый материал по дисциплине «Английский язык» по теме: «Деловое общение» и упражнения на активизацию и закрепление активной лексики по теме: «Компания и ее деятельность». Целью пособия является развитие коммуникативных способностей студентов в рамках элективного курса «Деловое общение».

Учебное пособие подготовлено для студентов 1-го и 2-го курсов дневного отделения специальностей 220201, 240304, 240502, 280102, 280201.

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университет, 2007

## ***ПРЕДИСЛОВИЕ***

Учебное пособие «Деловое общение» представляет собой сборник учебных материалов по теме «Структура компании и ее деятельность». Оно предназначено для студентов 1 – 3-го курсов, изучающих английский язык для общения. Пособие ставит целью выработать у студентов умения общаться на английском языке по проблемам, связанным с деятельностью компании, участвовать в обсуждении вопросов касающихся бизнеса, вести деловую переписку с зарубежным партнером.

Каждый из уроков пособия содержит текстовый материал и активный словарь, который усваивается во время работы над текстами и упражнениями. Упражнения позволяют студентам овладеть навыками монологической и диалогической речи в рамках обозначенных тем. При составлении текстов была использована английская и американская литература.

*Автор благодарит рецензентов Л.Ф. Староверову, доцента кафедры иностранных языков Академии туризма и Н.К. Яшину, доцента кафедры иностранных языков ВлГУ, за ценные замечания, высказанные ими в процессе работы над рукописью.*

## UNIT 1. TELEPHONING

**Exercise 1.** *a) Read the text.*

### **Communication by the Phone**

A local call from a telephone booth usually costs 25 cents for the first five minutes; the caller drops the coins into the slot, or uses a telephone credit card, or other credit cards. Long-distance calls are naturally more expensive.

Galls from pay-phones to most places in the USA and Europe can be dial-direct or operator-assisted. The dial-direct system is much quicker and cheaper. To make a long-distance dial-direct call within the USA you'll need to know the three-digit area code. Dial 1, followed by the area code and the number you are calling. The operator or a computer will tell you how much money to deposit. At the end of the time you paid for, you'll be cut off unless you put in more money; the operator will usually interrupt to request more money.

If you want to make an operator-assisted call, first call the operator by dialing 0. The operator will connect you and tell you the cost of your call. Alternatively, you may dial 0, the area code and number and the operator will then come on the line; you may then ask the operator to tell you the cost, or charge it to a credit card.

The procedure of making an international call from the USA is almost the same whether it is dial-direct or operator-assisted. You must dial 001, then the code for the country, the code for the city, and then the number you are calling.

Operator-assisted calls can be as follows:

1. Person-to-person. Made to a particular person: must be made through the operator. There is no charge if the person is not available.
2. Station-to-station. Connects you to the number you want.
3. Collect. Paid by the person you are calling. To place a collect call, you must dial 0 followed by the area code and the number and tell the operator "Collect call from (your name)". The operator will then speak to the person you are calling and inquire if he/she is prepared to take the

call. If the answer is yes, connection will be made. If you are using AT&T, you may dial 1-800-COLLECT and receive the service of an AT&T operator.

If you don't have the telephone number of the person you want to call, you may call 411 for the Directory Assistance operator. It is helpful if you know the exact full name and address of the person you are contacting. You can also look up the number in the telephone book (the telephone directory) in the booth; telephone directories are normally found in hotel rooms. Phone books have white, blue and yellow pages. The white pages contain telephone numbers of private residences and businesses. The blue pages give the numbers of city services, government services and public schools. Business and professional services organized by category (e.g. attorneys, physicians, plumbers, television sales) are provided by the yellow pages.

*b) Comprehension questions.*

1. What is the difference between dial-direct and operator – assisted calls?
2. What is the procedure of making international calls from the US?
3. What is meant by a collect call?
4. What is the structure of the US Telephone Directory?

*c) Find the English equivalents to the following Russian words and word combinations.*

платный телефон, международный (междугородный) телефонный разговор, система автоматической связи, человек отсутствует, звонок за счет абонента, подключиться к линии, набрать номер, отключить телефон, взимать плату, телефонный справочник, справочная служба, муниципальные учреждения

**Exercise 2.** *Learn the following words and speech patterns.*

*Vocabulary*

- |  |   |
|--|---|
| 1. to be available                             | – зд. БЫТЬ на месте   |
| 2. to ring back (to call back) on 017-347-8622 | – перезвонить на тел. 017-347-8622 (oh seven one three four seven eight six double two) |

3. a direct line	– прямая линия
4. to put through	– дозвониться
5. to ring smb. on a mobile phone	– позвонить на мобильный телефон
6. to talk to smb. direct	– поговорить непосредственно с кем-то
7. extension	– добавочный номер
8. 080254377	– zero eight zero two five four three double seven
9. switchboard	– коммутатор
10. to be on another line	– звонить по другому телефону
11. to transfer back to switchboard	– переключить на коммутатор
12. receiver	– тел. трубка
13. to dial	– набирать номер
14. trunk (long – distance) call	– междугородный звонок
15. telephone directory	– тел. справочник
16. to call to the phone	– позвонить на телефон
17. to disengage	– освободить (тел. линию)
18. to disconnect	– разъединить
19. to be out of order	– не работать (об устройствах)
20. to leave a message	– оставить сообщение

### *Speech Patterns*

- Maxwell Company. Can I help you?	– Компания Максвелл. Я Вас слушаю.
- Can I talk to Phil, please?	– Позовите, пожалуйста, Фила.
- He will be back not until tomorrow.	– Он вернется не раньше завтрашнего дня.
- It's a bad line. Could you speak up, please!	– Плохая связь. Говорите громче, пожалуйста!
- Can I ask who is calling, please?	– Простите, а кто его спрашивает?
- Can I take a message?	– Что-нибудь передать?
- I'll try the mobile.	– Попробую позвонить на мо-

- Can I have the number, please?
- Sorry to keep you waiting.
  
- When is a good time to call?
- There is no one here called Peter.
  
- You've got the wrong number.
  
- Hold the line. Hang on.
- Mr. Smith is on the line.
- Do you mind my using your telephone?
- Not at all. Please do.
- Is this number...?
- No, you've dialed the wrong number. (You have got the wrong number)
- This is Mr. Dixon's office. Mr. Dixon speaking.
- The telephone is out of order. I can't hear the dialing tone.
- I've dialed six times and not got through. The line is engaged all the time.
- We are disconnected as soon as we begin talking
- Something is interfering. I can't hear anything.
- I can't make out what you are saying. Speaking louder, please.
- Don't shout! Speak more distinctly.
  
- бильный.
- Могу я узнать номер?
- Извини, что заставил тебя ждать.
- Когда лучше позвонить?
- Здесь нет никого по имени Питер.
- Вы набрали неправильный номер.
- Не кладите трубку.
- Звонит м-р Смит.
- Вы не против, если я позвоню с вашего телефона?
- Нет, пожалуйста.
- Это номер...
- Нет, вы ошиблись номером.
  
- Это офис М-ра Диксона. Диксон у телефона.
- Телефон не работает. Я не слышу звуки набора.
- Я набирал номер шесть раз и не дозвонился. Линия все время занята.
- Нас разъединяют, как только мы начинаем разговаривать
- Какие-то помехи. Я ничего не слышу.
- Я не могу разобрать, что ты говоришь. Говори громче, пожалуйста.
- Не кричи. Говори разборчивее.

**Note:**

If you do not hear or understand the other person, say: *I'm sorry?* or *I'm sorry, I don't understand, could you repeat that, please?*

It is not polite to say: *Please repeat.*

**Exercise 3.** *Read and reproduce the dialogues.*

1. Give me the Telephone Number

*Voice:* Information. Can I help you?

*Mr.* Could you please give me the telephone number of the manager's office at Stevens Travel Ltd?

*Dixon:* Just a moment, sir. Hold on ... Hello! The number is 01-977-

*Voice:* 2217.

*Mr.* Oh-one-nine-double seven-double two-one-seven?

*Dixon:*

*Voice:* That's right.

*Mr.* Thank you very much.

*Dixon:*

2. Can I Take a Message?

*Secretary:* Good morning. Mr. Dixon's office. Can I help you?

*Mike Smith:* Oh, good morning. My name is Mike Smith. Could I speak to Mr. Dixon, please?

*Secretary:* I'm sorry. Mr. Dixon is in conference now. Then he'll be out for lunch. Would you like to leave a message for Mr. Dixon?

*Mike Smith:* Yes, please. Tell him that Mike Smith, from Liverpool, is now in London. I'm staying at the Europe Hotel, Room 312. He can ring me up as soon as he's time. Maybe I'll ring him up later in the day.

*Secretary:* Thank you, Mr. Smith. I'll let Mr. Dixon know about your call.

### 3. I Received You Message

*Smith:* Hello. Is that Peter Dixon? Smith speaking.

*Peter:* Yes, it is. Mike, is that you?

*Smith:* Yes, it is. I'm so glad to hear you! You have received my message, haven't you?

*Peter:* Yes? My secretary told me you had telephoned. How are things, Mike? Have you come for long?

*Smith:* Everything is all right with me. I have come for business and I'll be in London a month or so. When shall we meet, Peter? There's a lot to talk about. Can you call on me at around 8 p.m.?

*Peter:* Let me think. Yes, I think I'll come. Your room is 312, isn't it?

*Smith:* That's right. Well, so long then. See you later.

*Peter:* So long, Mike.

### 4. You've got the wrong number.

*Voice:* Hello, hello!

*T. Bright:* I'd like to speak to Mr. Frank Lawrence.

*Voice:* Mr. Lawrence? Frank Lawrence? There's nobody of that name here. What number did you dial?

*T. Bright:* Isn't that 348-4498?

*Voice:* Oh, no! You have got the wrong number.

*T. Bright:* I'm sorry to have troubled you.

### 5. Who Shall I Say Is Calling?

*Secretary:* Dr. Bell's office.

*Smith:* I'd like to speak to Dr. Bell.

*Secretary:* I'll see if he's in. Who shall I say is calling?

*Smith:* Mike Smith, from Liverpool.

*Secretary:* I see. Wait a minute, Mr. Smith.

*Dr. Bell:* Hello, Mr. Smith?

*Smith:* Yes. Good morning, Dr. Bell. We arranged the day before yesterday that I come to see your laboratory.

*Dr. Bell:* Yes, you are welcome. I'll be glad to take you round, Mr. Smith.

*Smith:* The matter is that I can't visit you today, unfortunately. I'm really very sorry to have troubled you.

*Dr. Bell:* When can you come?

*Smith:* I can't say that definitely now. I'll phone you tomorrow or the day after tomorrow. Forgive me, Dr. Bell.

*Dr. Bell:* Very good. O.K. I look forward to hearing from you tomorrow.

**Exercise 4.** *Practice these substitution dialogues in pairs.*

1.

- Operator here. Can I help you?
- Please put me through to the manager of the hotel.

---

*service bureau, reception clerk, company switchboard, chief of the commercial department, president of the firm*

2.

- Is that Mr. Call's home?
- Oh, no! It isn't a private home, it's an office. You have dialed the wrong number.

---

*the Consul Hotel, Rossomon Company, the Bank of England*

3.

- Will you please call Mr. Green to the telephone?
- Who shall I say is calling?
- It's his friend on a trunk – call from Paris.

---

*his brother – in – law, his daughter, Dr. Weston, his wife, the Company director*

4.

- Mrs. Brown's secretary.
- Please, put me through to your chief.
- Unfortunately, she is out.

---

*is away on business, has not arrived yet, is seeing a visitor, is ill, is in conference, is not in the office now*

**Exercise 5.** *Combine two sentences into one. Use a perfect infinitive construction.*

*Model:* – I kept you waiting. I'm sorry now.

– I'm sorry to have kept you waiting.

1. I met her two years ago. I'm glad about it now.
2. I troubled you at night. I'm sorry about it now.
3. I stayed at the Consul Hotel. I'm sorry about it.
4. I received your book yesterday. I'm pleased with it now.
5. John married Kate. He is happy now.
6. I was introduced to Mrs. Howard. I'm glad about it now.
7. I told him everything. Now I'm sorry about it.

**Exercise 6.** *You cannot make out what your acquaintance is saying over the telephone.*

*Model:* – I'm going to arrange a meeting with Dr. Fox.

– What did you say? I can't make you out, we've got a bad line.

– I said I was going to arrange a meeting with Dr. Fox.

1. I can't remember Ann's telephone number.
2. The nearest telephone booth is near the cinema.
3. This telephone is out of order.
4. I want to stay at the National Hotel.
5. I'm glad to hear that.
6. I have booked a trunk call to Helsinki.
7. I plan to stay in London for a fortnight.
8. It's a private home.
9. The line is engaged all the time.
10. I'll phone you tomorrow, just about this time.
11. I don't know her telephone number. I have to look it up in the directory.
12. There's a message for you.

**Exercise 7.** *Disagree with the statements avoiding a simple negation.*

*Model:* - When you hear a long buzz, it means the telephone is engaged.

- No, I don't think that is correct (exact, logical, always true).  
Usually this sort of signal indicates that line is free and you dial the number you want.

1. It's easy to speak a foreign language over the telephone.
2. You may have a long – distance call only from the Central Telephone Exchange.
3. There are only four figures in a Moscow telephone number.
4. It is not recommended to book a trunk call in advance.
5. They do not put public phone (telephone booths) in busy street.
6. When someone dials the wrong number, we usually say, “Hold the line, sir (madam)!”.
7. The first words we speak over the telephone when we take up the receiver are: “You are (put) through. Go ahead!”

**Exercise 8.** *Say it in English.*

1. Это дом м-ра Болла? Попросите его к телефону.
2. Я хотел бы поговорить с Джоном Кингом. Он дома?
3. Попросите, пожалуйста, м-ра Лоуренса к телефону. – Как мне сказать, кто его спрашивает? – Это его двоюродная сестра говорит по междугородному телефону из Лондона.
4. Могу я заказать междугородный разговор из гостиничного номера?
5. Соедините меня с городом, пожалуйста. Телефон – 224987, добавочный 811.
6. Где здесь ближайший телефон-автомат?
7. Я не могу набрать номер на этом телефоне. Все время короткие гудки
8. Я думаю, он не в порядке.
9. Запишите номера моего домашнего и рабочего телефонов.
10. Не кладите трубку, он сейчас подойдет.
11. Секретарь мне сказала, что мне кто-то звонил. Это не ты, Эдвард?

12. М-ра Уилсона сейчас нет. Что ему передать? – Скажите ему, чтобы он мне позвонил, когда придет.
13. Мне, пожалуйста, телефон коммутатора компании IMB.

**Exercise 9.** Make up dialogues using the expressions on the flowchart on page 14.

**Exercise 10.** Complete the following dialogue using the words listed below.

*Switchboard:* Conglomerate Group; can I help you?

*You:* Could I \_\_\_\_\_ Mr. Pardee, please?

*Switchboard:* Putting you \_\_\_\_\_.

*Secretary:* Hello, Mr. Pardee's \_\_\_\_\_ . \_\_\_\_\_ I help you?

*You:* \_\_\_\_\_, can you hear me? It's a \_\_\_\_\_ line. Could you \_\_\_\_\_ up, please?

*Secretary:* Is that better? Who's \_\_\_\_\_, please?

*You:* (your name) from (your company).

*Secretary:* Oh, hello. How nice to hear from you again. We haven't seen you for ages. How are you?

*You:* Fine, thanks. Could you \_\_\_\_\_ me \_\_\_\_\_ to Mr. Pardee, please?

*Secretary:* \_\_\_\_\_ the line a moment. I'll see if he's in. I'm so sorry, I'm afraid he's not in the \_\_\_\_\_ at the \_\_\_\_\_. Could you give me your \_\_\_\_\_, and I'll ask him to \_\_\_\_\_ you \_\_\_\_\_?

*You:* I'm \_\_\_\_\_ 347 8621. That's London.

*Secretary:* Would you like to leave any \_\_\_\_\_ for him?

*You:* No, thanks. Just tell him I \_\_\_\_\_.

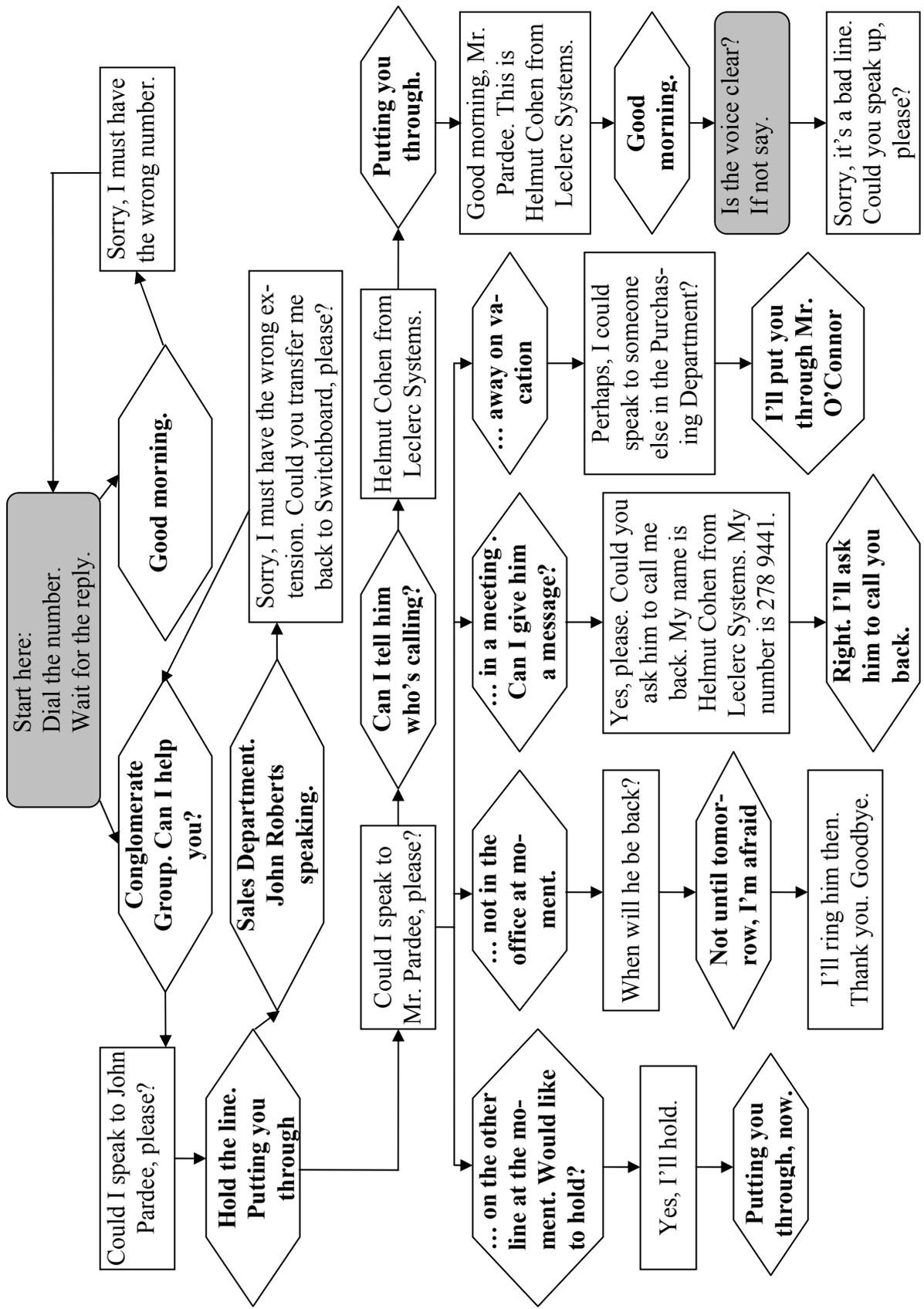
*Secretary:* Certainly. Nice to hear from you again.

*You:* I'll expect him to \_\_\_\_\_ me this afternoon, then. Thanks.

*Secretary:* You're welcome. Goodbye.

---

*on, speak to, message, bad, put through, number, call back, ring, secretary, through, office, speak, speaking, can, hello, rang, hold, moment, through*



## *Datafile*

This datafile gives you some additional terms and phrases commonly used in making telephone calls. Learn these paying attention to some differences between UK and US variants.

UK	US
<i>The phone book</i>	
Look up their number in the phone book (or directory).	
	I'll look up the number in the telephone book.
The number is ex-directory.	The number is unlisted.
I'll ring Directory Enquiries for the number.	I'll call information.
<i>The line</i>	
He's on the other line.	
Would you like to hold the line?	
The line is engaged.	The line is busy.
<i>The dial</i>	
Dial 123 for the correct time.	
Listen for the dialing tone ...	
All lines to the country you have dialled are engaged. Please try later.	
<i>The receiver</i>	
Can I help you?	
Putting you through.	
I'm afraid he's not available at the moment.	I'm afraid he's tied up at the moment.
You're welcome.	
Goodbye.	

<i>The operator</i>	
Dial 100 for the operator.	Dial 0 (zero) for the operator.
I'd like to make a reverse charge (or transfer charge) call.	I'd like to make a collect call.
<i>A message pad</i>	
Can I tell him who called?	
Could I take your number?	
Can I give her a message?	

**Remember:**

If you don't understand, say: *"Sorry, I didn't quite catch that."* *"Sorry, could you say that again."*

***Direct dialing***

With direct dialing, you go straight through to the number of the person you want in the UK, and you pay in the country you're in. All you need to know is the telephone number in the UK, which is made up of the phone number itself, and its area code, e.g. 0272 (area code for Bristol).

When dialing from abroad you must always omit the initial '0' of the area code.

The only other information you need is the international code for the UK which you must dial first. This will vary from country to country.

Remember, for direct dialing you will need to know:

INTERNATIONAL	UK AREA CODE	LOCAL
CODE FOR	(LEAVING OUT	NUMBER
THE UK	INITIAL '0')	

For instance, to call Bristol (0272) 12345 from Austria you just dial 0044 272 12345 and you're through.

***Note:***

Several countries, like the UK, have cheaper international calls at certain times for direct dialing.

**Exercise 11.** *Decide whether the following are true or false.*

1. For international calls you dial: the country code + the area code + the number.
2. The caller does not pay for a collect call.
3. Directory Enquiries will put you through to the number you want.
4. Switchboard and operator are the same people.
5. The dialing tones for 'ringing' and 'engaged' are different.

**Exercise 12.** *Insert the missing preposition.*

1. Look it \_\_\_\_\_ in the directory.
2. He's \_\_\_\_\_ the other line.
3. Listen \_\_\_\_\_ the dialing tone.
4. He's tired \_\_\_\_\_.
5. She'll ring \_\_\_\_\_.

**Exercise 13.** *Insert the correct term.*

UK term	US term
Directory Enquires	_____
reverse charge call	_____
_____	busy
_____	area code
ex-directory	_____

**Exercise 14.** *a) Read the following conversations and do exercises below. Meet people of "Bibary Systems" and those working with them.*

Geraldine – a receptionist

Jenny Ross – the Head of Administration in the Marketing Department

Edward Green – Marketing Executive

Don Bradley – Sales and Marketing Director

Dave – Phil Watson's Assistant

Derek Jones – Head of R&D Department

Mr. Smith – Top Executive of some Trade Company

Clive Harris – Executive Director (Manager)  
Kate McKenna – Head of Sales Department  
Mr. Sakai – has business contacts with Bibury Systems

### **Answering the Telephone**

- E. Green:* Hello, my name is Edward Green. I would like to speak to Mr. Smith.
- Smith's Secretary:* I am sorry, but Mr. Smith isn't available.
- E. Green:* Okay. I'll ring back. Does Mr. Smith have a direct line?
- Smith's Secretary:* I'm sorry, but the number is confidential.
- E. Green:* Okay. Thank you.
- 
- Novo Receptionist:* Good morning. RUYJ Advertising.
- Don Bradley:* Good Morning. This is Don Bradley. Can I Talk to Phil Watson, please?
- Novo Receptionist:* What company are you from, please?
- Don Bradley:* Bibury Systems.
- Novo Receptionist:* I'll put you through.
- 
- Dave:* Phil Watson's phone.
- Don Bradley:* Good morning. Can I talk to Phil, please?
- Dave:* Can I ask who's calling, please?
- Don Bradley:* Don Bradley from Bibury Systems.
- Dave:* Well Mr. Bradley, I'm afraid Phil's not in the office at moment. Can I take a message or would you like to ring him on his mobile phone?
- Don Bradley:* I'll try his mobile. Can I have the number, please?
- Dave:* 080254377
- Don Bradley:* Just let me check that. Zero eight zero two five four three double seven.

*Dave:* That's right.

*Don Bradley:* Thanks.

*Phil Watson:* Hello. Phil Watson.

*Don Bradley:* Hello Phil, this is Don Bradley.

*Phil Watson:* Hello, Don. Sorry to keep you waiting.

*Don Bradley:* I'm fine, thanks. Can we meet? We have a new product and I want you to see it.

*Smith's Secretary:* Hello. Mr. Smith's office.

*E. Green:* Hello, my name is E. Green from Bibary Systems. I rang earlier. I would like to speak to Mr. Smith, please.

*Smith's Secretary:* I'm afraid Mr. Smith is not in the office at the moment. Can I ask what it is about?

*E. Green:* It is very important. I represent Bibary Systems. We've got a new product and I want Mr. Smith to see it.

*Smith's Secretary:* Please send the product specifications by mail, Mr. Green.

*E. Green:* I would like Mr. Smith to see the product and would like to talk to Mr. Smith direct. When is a good time to call?

*Smith's Secretary:* You could try ringing this afternoon.

*E. Green:* Thank you. Goodbye.

*Derek*

*Jones:* Yes?

*Caller:* Can I speak to Peter?

*Derek*

*Jones:* Peter Hill?

*Caller:* Peter Toyama.

*Derek*

*Jones:* There is no one here called Peter Toyama.

*Caller:* Is that extension 367?

*Derek*

*Jones:* No, you've got the wrong number. This is 412.

*Caller:* I'm sorry. Could you put me back to the switchboard?

*Derek*

*Jones:* Yes, hang on.

*E. Green:* Hello, this is Edward Green. I rang earlier. I would like to speak to Mr. Smith, please.

*Smith's Secretary:* I'm afraid that Mr. Smith is in a meeting.

*E. Green:* Is he free later this afternoon?

*Smith's Secretary:* I don't think so. Mr. Smith is very busy at the moment.

*E. Green:* I'll ring tomorrow.

*Smith's Secretary:* I'm afraid Mr. Smith isn't in the office tomorrow.

*Geraldine:* Good morning. Bibary Systems. How can I help you?

*Mr. Sakai:* Good morning. My name is Sakai. I would like to speak to Mr. Harris, please.

*Geraldine:* Please, hold the line, Mr. Sakai. I'll put you through.

*Clive Harris:* Hello.

*Geraldine:* Mr. Sakai is on the line.

*Clive Harris:* Put him through ... ..Hello, Mr. Sakai.

*Mr. Sakai:* Hello, Mr. Harris, how are you?

*Clive Harris:* I'm very well, thank you. How are you?

*Mr. Sakai:* I'm fine. I'm calling about our meeting.

*Clive Harris:* Yes?

*Geraldine:* Hello, Bibary Systems. How can I help you? Could I ask who's calling please? I'm afraid her extension is busy at the moment, Mr. Clark. Will you hold, or can I take a message? Okay, that's fine. I'll ask her to call you back.

*E. Green:* Mr. Smith? My name is Green.  
*Mr. Smith:* Yes.  
*E. Green:* You don't know me but I work in Don Bradley's office at Bi-bary Systems.  
*Mr. Smith:* Yes.  
*E. Green:* You publish your catalogue this month. And we have an exciting new product.  
*Mr. Smith:* I have all the products I need.  
*E. Green:* I would like you to have a word with Big Boss.  
*Mr. Smith:* I'm sorry?  
*E. Green:* I'll put our new production on the line now. It's a new electronic toy.  
*Big Boss:* Hello, Mr. Smith. My name is Big Boss. I am eighteen inches high. I am voice activated and I want to be in your catalogue.

*b) Answer the following questions.*

1. What is Phil Watson's phone number?
2. Why is Don Bradley phoning Phil Watson?
3. Why does Edward Green want to talk to Mr. Smith direct?
4. Who would Mr. Sakai like to speak to?
5. What does Big Boss say to Mr. Smith?

*c) Complete the sentences.*

1. It's very difficult to speak to Mr. Smith because...
2. Edward Green wants Mr. Sakai to ...
3. Kate McKenna has got the Sales report and...
4. Edward Green hopes that Mr. Smith is still at work and his secretary...
5. Mr. Smith is not interested in Big Boss because...

**Exercise 15.** *Give English equivalents.*

1. перезвонить
2. соединяю
3. Простите, а кто его спрашивает?

4. Что-нибудь передать или вы позвоните на его мобильный?
5. Извини, что заставил тебя ждать.
6. Вы могли бы сказать, по какому вопросу вы звоните?
7. В какое время удобнее позвонить,
8. Добавочный номер
9. Вы набрали неправильный номер.
10. Не кладите трубку.

**Exercise 16.** *Make up a situation using given words and phrases.*

to be available, to ring back, to have a direct line, to put through, to ring smb. on a mobile phone, to be in a meeting, to be on the line, to be at work, a wrong number, to take a message, extension.

**Exercise 17.** *Learn the following Social English expressions.*

- I would like to speak to Mr. Smith.
- Could I talk to Mr. Smith?
- I'm afraid Phil's not in the office.
- Just let me check that.
- How are you?
- Can we meet?
- How can I help you?
- Good luck!

**Exercise 18.** *Act out the conversations.*

1. Between Edward Green and Mr. Smith's secretary. Edward Green wants to make an appointment, but Mr. Smith is very busy at the moment.
2. Mr. Sakai is calling Bibary Systems. He wants to speak to Clive Harris.

**Exercise 19.**

*1. Make the class:*

a) You are John Wall. You want to cancel your appointment at 3 p.m. tomorrow with Roberta Hunt, the customer services manager. Ask her if 4 p.m. next Tuesday is possible.

b) You manage the cosmetics department at B&A department store. You have two new sales assistants who need some training. Telephone the customer services manager at Benito to ask for her help.

*Receive calls a) and b)*

You work in the customer services department of Benito Cosmetics. Your manager, Roberta Hunt, is out of the office today. Take any messages for her.

*2. Make the class:*

a) Your company, Ellis & Co., did some building work for Mackeson Property U.K. four months ago. You are still waiting for payment. Call their chief accountant.

b) You are Anna Ferndale from the head office of Mackeson Property U.K. You want the sales figures for the last January. Call Mr. Side in the accountant department.

*Receive calls a) and b)*

You work for Mackeson Property U.K. in the Account Department. The chief accountant Mr. Side, is on holiday for a week. Take any messages for him.

**Exercise 20.** *Read the following piece of information and discuss advantages and disadvantages of an answer phone (of a mobile phone).*

Ten or a bit more years ago people had one telephone in the house and one in the office. Today, people have telephones everywhere: in the house, in the car, in the garden. You even see people walking round the streets with cordless telephones. One man, when recently asked what his telephone number was, answered:

“Which number do you want? My home number, my work number, my weekend number, or my car number?”

Another new thing is answerphone. Nobody likes answerphones. For callers there is the problem of how to speak to it. It is very difficult to have a conversation with a machine. Owners of answerphones have problems

too. What sort of message do they record? Some are too short, so the caller doesn't have time to think, for example: "This is a message. Speak now."

Others are too long. A New Yorker put a message on his machine which said: "This is Nathan's answerphone. Please leave your name, number, address, height, weight, qualifications, identity card number and mother's first name. Speak now!" Not surprisingly, people soon stopped telephoning Nathan.

## UNIT 2. BUSINESS CORRESPONDENCE

**Exercise 1.** *Get acquainted with the Business Letter Structure.*

1. The Notepaper (шапка бланка)
2. The Reference (ссылка)
3. The Date (дата)
4. The Addressee (адресат)
5. The Salutation (обращение)
6. The Body Text (текст письма)
7. The Complimentary Close (комплиментарная концовка)
8. The Surname & the Signature (фамилия и подпись)

*Additional components of a business letter which are not obligatory:*

1. The Letter Writer (автор письма)
2. The Letter Heading (заголовок письма)
3. The Enclosures (приложение)
4. The Copy
5. Postscriptum

**Note:**

If a letter occupies more than one page one of the following marks – PTO, MORE, CONTINUOUS – or page number is put at the bottom.

*Continental Equipment*

*Director: John G.*

*Smith*

9 North Road, Brighton, BN 5 JF

Telephone: 0273 543359

Fax: 0273 559364

(1)

Our Ref: G/f 146 Your Ref: SD/jr (2)

(3) 15 November 1989

Sales Department

Aluminium Alloy Co. Ltd.

Birmingham

79 Prince Albert St.

Birmingham B21 8DJ

(4)

Dear Sirs (5)

We thank you for your letter of 11 November, and would like to inform you that we can deliver all the items required from stocks, according to the enclosed detailed offer. For the balance we would require three weeks from the date of receiving your confirmation that this arrangement is acceptable.

Price as quoted f.o.b. London.

Delivery as specified above.

Payment against documents.

We hope you will find our terms, method of payment and delivery dates satisfactory; and we can assure that you may count on our full co-operation and immediate attention in this matter.

(6)

Yours faithfully (7)

*RHanson*

Robert Hanson

Continental Equipment

(8)

**Exercise 2.** *Pay attention to some differences between British and American forms.*

### Date

British	American
12 <sup>th</sup> December, 2006	
12 December 2006	December 12, 2006
12 Dec. 2006	

### Salutation

Dear Sir,	Dear Sir:
Dear Madam,	Dear Madam:
Dear Mrs. Smith,	Dear Mrs. Smith:
For the attention of Mr. E. Wilson,	Attention: Mr. E. C. Wilson:
Dear Sirs	Gentlemen:

### Complimentary Close

Yours faithfully,	Sincerely yours,
Yours sincerely,	Yours truly

### Addresses

Mrs. Nikki Roberts	AMIDEAST
School of Languages	Testing Programs
University of Westminster	1730 M Street, NW
18 Euston Centre	Suite 1100
London NW1 3ET	Washington DC
United Kingdom	20036-4505, USA

**Exercise 3.** *Here are the “Golden Rules” for writing letters (including faxes and memos). What rules do you think most useful?*

1. Give your letter a heading if it will make it easier for the reader to understand your purpose in writing.
2. Decide what you are going to say before you start to write or dictate a letter, because if you don't do this the sentences are likely to go on until you can think of a good way to finish. In other words you should always plan ahead.
3. Use short sentences.
4. Put each separate idea in a separate paragraph. Number each of the paragraphs if it helps the reader to understand better.
5. Use short words that everyone can understand.
6. Think about your reader. Your reader...

...must be able to see exactly what you mean:

your letters should be CLEAR

...must be given all the necessary information:

your letters should be COMPLETE

...is probably a busy person with no time to waste:

your letters should be CONCISE

...must be written in a sincere, polite tone:

your letters must be COURTEOUS

...should not be distracted by mistakes in grammar, punctuation or spelling:

your letters should be CORRECT

A dull or confusing layout makes a letter difficult to read.

**Exercise 4.** *Read two letters sent by the Sales Manager of “Sunshine Flavours LTD”, J. G. O'Reilly. Which of the two letters would you prefer to receive? Why? What kind of impression does each letter give the reader?*

SUNSHINE FLAVOURS LTD.

**44 Emerald Drive, Shannon Technology Park,  
Cork CO6 9TS, Republic of Ireland.**

Mme Susanne Dufrais,  
Les Gourments du Poitou S. A.,  
33, rue Mirabeau,  
44000 Poitiers, France

18 January 1999

Your request for our catalogue and price list

Dear Madam,

as you requested, we enclose for your attention our price list and catalogue. I should like to take this opportunity of drawing your attention to the fact that all our products are manufactured from completely natural ingredients and that we do not utilize any artificial additives whatsoever.

There are 213 different items in the catalogue and our prices are reasonable and our quality is good. This is the first time that we have included Scratch'n'Sniff TM Samples of our ten most popular aromas.

Should you require further information, please do not hesitate to contact us. If the undersigned is unavailable, the Sales Manager's personal assistant will be delighted to assist you.

We look forward to receiving your esteemed order in due course.

Yours faithfully,

*J. G. O'Reilly*

J. G. O'Reilly, Sales Manager

Telex 449801 Telephone 021 23 45 9

Cables: SUNSHINE, CORK

SUNSHINE FLAVOURS

44 Emerald Drive  
Shannon Technology Park  
Cork CO6 9TS  
Republic of Ireland

Mme Susanne Dufrais  
Les Gourmets du Poitou S. A.  
33 rue Mirabeau  
44000 Poitiers  
France

18 January 1999

Dear Madame Dufrais,

You asked to send you our price list and catalogues for the new season. I am sure you will find plenty to interest you in. You will notice that every single one of our products is made from 100% natural ingredients – we use no artificial additives at all.

This year, for the very first time, we have included Scratch'n'Sniff™ samples of our ten most popular aromas. I think you will agree that our range of well over 200 natural flavours and aromas is second to none and is outstanding value for money.

If you need more information, do please get in touch with me. If you are telephoning, please ask to speak to me personally or to my assistant, Mr. Hannah Rosser, and we will be very pleased to help you.

I look forward to hearing from you.

Yours sincerely,

*Jim O'Reilly*

James O'Reilly

Sales Manager

Enclosed: catalogue, price lists, order form

Telephone: 021 23 45 9

Fax: +353 21 23 44 7

**Exercise 5.** *This is the top part of a business letter. Decide when you would use these openings, instead of “Dear Mr. Green”:* Dear Jim, Dear Sir, Dear Madam, Dear Sir or Madam.

UNIQUE PRODUCTS PLS  
SUNRISE TECHNOLOGY PARK  
WEST HARBOUR DRIVE  
DOVER CT16 8KL

TELEPHONE 01306 824455

FAX 44 1306 821986

Mr. James Green  
Marketing Director  
Green Industries Inc.  
999 Park Avenue  
Rockford  
IL 61125  
USA

Your Ref: GS/BC/44

Our Ref: DJ/GS/2

11 November 1999

Dear Mr. Green,

Thank you for your fax of 8 November, suggesting a meeting in December. The most convenient dates from our point of view are December 2nd or December 3rd.

**Exercise 6.** *Look at the endings of business letters below.*

When would you use the different styles and phrases?

What do the abbreviations mean?

Which of the style and phrases would you find in American correspondence?

If you begin your letter ‘Dear Jim’ how do end it? If you begin ‘Dear Sir’ how do you end it?

Please let me know if this is convenient.

Looking forward to hearing from you.

Best wishes, Yours sincerely,

*Gillian Jones*

Ms. Gillian Jones

Publicity Co-ordinator

Best regards,

*Harry S. Bulstrode*

Exports Sales Manager

Please phone us to confirm the details.

We look forward to receiving your comments.

Yours faithfully,

*Mawice Frnight*

Ms. Gillian Jones

Publicity Co-ordinator

Sincerely,

*H.S. Bulstrode*

Export Sales Manager

c. c. Jane Sanchez

**Exercise 7.** *Read the text.*

### **Planning a Letter: 7 Steps**

What do you do before you write a difficult letter or a report? Because a letter in English is much harder than writing one in your own language, careful planning is essential. Imagine, for example, you have to write a letter introducing your company to a prospective customer...

The following steps are recommended.

1. Write down your AIM: what is the purpose of the letter?
2. ASSEMBLE all the relevant information and documents: copies of previous correspondence, reports, figures, etc.
3. ARRANGE the points in order of importance. Decide which points are irrelevant and can be left out. Make rough notes.
4. Write an OUTLINE in note form. Check it through considering these questions:
  - Have you left any important points out?
  - Can the order of presentation be made clear?
  - Have you included anything that is not relevant?
5. Write a FIRST DRAFT, leaving plenty of space for changes and revisions.

6. REVISE your first draft by considering these questions:

INFORMATION: Does it cover all the essential points?

Is the information RELEVANT, CORRECT and COMPLETE?

ENGLISH: Are the grammar, spelling and punctuation correct?

STYLE: Does it look attractive?

Does it sound natural and sincere?

Is it CLEAR, CONCISE and COURTEOUS?

Will it give the reader the right impression?

Is it the kind of letter you would like to receive yourself?

7. Write, type or dictate your FINAL Version.

**Exercise 8.** *Here are three extracts from letters that break some rules.*

1. Decide what is wrong with each one and underline any mistakes or faults.
2. Rewrite each extract in your own words.

1) I noticed your advertisement in the Daily Planet and I would be grateful if you could send me further information about your products. My company is considering subcontracting some of its office services and I believe that you may be able to supply us with a suitable service. Looking forward to hearing from you.

2) Thank you very much for you letter of 15 January, which we received today. In answer to your enquiry we have pleasure in enclosing an information pack, giving full details of our services. If you would like any further information, do please contact me by phone or in writing and I will be pleased to help. I hope that our services will be of interest to you and I look forward to hearing from you.

Yours sincerely,

3) There are a number of queries that I would like to raise about your products and would be grateful if you could ask a representative to get in touch with me with a view to discussing these queries and hopefully placing an order if the queries are satisfactorily answered.

## Types of Business Letters

### *Inquiry*

#### **Structure:**

1. *Reference to the source of information about the given company and its product.*
2. *The essence of the subject.*
3. *Brief information about your company.*
4. *Hope for further contacts.*

#### **Patterns to the inquiry.**

- |   |   |
|---|---|
| - With regard to your advertisement in ...of ..., we would ask you... | – В связи с публикацией Вашей рекламы в ... от ..., мы хотели бы попросить... |
| - We are interested in buying (importing etc.)                        | – Мы хотели бы купить...  |
| - We would ask you to let us have a quotation for...                  | – Сообщите нам, пожалуйста, расценки на...                                    |
| - In connection with this...  | – В связи с этим ...  |
| - There is a large market here for your products.                     | – Ваши изделия найдут у нас своего покупателя.                                |
| - We usually effect payment by letters of credit.                     | – Мы обычно производим оплату путем открытия аккредитации.                    |
| - If your prices are competitive.                                     | – Если Ваши цены приемлемы  |
| - Your prompt answer will be appreciated.                             | – Будем признательны за быстрый ответ.  |

*Sample of Inquiry*

Pet Products Ltd.  
180 London Road  
Exeter EX4 4JY  
England

25th February, 1997

Dear Sirs,

We read your advertisement in the 'Pet Magazine' of 25<sup>th</sup> December. We are interested in buying your equipment for producing pet food. Would you kindly send us more information about this equipment:

- price (please quote CIF Odessa price)
- dates of delivery
- terms of payment
- guarantees
- if the price includes the cost of equipment installation and our staff training

Our company specializes in distributing pet products in Ukraine. We have more than 50 dealers and representatives in different regions and would like to start producing pet food in Ukraine. If your equipment meets our requirements, and we receive a favourable offer, we will be able to place a large order for your equipment.

Your early reply would be appreciated.

Yours faithfully,

*V. Smurov*

V. Smurov

Export – Import Manager

**Exercise 9.** *Translate into English and form as a letter.*

1.

Уважаемый сэр!

Из вчерашнего номера газеты “Business News” я узнал о новом магнитофоне, производимом Вашей компанией.

Я был бы Вам признателен, если бы Вы послали мне дополнительную информацию, в том числе сведения о стоимости товара, размерах скидки в случае оптовой закупки, сроках доставки и условиях ее оплаты.

С уважением,  
Джон Браун.

2.

Уважаемый Сэр!

Я был бы признателен, если бы Вы выслали мне информацию о правилах поступления в Центр по менеджменту Бредфордского университета. Я просил бы Вас также сообщить, обеспечивает ли центр зарубежных студентов жильем.

С уважением,  
Ван Ли.

3.

Господа!

Просим Вас выслать новый каталог компьютеров и микропроцессоров. Также будем признательны, если вы сопроводите каталог бесплатными проспектами и укажите условия доставки.

Ф. О. Б. Лондон.

Искренне Ваш,  
М. Дейвис

4.

Господа!

Ссылаясь на вашу рекламу в журнале “Omni” т.1 №6, мы просим выслать (мы были бы рады получить) расценки на телефонные аппараты

Cobra с памятью от 9 до 13 номеров. Пожалуйста, укажите, какую скидку вы делаете при оптовых закупках и при оплате наличными.

Искренне Ваш,  
Г. Бертон

5.

Господа,

Мы хотели бы получить информацию о фотокамере «Олимпус». Пожалуйста, вышлите прейскурант, сообщите, возможна ли быстрая доставка (товара) в С. Петербург.

Если Ваше предложение окажется приемлемым, мы дадим вам адреса для банковских и торговых справок о нас и вышлем заказ.

6.

Господа!

Будем благодарны, если вы пришлете по получении сего запроса ваш каталог и список цен ваших новых автомобилей. Просим указать свои самые низкие цены по отправке СИФ Лондон.

С уважением, ваши ...

### *Offer*

#### **Structure:**

- 1. The reason for your writing.*
- 2. Reply to the questions of a potential customer.*
- 3. Additional proposals.*
- 4. Hope for an order.*

*Sample of Offer*

Mr. Fred North  
Purchasing Manager  
Broadway Autos

11 November, 19

Dear Mr. North,

Thank you very much for your enquiry. We are of course very familiar with your range of vehicles and are pleased to inform you that we have a new line in batteries that fit your specifications exactly.

The most suitable of our products for your requirements is the Artemis 66A Plus. This product combines economy, high power output and quick charging time and is available now from stock.

I enclose a detailed quotation with prices, specifications and delivery terms. As you will see from this, our prices are very competitive. I have arranged for our agent Mr. Martin of Fillmore S. A. to deliver five of these batteries to you next week, so that you can carry out the laboratory tests. Our own laboratory reports, enclosed with this letter, show that our new Artemis 66A Plus performs as well as any of our competitor's product and, in some respects, outperforms them.

If you would like further information, please telephone or telex me: my extension number is 776. Or you may prefer to contact Mr. John Martin of Fillmore S. A. in M \_\_\_\_\_: his telephone number is 01 77 99 02.

I look forward to hearing from you.

Yours sincerely,  
*Fred Stock*  
Fred Stock

### Patterns for the offer.

- |   |  |
|---|--|
| - We were pleased to learn your interests in...                   | – Нам было приятно узнать о Вашей заинтересованности в ...               |
| - We take pleasure to send you the desired samples and offer...   | – С удовольствием посылаем выбранные Вами образцы и предполагаем...      |
| - As to your inquiry of ...we are informing you that...           | – На Ваш запрос от ... мы сообщаем Вам, что...                           |
| - The price covers packing and transportation expenses.           | – Цена включает упаковку и транспортные расходы.                         |
| - I call your attention especially on item...                     | – Я особенно обращаю Ваше внимание на позицию...                         |
| - Besides above mentioned goods...                                | – Кроме упомянутых выше товаров...                                       |
| - Would you inform us whether we could expect getting your order? | – Мы просим Вас сообщить нам, можно ли рассчитывать на получение заказа. |
| - If you are not happy with our proposal...                       | – Если Вас устраивает наше предложение...                                |

### Exercise 10. Translate into English and form as a letter.

1.

Уважаемый г-н Дейвис!

Благодарим Вас за письмо от 15 мая.

С удовольствием высылаем Вам наш каталог компьютеров и микропроцессоров, где Вы сможете найти полную информацию о различных моделях. В отправлении включаем десять цветных рекламных буклетов.

Хотелось бы обратить Ваше внимание, в частности, на модель с жестким диском...

Мы можем предложить Вам эти компьютеры с огромной скидкой. Розничная цена изготовителя предлагалась по 3500 ам. долларов. Наши цены и условия изложены в приложении.

Искренне Ваш, ...

2.

Господа, в ответ на Ваше письмо от 5 января высылаем вам наши последние каталоги, в которых имеется вся необходимая вам информация о станке модели ПМ-7, который вам нужен, а также чертежи, благодаря которым вы сможете судить о преимуществах нашего оборудования.

Предлагаем вам эти станки по цене, указанной в каталоге, при вашем подтверждении в течение 10 дней, начиная от даты данного письма. В цену входят условия доставки СИФ Лондон, включая упаковку. Если вы хотите получить станки на условиях ФОб, мы готовы обсудить это с вами.

Если наше предложение заинтересовало вас, мы готовы встретить вашего представителя в Москве и показать наши станки в действии. Ждем скорого ответа.

С уважением, ...

3.

Уважаемый г-н Бертон!

Мы были очень рады получить Ваш запрос в ответ на нашу рекламу в "Omni". По Вашей просьбе высылаем наш прейскурант телефонов Cobra, а также четыре проспекта, в которых содержатся все технические подробности о моделях с памятью на 9-13 номеров. Наши оптимальные условия указаны в приложении.

Позвольте воспользоваться этой возможностью и обратить Ваше внимание на аппараты Intenna (CP-485), радиотелефон, память на девять номеров, селекторную связь и Cobra (ST-622) память на 13 номеров, встроенный громкоговоритель.

Искренне Ваш,

.....

*Sample of Order*

Men's Clothes Dealers Ltd.  
142 South Road  
Sheffield S20 4HL  
England

21th March, 1997

Dear Sirs,

Our Order for Silk Shirts

In response to your letter of 17<sup>th</sup> March, we thank you for sending us your catalogues of men's silk shirts. We are sure there will be a great demand for them in Ukraine.

We are enclosing our Order No. 144, and would ask you to return its duplicate to us, duly signed, as an acknowledgement.

Yours faithfully,  
*V. Smurov*  
V. Smurov  
Export-Import Manager

Enc. Order No. 142

**ORDER**

Men's Clothes Dealers Ltd.  
142 South Road  
Sheffield S20 4HL  
England

No. 142  
(please refer to  
this number on all  
correspondence)

21th March, 1997

Please

Supply 400 men's silk shirts in the colours and sizes (collar) specified below:

<b>Size</b>	<b>Colour</b>	<b>Quantity</b>
14	white	70
14	blue	30
15	white	70
15	blue	30
16	white	70
16	blue	30
17	white	70
17	blue	30

Price: \$ 10.53 each (total – \$4212)

Delivery: air freight, CIF Kiev

Payment: by letter of credit

Packing: standard

p.p. Chief Buyer  
*Alexey Postnikov*  
Vysteria Ltd.

Please send us the copy of this order, duly signed, as an acknowledgement.

*A complete form of an order*

c/6

19 May 1990

Casio Computer Co., Ltd

Export Division II

Timepiece Department

6-1 Nishi-Shinjuku 2-chane,

Shinjuku-ku, Tokyo 163,

Japan

Order №376/25

To be quoted on all documents

Gentlemen:

Please supply and ship by next boat CIF Murmansk

45 Model DBX-102 \$12.40

20 Model AQ-419 \$30.00

35 Model DW-7200 \$80.60

Delivery time: 1. June latest

Terms of payment: .....

Consignee: (postal Address)

(Destination)

Marking: in English

Order № 376/25

Case № ...

Gross weight

Net weight

With care

Fragile

Top

Do not Turn Over

V/o "Sojuzimport"

Russian

Заказ №376.25

Ящик №...

Вес брутто

Вес нетто

Осторожно

Стекло

Верх

Не кантовать

В/О "Союзимпорт"

*(to be continued)*

Заказ № 376/25

Ссылаться на все документы.

Господа!

Просим доставить следующим судном СИФ Мурманск

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Доставка: СИФ Мурманск

Время доставки: последний срок 1 июня

Условия платежа: .....

Грузополучатель: .....

Маркировка: Англ.

Русск.

*An order can be completed by a Cover letter like that:*

Gentlemen:

We are grateful for your letter of 20 June and enclose our order № 245/302 for your models CP-485 and ST-622. We consider it as a trial order and hope if these phones prove satisfactory we'll send you regular orders.

Your price is accepted and payment will be made by Letter of Credit in Liverpool against documents.

We refer you to the Bank of Wales and Ireland, Cardiff and Messers. Robertson and Blake Ltd., London.

Please let us know when the goods are ready for shipment.

Yours faithfully,

.....

**Patterns to the order.**

1. In reply (response) to your letter (fax) of (dated)...., we thank you for

– В ответ на ваше письмо (факс) от ... , мы благодарим Вас за

- |   |   |
|---|---|
| 2. We are pleased to enclose our Order No...                                    | – Имеем удовольствие приложить к данному письму наш заказ №...                      |
| 3. We enclose (are enclosing) our order for...                                  | – Мы прилагаем наш заказ на...  |
| 4. We accept your offer and have pleasure in placing an order with you for      | – Мы принимаем Ваше предложение и имеем удовольствие разместить у Вас заказ на...   |
| 5. Please confirm that you can supply...  | – Просим подтвердить, что Вы можете поставить...                                    |
| 6. Please send the copy of this order to us, duly signed, as an acknowledgement | – В качестве подтверждения заказа просим выслать нам подписанную Вами копию заказа. |
| 7. Please supply/send us  | – Просим поставить...   |

**Exercise 11.** *Translate into English and form as a business letter.*

1.

Господа!

Благодарим вас за ваше письмо от 20 июня и высылаем (с этим письмом) наш заказ №245/302 на Ваши модели CP-485 и ST-622. Мы считаем этот заказ проверочным и надеемся, что, если эти телефоны окажутся удовлетворительными, мы будем делать вам постоянные заказы.

Ваша цена принимается, и оплата будет произведена аккредитивом в Ливерпуле согласно документам.

О нас можете навести справки в Bank of Wales and Ireland, Cardiff and Messers. Robertson and Blake Ltd., London.

Просим сообщить о готовности груза к отправке.

Искренне Ваш,

.....

2.

Господа!

Ссылаясь на ваше письмо от 7 марта и на наш телефонный разговор от 24 марта, мы с радостью высылаем (с этим письмом) наш заказ №0/76.

Мы удовлетворены качеством Ваших автомобилей, но, честно говоря, мы думаем, что (нам) будет трудно продать эти машины по таким ценам. Поэтому мы просим вас снизить ваши цены на 10%.

Искренне Ваш,

.....

3.

Господа!

Благодарим вас за ваше письмо от 14 ноября. Ваши условия и цены приняты, но мы просим вас гарантировать бесплатный ремонт или замену в течение 24 месяцев со дня доставки.

Мы прилагаем наш заказ №0/76 на 30 автомобилей Jeep Wrangler и просим уделить этому заказу своевременное и внимательное рассмотрение.

Искренне Ваш,

.....

*Sample of Acknowledgement*

Visteria Ltd.  
P.O. Box 82  
Kiev 253206  
Ukraine

28<sup>th</sup> March, 1997

Ref: Order #142 of 21th March, 1997

Dear Sirs,

Thank you for your letter of 21th March, 1997. We are pleased to acknowledge your order for 400 men's silk shirts and enclose the copy of it, duly signed, as requested.

Delivery will be made immediately on opening a letter of credit with our bank for the amount of \$4212.

We hope our shirts will be in great demand in Ukraine and you will be able to place large orders with us in the future.

Yours faithfully,  
*Alfred Smithers*  
Alfred Smithers  
Sales Manager

### **Patterns for letters of Acknowledgement confirming the Order.**

- |  |   |
|--|---|
| - Thank you very much for your order No... of (dated) ...  | – Благодарим Вас за Ваш заказ №... от ...   |
| - As requested we enclose (are enclosing) the copy of your order, duly signed, as an acknowledgement.      | – Как Вы просили, мы прилагаем копию заказа, подписанную нами, как подтверждение Вашего заказа.           |
| - We confirm that delivery will be made by ... .   | – Мы подтверждаем, что поставка будет произведена к ... (такой-то дате).                                  |
| - We hope that you will have a good turnover, and that we will be dealing with your company in the future. | – Надеемся, что Вы будете иметь хороший оборот, и мы будем сотрудничать с Вашей компанией и в дальнейшем. |
| - Delivery will be made in conformity (accordance) with your instructions.                                 | – Поставка будет произведена в соответствии с Вашими инструкциями.  |
| - Be sure the goods will be supplied within next week.   | – Будьте уверены, что товар будет доставлен на следующей неделе.  |

### **Exercise 12. Translate into English and form as a business letter.**

1.

Уважаемый мистер Дейвис!

Всегда приятно получить письмо от доброго старого друга. Хотим сказать Вам, что мы очень ценим наши многолетние отношения.

Спасибо вам за заказ, и, пожалуйста, будьте уверены, что товар будет отправлен на следующей неделе, как обычно.

Надеемся, что за этим заказом последует еще много других, и мы всегда будем стараться поддержать наши дружеские отношения с вами.

Искренне Ваш,

.....

2.

Господа!

Ваш заказ №0.75

С удовольствием вам сообщаем, что заказанные машины готовы к отправке. Мы уделили вашему заказу особое внимание и тем самым смогли улучшить (ускорить) сроки поставки.

Просим сообщить, есть ли у Вас какие-либо особые указания.

Ваш,  
.....

3.

Господа!

Благодарим вас за Ваш заказ №... от... (числа). К сожалению, мы не сможем поместить заказ по ценам, которые были указаны нами месяц назад. Как вы знаете, мировые цены на ... поднялись в течение последних двух недель, поэтому мы вынуждены скорректировать наши цены, чтобы компенсировать этот подъем.

Наименьшие расценки на сегодняшний день таковы:

Accurist Skeleton @ \$75; Swatch "Wall Street" @ \$27.

Просим подтвердить, что мы можем разместить Ваш заказ по этим ценам. Гарантируем скорую доставку.

Искренне Ваш,  
.....

4.

Господа!

С удовольствием вам сообщаем, что мы были очень рады получить Ваш заказ, потому что он представляет собой нашу с вами первую деловую связь. Приветствуем Ваш бизнес! Теперь, когда мы начали, мы уверены, что наше первое дело повлечет за собой долгое и удачное сотрудничество. Вы убедитесь, что мы приложим все усилия, чтобы угодить вам.

Спасибо вам за великодушное доверие.

Ваши,  
.....

*Sample of Acknowledgement rejecting the order.*

d/5

Gentlemen:

Thank you for order № 0.74 of April.

Unfortunately we cannot see our way to accept your order with a discount of 10%. We trust you understand that we are reluctantly compelled to keep this price if we are to make any profit at all.

But we allow you to cash discount of 5% for payment within 45 days.

We hope you will see it is not lack of business and good will but only a necessity and we don't want to influence you to turn down the order.

Please inform us if this special cash discount of 5% is acceptable for you and we'll give your order our most careful attention.

Yours faithfully,

.....

**Patterns which are used in Acknowledgement rejecting the order.**

- |   |   |
|---|---|
| 1. We are sorry (we regret) to let you know (to inform you) that we cannot execute your order because of (through)... | – К сожалению, вынуждены сообщить Вам, что мы не сможем выполнить Ваш заказ по причине... |
| 2. The goods you ordered are not longer available.  | – Товара, который Вы заказали, больше в наличии не имеется.                               |
| 3. We can offer you a substitute.   | – Можем предложить Вам замену.  |
| 4. We are compelled to keep this price.   | – Мы вынуждены придерживаться этой цены.  |
| 5. We don't want to influence you to turn.  | – Мы не хотим заставить Вас снять заказ.  |

**Exercise 13.** *Translate into Russian and form as a business letter.*

Господа!

Мы признательны вам за Ваш заказ №... на 20 фотоаппаратов Olympus AZ 300.

Мы, конечно же, хотели бы, чтобы вы стали нашими постоянными клиентами, и всегда нашей целью будет угодить вам. Однако мы, к сожалению, не можем доставить заказанные камеры, так как их нет сейчас на складе. Но мы можем предложить вам другой тип камеры – последнюю модель Nikon F-801 Zoom SLR по 570 ам. долларов за комплект. Nikon F-801 Zoom SLR камера с автофокусом, с выдержкой до 1/8000 сек и объективом AF Zoom. Мы уверены, что она (камера) не нуждается в какой-либо особой рекламе для такого профессионала, как вы, и вы знаете и оцените все преимущества этого типа (камер).

Просим сообщить, можем ли мы выслать их вместо Olympus.

Прилагаем бесплатный проспект и новые расценки.

Искренне Ваш,

.....

*Sample of Reminder*

Carson Inc.

Bay Avenue

San Francisco

23, 2006

Dear Mr. Carsons:

According to our records payment of our invoice No. 35823, sent to you in April, has not yet been made.

As specified on all our estimates and invoices our terms of business are 30 days net. Your invoice has now been outstanding for 90 days. In case of unsettled debts of this duration it our company policy to take legal action.

We would naturally prefer not to have to go so far. Would you please send us a check by return. In case you have lost or mislaid the original I am enclosing a copy of our invoice.

We look forward to receiving your payment by return.

Yours sincerely,  
*Pierre Lacoste*

Pierre Lacoste  
Credit Controller

### **Patterns used in payments.**

- Payment by irrevocable L/C in US dollars on a United States bank, allowing part-shipment and transshipment, and valid for 90 days from order date.
  - Payment with order by banker's draft or check on a UK bank.
  - We have pleasure in enclosing our check for \$ 500.
  - Payment is being made by banker's draft in settlement of your invoice for \$ 500.
  - The Lloyds Bank will accept your draft.
  - We have opened L/C with the Lloyds Bank.
  - Please draw \$ 500 on us at 90 day's sight.
  - May we again remind you that this account is still overdue.
  - According to our conditions of sale, your remittance was due on March 12.
  - It is no doubt through an oversight on your part that settlement is three months overdue.
- Платеж осуществляется безотзывным аккредитивом, действительным в течение 90 дней до даты заказа, через любой американский банк. При этом разрешается частичная отгрузка или перевалка (с одного судна на другое).
  - Оплата по приказу посредством банковской тратты или чеком на английский банк.
  - С удовольствием вкладываем чек на 500 долларов.
  - Платеж будет произведен банковским векселем в погашение вашего счета-фактуры на 500 долларов.
  - Ллойдз, банк примет ваш вексель.
  - Мы открыли аккредитив через Ллойдз банк.
  - Вышлите, пожалуйста, нам счет на 500 долларов со сроком оплаты 90 дней.
  - Позвольте еще раз напомнить вам, что наш счет все еще не оплачен.
  - В соответствии с условиями нашей сделки, ваш перевод должен был поступить 12 марта.
  - Нам кажется, что вы забыли погасить свой долг, срок которого истек 3 месяца назад.

- We must insist on receiving payment by 31, January; failing this we shall be compelled to take legal action.
  - We have often reminded you of the outstanding amount, but have received no reply or remittance from you.
  - The recent devaluation of the dollar has caused a setback in business.
  - Would you allow me to postpone settlement of your account?
  - Since you have always met your obligations in the past, we are prepared to allow you a postponement of payment.
  - Please send us half of the amount by return, and sign the enclosed acceptance for the reminder.
  - We trust you will settle the remainder by paying in monthly installments.
- Мы настаиваем на получении платежа к 31 января; если этого не произойдет, то мы будем вынуждены обратиться в суд.
  - Мы часто напоминали вам о непоплаченном счете, но не получили от вас ни ответа, ни перевода.
  - Последняя девальвация доллара привела к снижению деловой активности.
  - Просим разрешить нам задержать оплату вашего счета.
  - Так как в прошлом вы всегда выполняли свои обязательства, то мы можем разрешить вам задержать оплату.
  - Пожалуйста, верните нам почтой половину суммы и подпишите вложенный акцепт на остаток.
  - Мы надеемся, что вы погасите остаток путем выплаты ежемесячных взносов.

**Exercise 14.** *Use the vocabulary while translating the letters of exercise 15.*

### *Vocabulary*

- |                  |                      |
|------------------|----------------------|
| 1. адресат       | – addressee          |
| адресант         | – addresser, sender  |
| 2. аккредитив    | – a letter of credit |
| 3. бесплатно     | – free of charge     |
| 4. благоприятный | – favourable         |
| 5. брошюра       | – brochure, booklet  |

6. быстрый	– speedy, prompt, fast
7. валюта	– currency
8. расчетная ведомость	– statement, calculation
9. вес	– weight
вес брутто	– gross weight
вес нетто	– net weight
10. взаимная выгода	– mutual benefit
11. включать в договор	– to insert in the contract
12. вместимость	– capacity, tonnage
13. возврат денежных сумм	– refund
14. до востребования	– to be called for
15. выполнение	– fulfilment, carrying out
16. вычет	– deduction
17. вышеупомянутый	– aforesaid/mentioned above
18. гарантировать	– to guarantee
19. годовой	– yearly, annual
20. гонорар	– fee
21. груз	– cargo
22. грузить	– to load
23. датировать	– to date
24. дебет	– debit
25. действительный	– real/valid
26. действующий	– ruling
27. депозит	– deposit
28. добавочный	– additional, supplementary, extra
29. доверенность	– power of attorney/procuration
30. по доверенности	– per procuration/per pro/p/p/
31. договор	– contract/agreement
32. заключить договор	– to conclude a contract/agreement
33. доказательство	– evidence/proof
34. жалоба	– complaint
подавать жалобу на к-л	– to lodge/lay a complaint against smb.

35. жаловаться на кого-то/ что-то	– to complain of smb/smith
36. заверение	– assurance
37. заверенная копия	– certificated copy
38. задаток	– deposit
39. задерживать	– to delay
40. заем	– loan
41. заинтересованная сто- рона	– the interested party/party concerned
42. заказ	– order
43. закладная	– mortgage/bond
44. законный	– lawful/rightful/legal
45. замена	– replace
46. заместитель зам. председателя	– vice/deputy – vice-chairman/deputy chairman
47. занимать должность	– to be in office
48. заниматься чем-либо	– to be engaged in
49. запас	– stock/store
50. запасные части	– spare parts
51. заполнять (анкету)	– to fill in (a form)
52. запрашивать	– to inquire/to send
53. делать запрос	– to make an inquiry
54. засвидетельствовать	– to certify
55. затрата	– expense
56. иск	– claim/suit/action
57. исключать за исключением	– to exclude – with the exception of/aside from/ apart from
58. касаться чего-либо (иметь дело с) что касается	– to concern – as to/as for/with respect of
59. котировать котировать цену	– to quote

60. краткосрочный	– to quote a price
61. курс (валютный)	– short term ( <i>ant.</i> long term)
62. лицензия	– rate (of exchange)
63. льгота	– license
64. мера	– privilege
65. надежность	– measure
надежный	– reliability
66. надлежащий	– reliable
надлежащим образом	– proper
67. надпись	– properly
68. назначить	– inscription
69. назначение	– to appoint/to nominate
70. накладная	– appointment
71. наличие	– consignment note/way bill
72. налог	– presence/availability
73. напоминание	– tax
74. напоминать к.-л. о ч.-л.	– reminder
75. нарушить условия до- говора	– to remind smb. of smth.
76. небрежность	– to infringe the terms of the contract
77. недействительный	– negligence
78. недоразумение	– invalid/null and void
79. неисправный	– misunderstanding
80. необоснованный	– faulty/defective
81. непредвиденный	– unreasonable/unjustified
82. непригодный	– unforeseen
83. неприемлемый	– unsuitable
84. обзор	– unacceptable
85. обобщать	– survey/review
86. образец	– to summarize
87. обращаться к к.-л.	– sample/pattern/specimen
	– to address to smb.

88. объявление	– announcement/advertisement
89. обязанность	– duty/obligation
90. ознакомиться	– to acquaint (oneself)
91. оптовый	– wholesale
92. осложнение	– complication
93. особенность	– peculiarity/feature
94. оспаривать	– to dispute
95. остающаяся сумма	– remaining amount
96. остаток	– rest/remainder/balance
97. осуществлять	– to realize/to accomplish/to bring about
98. отвергать	– to reject
99. отзываться	– to revoke/to withdraw
100. отказ	– refusal
101. откладывать	– to postpone/to put off/to delay
102. отклонять	– to decline
103. отличать	– to distinguish
104. отправка	– dispatching
105. оценивать	– to value/to appreciate
оценка	– evaluation/appreciation
106. очевидно	– evidently/obviously
107. партия (товара)	– lot/parcel/consignment
108. перевод (денег)	– transfer
109. переговоры	– negotiations/talks
110. переписка	– correspondence
111. перечень	– list
112. повреждение	– damage
113. повышать (цены)	– to raise/advance/increase
114. подробное описание	– detailed description
115. подтверждать	– to acknowledge/to confirm
116. позиция/пункт (в перечне)	– item

117. покупатель	– buyer/purchaser/customer
118. получатель	– receiver
119. получение	– receipt
120. польза	– use/benefit
121. поставка	– delivery
122. потеря	– loss
123. потребление	– consumption
124. пошлина	– duty
125. предстоящий	– forthcoming
126. предупреждать	– to warn
127. прейскурант	– price list
128. прекращать	– to discontinue/to stop
129. преобладать	– to prevail
130. препятствие	– obstacle/hindrance
131. претензия	– claim
132. приблизительно	– approximately
133. пригодный	– suitable/fit
134. признательный	– grateful/obliged
135. прилагать	– to attach/to enclose
приложение	– enclosure
136. примечание	– note
137. причина	– cause/reason
по причине	– owing to/because of/for the reason
138. проба	– sample
139. проверять	– to check/to verify
140. продлевать	– to extend/to prolong
141. продукт	– product/stuff
142. просроченный	– overdue
143. просьба	– request
144. распределение	– distribution
145. розница	– retail
в розницу	– by retail trade

146. ручательство	– guarantee/warrant
147. скидка	– discount/allowance/reduction
148. скоропортящийся	– perishable
149. смета	– estimate
150. снабжать	– to supply/to provide
151. совместный	– joint
152. согласовывать	– to agree/to come to an agreement
153. сообщать	– to inform
154. спорный	– disputable
155. средний	– average
156. срочный	– prompt/immediate/urgent
157. ссылаться на ч.-л. ссылка	– to refer to smth. – reference/citation
158. страхование	– insurance
159. существенно	– essentially
160. счет (бухгалтерский)	– account
161. торговец	– merchant/dealer
162. требование по требованию удовлетворять требова- ния	– demand/requirement – on demand – to satisfy/to meet demands / re- quirements
163. убедительный	– convincing
164. улучшать	– to improve
165. устранять	– to eliminate
166. учитывать	– to take into account/consideration
167. штраф	– fine/penalty

### *Basic abbreviations*

1. A/C, AC, as, C/A, ca (ac- count current)	– текущий счет
2. adsd (addressed)	– адресовано
3. adse (addressee)	– адресат, получатель

4. ad (advertisement)	– рекламное объявление ( <i>множ. число – ads</i> )
5. a.m. 1. (above mentioned) 2. (ante meridiem)	– вышеупомянутый – до полудня
6. Appx (appendix)	– приложение
7. Attn (attention)	– вниманию (кого-либо)
8. CEO (chief executive officer)	– исполнительный директор
9. cf (compare)	– сравните
10. Co. (company)	– компания
11. cout, contr. (contract)	– контракт
12. Corp., Corpn. (corporation)	– корпорация
13. cur 1. (currency) 2. (current)	– валюта – текущий
14. CV (curriculum vitae)	– краткая биография
15. dd 1. (dated) 2. (delivered)	– датированный – доставленный
16. doc., dct (document)	– документы ( <i>множ. число – doc.</i> )
17. enc., encl (enclosed, enclosure)	– вложенный, прилагаемый, вложение
18. exc., excl. (except, excluding, exception, exclusion)	– исключая, исключение
19. FY (fiscal year)	– финансовый год
20. h.a. (hoc anno, лат.)	– в текущем году
21. hf (half)	– половина
22. id. (idem, лат.)	– тот же
23. i.e., ie (id est, лат.)	– то есть
24. incl. (including)	– включая
25. inv. (invoice)	– счет-фактура
26. iss. (issued)	– выпущенный (в обращение)
27. l. a. (letter of advice)	– авизо, извещение

28. L/A (letter of authority)	– доверенность
29. L.C., L/C (letter of credit)	– аккредитив
30. Los (letter of commitment)	– гарантийное письмо
31. mdse (merchandise)	– товары
32. memo (memorandum)	– записка
33. M/P (mail payment)	– почтовый перевод
34. NB	– (лат.) важное замечание
35. p.a. (per annum)	– (лат.) в год
36. p. p. (pages)	– страницы
37. pp, p. p. (per pro)	– (лат.) от имени и по поручению
38. rct , rept (receipt)	– расписка, квитанция
39. re (regarding)	– относительно
40. ref. (reference)	– ссылка
41. shipt (shipment)	– отгрузка, отправка
42. sig. (signature)	– подпись
43. v., vs, vers. (versus)	– (лат.) против
44. Vat, V.A.T. (value-added tax)	– НДС
45. V.I.P. (very important person)	– особо важное лицо
46. v.s. (vide supra)	– (лат.) см. выше

**Exercise 15.** *Translate the following letters and get them up in a proper way.*

6707 Shingle Greek Parkway  
 Damark International, Inc.  
 USA  
 15 May, 2006

Сделайте запрос на телефонные аппараты Собра с памятью до 20 номеров. Сошлитесь на рекламу в журнале “Omni”, июльский выпуск

за 2005 год. Попросите выслать расценки на телефонные аппараты и сообщить, какую скидку фирма делает при оптовых закупках и при оплате наличными. Попросите также указать наиболее оптимальные условия отправки.

СИФ Лондон

С уважением, от лица фирмы Дэн Блэк.  
Главный менеджер

Birmingham B 19 IDS

Hunters Road

England

H. Samuel Ltd.

24 March, 2006

Попросите выслать новый каталог компьютеров и микропроцессоров, о которых Вы узнали из журнала "Computer Word", его январского выпуска. Попросите сопроводить каталог бесплатными проспектами и указать условия доставки Ф.О.Б. Петербург.

Попросите указать самые низкие экспортные цены и условия оплаты.

С уважением, Билл Вейн.  
Менеджер по снабжению.

Birmingham B 19 IDS

Hunters Road

England

H. Samuel Ltd.

24 March, 2000

Поблагодарите за запрос о вашем новом кассетном магнитофоне. Напишите, что прилагаете к письму брошюру, в которой приводится общая информация о вашем товаре.

1. Стоимость магнитофона составляет 300 долларов.
2. Предлагается 5%-ная скидка при заказе на покупку от 5 магнитофонов.
3. Доставка осуществляется в течение 10 дней со дня получения заказа.

4. Просьба произвести оплату, открыв аккредитив в вашем банке.
5. Предложите без колебаний связаться, если возникнут какие-либо вопросы.

Искренне Ваш,  
Роберт Рафсон

Petersburg 145238  
Russia  
Svetlanovsky Avenue 47  
Brain Institute  
April 8, 2006

Выразите свое удовлетворение заинтересованностью потенциальных заказчиков вашими телефонами. Сообщите, что вы высылаете свой прейскурант телефонов Cobra, технические подробности о моделях с памятью до 20 номеров. Сообщите, что ваши оптимальные условия указаны в приложении.

Напишите также, что пользуясь возможностью, вы хотели бы обратить внимание покупателей на аппараты Intenna, которые обладают дополнительными характеристиками и могут быть полезными в работе фирм.

Искренне Ваш,  
Питер Линз  
Менеджер по продажам.

Birmingham B 19 IDS  
Hunters Road  
England  
H. Samuel Ltd.  
24 March, 2005

В ответ на письмо от 17 марта поблагодарите фирму за то, что она прислала вам каталог на персональные компьютеры. Выразите уверенность в том, что компьютеры будут пользоваться большим спросом.

Сообщите, что вы прилагаете к письму заказ № 305. Попросите фирму выслать вам копию заказа, что может служить его подтверждением. Напомните, что копия должна иметь все необходимые подписи.

Попросите прислать 20 компьютеров сразу и остальные в течение месяца. Сообщите Ваши условия доставки, оплаты, упаковки.

С уважением, Джон Пейн.  
Менеджер по снабжению.

England  
9 North Road  
BN1 5JF, Brighton  
15 May, 2006

Сделайте ссылку на заказ №305 от 24 марта 2005.

Поблагодарите за письмо от 24 марта 2005 года. Напишите, что вы довольны, что получили заказ на 60 компьютеров. Сообщите, что прилагаете к письму копию заказа, на которой стоят все необходимые подписи, как и просил заказчик.

Сообщите, что поставка будет осуществлена сразу после того, как в Вашем банке будет открыт аккредитив на сумму 80.000 долларов.

Выразите свою надежду на то, что компьютеры найдут широкое применение в стране заказчика. Выразите также надежду на дальнейшее сотрудничество.

Искренне Ваш,  
Джим Форестер.  
Менеджер по продажам.

Messrs. Green & Co.  
USA  
Great Falls, MO 88847  
100 State Street  
February 15, 2006

Поблагодарите клиента за его заказ №305 от 25 января 2005 года. Выразите сожаление, что не можете поместить заказ на часы по

ценам, которые были указаны изготовителем месяц назад. Сообщите, что мировые цены на часы поднялись в течение последних двух недель, и вы вынуждены скорректировать ваши цены, чтобы компенсировать этот подъем.

Сообщите, что наименьшие расценки на сегодняшний день таковы:

Accurist Skeleton \$ 75; Swatch “Wall Street” \$27.

Попросите заказчика подтвердить заказ и спросите, согласен ли он разместить заказ по предложенным ценам.

Искренне Ваша,  
Джейн Кейт.

Minneapolis, MN 55430  
6707 Shingle Greek Parkway  
Damark International, Inc.  
15 May, 2002

Выразите свое огорчение по поводу того, что у ваших заказчиков возникли проблемы с зубной пастой, произведенной вашей компанией.

Сообщите, что представитель вашей компании, тони Малер, встретился с вашим заказчиком в среду утром (25 мая) для тщательного изучения возникшей проблемы. Пообещайте, что он возьмет образцы, которые затем будут отправлены для анализа по контролю качества.

Заверьте вашего заказчика, что проблема будет решена незамедлительно, и заказчик будет удовлетворен результатами.

Попросите принять ваши извинения за созданные неудобства.

Искренне  
Ваш,  
Том Грей.  
Менеджер отдела маркетинга.

## UNIT 3. STRUCTURE OF THE COMPANY

**Exercise 1.** *Learn the following words.*

### *Vocabulary*

- |                                   |  |
|-----------------------------------|--|
| 1. to manufacture                 | – производить  |
| 2. to produce                     | – производить, выпускать                             |
| 3. to distribute                  | – распространять                                     |
| 4. to specialize in               | – специализироваться на                              |
| 5. high-quality                   | – высококачественный                                 |
| 6. market leader                  | – лидер рынка  |
| 7. Head Office                    | – главная контора фирмы                              |
| 8. branch                         | – филиал   |
| 9. subsidiary                     | – дочерняя компания, филиал                          |
| 10. alarm systems                 | – охранные системы                                   |
| 11. to launch                     | – запускать в производство                           |
| 12. brand new                     | – новейший   |
| 13. to put smth. on the market    | – пустить в продажу                                  |
| 14. fair                          | – ярмарка  |
| 15. to be in charge of            | – руководить, отвечать за ч.-л.                      |
| 16. product launch                | – запуск продукта в производст-<br>во                |
| 17. Board of Directors            | – Совет директоров                                   |
| 18. Chairman                      | – Председатель                                       |
| 19. Managing Director             | – директор-распорядитель                             |
| 20. Chief Executive Officer       | – главный управляющий фирмы                          |
| 21. PR (Public Relations) Officer | – сотрудник по связям с общест-<br>венностью         |
| 22. Chief Accountant              | – главный бухгалтер                                  |
| 23. Sales Mngr.                   | – коммерческий директор; ме-<br>неджер отдела продаж |
| 24. Sales Department              | – отдел сбыта, коммерческий<br>отдел                 |

- |   |   |
|---|---|
| 25. Finance Dpt.  | – финансовый отдел                                      |
| 26. Accounts/Accounting Dpt.  | – бухгалтерия   |
| 27. Advertising Dpt.  | – отдел рекламы   |
| 28. Training Dpt.   | – отдел обучения и подготовки кадров                    |
| 29. Planning Dpt.   | – плановый отдел  |
| 30. Marketing Dpt.  | – отдел маркетинга                                      |
| 31. R&D/Research & Development Dpt.   | – отдел исследований и развития                         |
| 32. Administration Dpt.   | – отдел административного управления                    |
| 33. Distribution Dpt.   | – отдел распространения продукции                       |
| 34. Quality Dpt.  | – отдел контроля за качеством                           |
| 35. Packaging Dpt.  | – отдел упаковки товара                                 |
| 36. Production Dpt.   | – производственный отдел                                |
| 37. Purchasing Dpt.   | – отдел снабжения                                       |
| 38. to run (a company)  | – руководить  |
| 39. to head (a company)   | – возглавлять   |
| 40. to be accountable to<br>to report to<br>to be under                                 | – отчитываться перед кем-либо,<br>подчиняться кому-либо |
| 41. to be in charge of<br><br>to look after<br>to take care of<br>to be responsible for | – отвечать за что-либо, руководить                      |
| 42. appointment   | – назначение (на должность)                             |
| 43. product development   | – разработка продукции                                  |
| 44. market research   | – исследование рынка                                    |
| 45. publicity   | – реклама   |
| 46. sales promotion   | – продвижение товара на рынке                           |

47. sale	– продажа
48. recruitment	– набор персонала
49. retailing	– розничная торговля
50. to operate on the Stock Exchange	– вести операции на фондовой бирже
51. to deal with	– заниматься чем-либо
52. insurance	– страхование
53. cash flow	– движение денежной наличности
54. competition	– конкуренция, соревнование
55. head quarters	– штаб-квартира

**Exercise 2.** *Read the following Conversation about the Structure of “Biopaints International” Company and complete the chart of the Company given below.*

*Presenter:* Today we are talking to Philip Knight about the structure of Biopaints International. Philip’s the General Manager of the Perth factory. Philip, do you think you could tell us something about the way Biopaints is actually organized?

*Philip Knight:* Yes, certainly. Er... we employ about two thousand people in all in two different locations. Most people work here at our headquarters plant. And this is where we have the administrative departments, of course.

*Presenter:* Well, perhaps you could say something about the department structure?

*Philip Knight:* Yes, certainly. Well, now first of all, as you know we’ve got two factories, one here in Perth, Australia, and other in Singapore. Lee Boon Eng is the other General Manager, over there in Singapore.

*Presenter:* And you are completely independent of each other, is that right?

*Philip* Oh, yes. Our two plants are fairly independent. I mean, I  
*Knight:* am responsible to George Harris, the Production Manager,  
and we have to co-operate closely with Rosemary Broom,  
the Marketing Manager.

*Presenter:* Mm, yeah.

*Philip* But otherwise, as far as day to day running is concerned,  
*Knight:* we're pretty much left alone to get on with the job. Oh, and  
I forgot to mention finance. The Finance Director is  
Weimin Tan. She's a very important woman. And her task  
is to make sure the money side of things is OK. The ac-  
countant and such people, they report to her directly.

*Presenter:* Is that all?

*Philip* Oh, no, no. There's Personnel too.

*Knight:*

*Presenter:* Oh, yes.

*Philip* That's quite separate. Deirdre Spencer is Personnel Man-  
*Knight:* ager. And the Training Manager reports to her, of course.

*Presenter:* What about Research and Development? Isn't that a sepa-  
rate department?

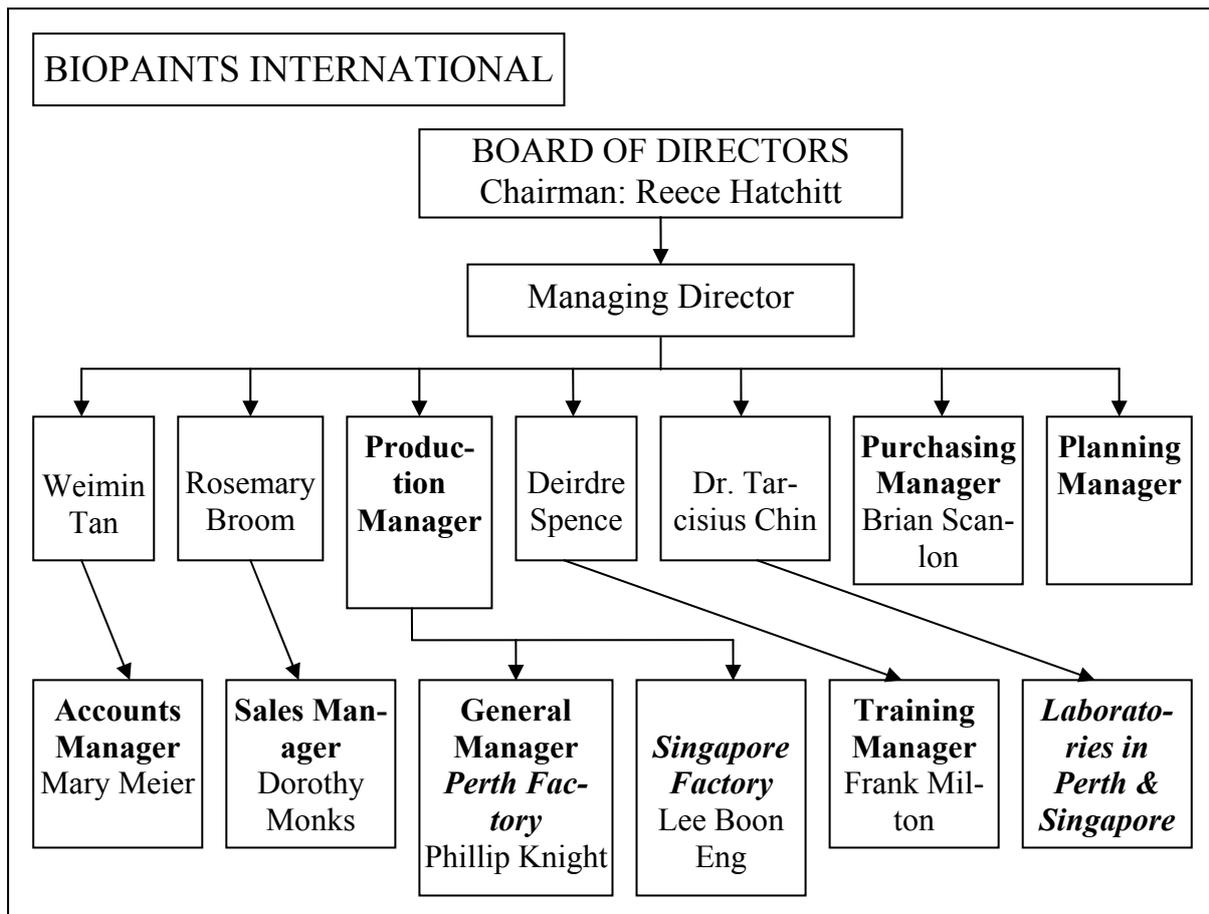
*Philip* Well, in terms of the laboratories, there are two: one at  
*Knight:* each production plant. But it's a separate department and it  
has a separate head. And that's Dr Tarcisus Chin.

*Presenter:* Are there any other features worth mentioning?

*Philip* There's the planning department – Chow Fung is in charge  
*Knight:* of that. And a purchasing department – in the materials  
for production.

*Presenter:* Yes, and what about the board of directors and the chair-  
man?

*Philip* Yes, well they're at the top, aren't they, of course? I mean,  
*Knight:* a couple of the executives are directors themselves. The  
Managing Director, of course, that's Robert Leaf and then  
there's...



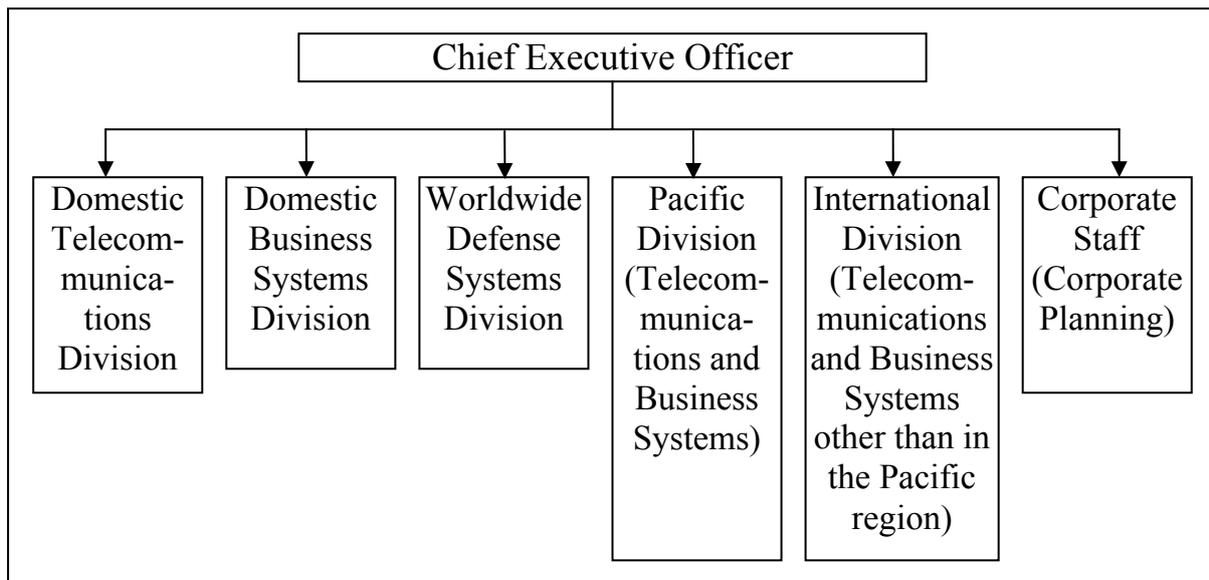
A. To whom the following people report?

the Public Relations Manager, the Works Manager, the Advertising Manager the Export Manager, the Project Manager

B. Speak on the Chain of Command at “Biopaints International” Company. Use the following words:

- to report to, to be accountable to, be under;
- to be in charge of, to look after, to take care of, to be responsible for

**Exercise 3.** A) Look at the diagram below showing the structure of a multinational company based in the US.



B) Ask and answer questions using the Modal:

- Who is responsible for Business Systems in the Pacific?
- That comes under the Pacific Division.

- a) Corporate Planning \_\_\_\_\_
- b) Defence Systems in Africa \_\_\_\_\_
- c) Telecommunications in USA \_\_\_\_\_
- d) Business Systems in Europe \_\_\_\_\_
- e) Telecommunications in SE Asia \_\_\_\_\_

**Exercise 4.** Below is part of the structure of your company. It is a medium-sized subsidiary of a UK parent Company.

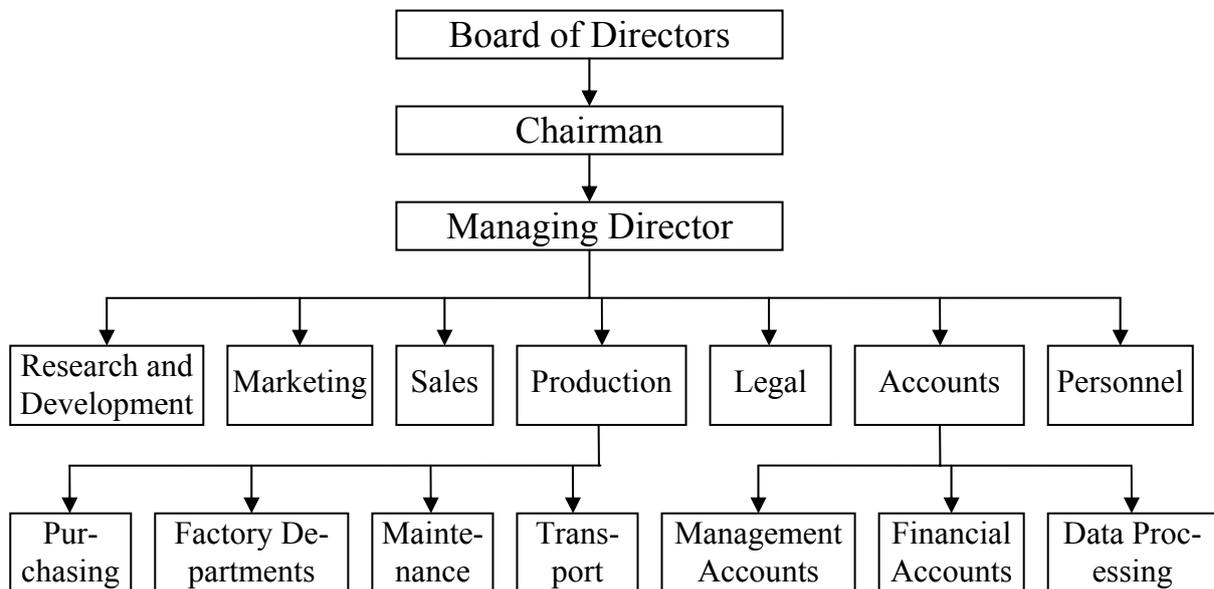
- Imagine that the members of the Group International Audit team are visiting your firm. Help the auditors by answering the questions given below. Do it accordingly to the following:

*Model:* – I have a question about the company's sales budget.

*Your reply:* You'll have to see the sales people about that.

- 1) Could you help me? It's about last year's development costs.
- 2) I'd like to know exactly when you delivered these goods.
- 3) Our Company Audit team wants to visit you soon. Who should I ask about it?
- 4) Do you have purchase contracts with all your suppliers?

5) I'd like to discuss this cash-flow forecast. Who do you think could help me?



**Exercise 5.** A) Read the following piece of information and make up the scheme of the company.

Our firm consists of 6 departments: Production, Sales, Export, Financial, Personnel and Research & Development. The last one is the newest at the company. It was created five years ago.

Our management are the Meeting of Shareholders and the Board of Directors. Earlier the President of the Company was one of senior partners. Now it is Mr. Rogers. Currently we employ about 1,600 people. Our turnover is more than £300 million. We export our equipment to 5 countries all over the world. Besides we have two daughter companies in Holland and Germany with headquarters in those countries. They are our subsidiaries.

Each company trades under its own name. But we are looking for new partners in Eastern Europe as well. We would like to expand our activity. So Mr. Cartwright went to Moscow to establish personal contracts with some other companies.

B) Render the content of the text.

**Exercise 6.** *A) Read the following passages about two companies.*

Over the decades, the name of Siemens has become synonymous with progress. Since 1847, when Werner Siemens and Johann George Halske founded the Siemens & Halske Telegraph Construction Company in Berlin, the history of Siemens has been closely linked with the development of electrical engineering. While still a fledgling firm, Siemens & Halske spearheaded the evolution of telegraphy with the first pointer telegraph and the construction of an extensive telegraph network. In 1866 Werner Siemens invented the dynamo machine, laying the cornerstone of power engineering.

New ideas are an old tradition at Siemens. The company that grew out of the original Siemens & Halske is today a highly innovative leader in the world electrical and electronics market. Composed of Siemens AG and an array of domestic and foreign subsidiaries, the contemporary Siemens organization continues to set milestones on the road of progress.

Siemens maintains its own production facilities in more than 50 countries and operates a worldwide sales network. With more than 300,000 employees, it is one of the largest companies in the world electrical/electronics industry, having recorded annual sales of DM 82 billion in the 1992/93 fiscal year. Reliable and farsighted management is united with the youthful dynamism and zest for innovation that typify the company.

In 1849, Johann Phillip Holzmann founded a company in Spremlingen, near Frankfurt am Main, which initially undertook work in connection with the construction of the railroads, but very quickly expanded its activities to include all fields of building construction and civil engineering. The first major foreign project was started in 1882, with the contract for Amsterdam's Central Station.

By the turn of the century, branch offices and regional offices had been established at numerous locations throughout Germany. As early as 1885, Holzmann had more than 5,000 employees. Interesting activities from this period include the company's work on the Baghdad railroad and railroad projects in East Africa.

Holzmann has passed through all forms of company organization, from individual proprietorship via a limited and general partnership through to a GmbH (limited liability company). The Philip Holzmann Aktiengesellschaft (public limited company) was formed in 1917. Companies founded by Holzmann were active in South America.

Even following the losses manpower and assets during the Second World War, Holzmann was able, as early as 1950, to recommence its foreign activities. 1979 saw acquisition of J. A. Jones Construction Company, of Charlotte, North Carolina, USA, a major American corporation active in the construction field. This was followed in 1981 by the purchase of Lockheed Green Engineers, Inc., Spartanburg, South Carolina, USA. Together with its USA subsidiaries Holzmann has responded to the changes occurring in the construction industry with a flexible and versatile corporate strategy.

The takeover in early 1989 of the Steinmüller Group, one of Germany's leading companies in the sectors of power engineering, process engineering and environmental protection demonstrates this.

*B) Complete the information missing in this table:*

Dates	What happened?	Who did what?
1847		
1849		
	Invention of dynamo machine	
	First large foreign order begun	
1885		
	Aktiengesellschaft founded	
1950		
	Acquisition of J. A. Jones Construction Company	
1981		
1989		
	Recorded annual sales of DM 82 billion	

C) Complete the following table with the information from the articles:

	Holzmann	Siemens
Locations of the company's activities		
Activities of both companies up to 1940s		
Recent activities of the companies		

**Exercise 7.** Match the descriptions with types of organization.

- |                         |   |
|-------------------------|---|
| 1. company (UK)         | a) a company which owns another one   |
| corporation (US)        | b) company owned by the state   |
| 2. cooperative          | c) firm owned by a parent company   |
| 3. government agency    | d) a company whose shares are not publicly available                                    |
| 4. holding company      | e) a friendly association of people   |
| 5. limited company      | f) a democratic firm owned by its workers   |
| 6. multinational        | g) an organization to relieve poverty; benefit from financial concessions               |
| 7. nationalized company | h) an organization operating in several countries                                       |
| 8. offshore company     | i) company in which another firm has less than a 50 % interest                          |
| 9. parent company       | j) a firm, usually without commercial activity, created to be parent to other companies |
| 10. partnership         | k) a company whose shares are publicly available  |
| 11. private company     | l) a firm based in a tax haven to avoid higher taxation                                 |
| 12. public company      |   |
| 13. society             |   |

- |                            |  |
|----------------------------|--|
| 14. subsidiary (affiliate) | m) an organization operating to make a profit  |
| 15. minority interest      | n) a firm where shareholder's liability is limited   |
| 16. charity                | o) an organization which is part of the state administration<br>p) two or more partners working together for profit, without limited liability |

**Exercise 8.** *A) Read the text.*

The purpose of an organization is to make common people do uncommon things. An organization cannot depend on genius. The objective of any organization is to make ordinary human beings perform better than they are capable of, to bring out whatever strength there is in its members and use it to make all other members perform more and better. It is the test of an organization that it neutralizes the weaknesses of its members. The proper organization enables an employee to realize himself and to do what he ought to do. To achieve such a goal there should be a proper atmosphere at the company.

There are 5 requirements which are supposed to ensure the right spirit throughout management organization.

1. There must be high performance requirements; no condoning of poor or mediocre performance; and rewards must be based on performance.
2. Each management job must be rewarding job in itself rather than just a step in the promotion ladder.
3. There must be rational and just promotion system.
4. Management needs a "charter" spelling out clearly who has the power to make life – and – death decisions affecting a manager; and there should be some way for a manager to appeal to a higher court.
5. In its appointments management must demonstrate that it realizes that integrity is the absolute requirement of a manager, the one quality that he has to bring with him and cannot be expected to acquire later on.

A man should never be appointed to a managerial position if his vision focuses on people's weaknesses rather than on their strengths. He should be a realist; and no one is less realistic than the cynic. A man should never be appointed if he is more interested in the question: "Who is right?" than in the question: "What is right?" Management should never appoint a man who considers intelligence more important than integrity.

The men with whom a man works, and especially his subordinates, know in a few weeks whether he has integrity or not. They may forgive a man a great deal: incompetence, ignorance, insecurity or bad manners. But they will not forgive him lack of integrity. Nor will they forgive higher management for choosing him.

*B) Ask the other members of your group what they think of these opinions about how work is organized. Decide which of the points you can agree on.*

1. People working in business should be told what to do and should do it without asking questions.
2. Employees want to be recognized as people with their own (personal) needs.
3. Employees have to be forced to work: otherwise they are just lazy.
4. Managers need to closely control what employees do.
5. Nobody wants responsibility at work.
6. If there are problems to be solved, everybody should be asked their opinion before anything is done.

**Exercise 9.** *You may find some of these expressions useful. If you want to agree with someone you can say.*

- That's exactly what I think.

- That's just what I was thinking.

- That's a good point.

- I agree entirely.

- Quite right, I couldn't agree more.
- Yes, I'm all in favour of that.

*It's often considered rude or aggressive to say "You're wrong" or "I don't agree with you". It's more polite to disagree with someone by saying.*

- I see what you mean, but ...
- I don't quite agree because...
- I don't think it's such a good idea ...
- Maybe but don't you think...?
- That's true, but on the other hand ...

*b) Discuss these questions.*

- How authoritarian or co-operative should managers be?
- How democratic should the workplace be?

*c) Make up the dialog. Exchanging your opinion on the points mentioned above.*

**Exercise 10.** *A) Read the following text and do the assignments given after the text.*

### **What's it like, working for ABS?**

At dinner you meet an old friend of yours, who now works for ABS. He tells you what it is like working for that organization.

"What's it like? I am happy. There are good promotion prospects if you are interested. And there's a very good training scheme. At the moment I'm considering a transfer to another division. Salaries are quite competitive; there's a generous profit – sharing scheme too. There is also a five – week holiday allowance, which is better than in a lot of firms.

What else is there to say? A company car, of course. Quite a good pension scheme. That's it. The only thing I wasn't happy about was the fact that when I started the job, the relocation expenses weren't very generous; you know, buying a new house, moving the family, all that sort of things cost money."

B) Complete the following:

1. There are good promotion \_\_\_\_\_ .
2. Salaries are quite \_\_\_\_\_ .
3. There's a \_\_\_\_\_ profit-sharing scheme.
4. There's a five week \_\_\_\_\_ .

C) Answer the questions.

1. What benefits does your friend receive?
2. What kind of move is your friend considering.

**Exercise 11.** Match the expressions underlined in the following sentences with their meanings below.

1. The headhunters are looking for managers with hands – on experience and an excellent track record.
2. Where I work, a couple of years in sales is the inside track.
3. Young Linda is a high – flier now. In a couple of years she will be one of the movers and shakers.
4. In our organization success is the name of the game!
5. Top management here prefer to leave the number – crunching to young executives on the way up.

*Example:* The fast way to make progress=the inside track.

- a) the fast way to make progress.
- b) making important calculations.
- c) the dynamic people who make things happen.
- d) moving up towards the top of the firm.
- e) an ambitious person whose results are excellent.
- f) practical and direct knowledge of their job.
- g) the small number of senior people who run the organization.
- h) very good past performance.
- i) outside agencies who hire people for companies.
- j) the main aim of the firm.

## UNIT 4. CONTRACT

### Exercise 1. A) Read and translate the text.

In foreign trade transactions a contract is drawn up to give legal expression to the intentions of the partners and to guarantee that the obligations contained in the contract will be fulfilled.

According to the purpose and contents, contracts can cover goods, services, licences, patents, technology and know-how. Here is an example of an export contract:

Contract No...

London

15th January, ...

Rossexport, Moscow, hereinafter referred to<sup>1</sup> as the Seller and British Asbestos Ltd, London, hereinafter referred to as the Buyer, hereby agree as follows<sup>2</sup>:

1. The Seller has sold and the Buyer has bought asbestos of Russian origin on FOB terms from one of the Baltic ports at the Seller's option. The grades, price and quantity are as stated below:

Grade	Quantity in metric tons	Price per metric ton in US dollars	Time of delivery
...	...	...	... in 2-3 lots within second and third quarters of 20 .. starting in the first half of May...

The price for the goods is understood to be per metric ton, packing included, FOB one of the Russian Baltic ports. The quantity is understood to be up to 5% more or less<sup>3</sup>, at the Seller's option.

2. Within five days after the receipt of the Seller's notification by cable that the goods are ready for shipment, the Buyer shall open<sup>4</sup> by cable with the Russian Bank for Foreign Economic Affairs, Moscow, an irrevocable, confirmed and divisible Letter of Credit in favour of the Seller for the full

value of the goods plus 5% to cover the option. The Letter of Credit is to be valid for 90 days, with the right of extension if required by the Seller. The payment for the goods is to be made in US dollars for 100% (hundred per cent) of the invoice value of Asbestos on presentation to the Russian Bank for Foreign Trade, Moscow, of the following documents:

Invoice in 3 copies  
Seller's Certificate of Weight  
Set of Bills of Lading

In the event of the change of the exchange rate of the US dollar on or before the date of payment under the present Contract both parties have the right to renegotiate the price<sup>5</sup> of the goods.

**Notes:**

1. hereinafter referred to – именуемый в дальнейшем
2. hereby agree as follows – договорились о следующем
3. The quantity is understood to be up to 5% more or less ... – Количество (асбеста) понимается на 5% больше или меньше (чем оговорено в контракте) ...
4. the Buyers shall open – глагол shall в документах означает долженствование
5. to renegotiate the price = to negotiate the price again

*B) Answer the questions. Check your comprehension.*

1. What do contracts guarantee?
2. Into what 2 groups can contracts be divided?
3. What important items do contracts cover?
4. What are the main items of the above contract?
5. In what way is payment to be made under the contract?
6. What kind of Letter of Credit is to be opened by the Buyer?
7. When is the Letter of Credit to be opened by the Buyer?
8. For what value is payment to be made?
9. How long is the Letter of Credit to be valid?

10. In what case do the contracting parties have the right to renegotiate the price?

*C) Agree or disagree with the statements. Prove your point of view.*

1. Grades and quantity are not stated in the contract.
2. The price stated in the contract is final.

*D) Say what information the text gives about:*

1) The purpose of drawing up contracts in foreign trade; 2) the main types of contracts in business; 3) the subject of this particular contract; 4) the terms of delivery stated in the contract; 5) the price and the terms of payment, stipulated in the contract; 6) the factor which may affect the price of the contract.

*E) Think and answer.*

1. Why did the Sellers have an option to ship 5% more or less of the stated quantity of asbestos?
2. In what case were the Buyers supposed to extend the Letter of Credit?
3. Why did the contract state the right of both parties to renegotiate the price?

**Exercise 2.** *a) Read the dialog and answer the questions on the content.*

Mr. Petrov, engineer of Rossexport, is having talks in Moscow with Mr. Brown of British Asbestos Ltd. The British company is a regular importer of asbestos from Russia and has often dealt with the Russian trading organization. Mr. Brown has been instructed by his firm to sign another contract for asbestos.

*Brown:* Good afternoon! Nice to see you again, Mr. Petrov! You are looking well, I must say. How are things with you?

*Petrov:* Not bad, thank you. And how are you?

*Brown:* Fine, just fine. I always feel well in beautiful weather like this. We're having such a lot of rain in England now. I am happy to be away. Well, I suppose we had better get down to business.

*Petrov:* Yes, certainly. You've come to sign another contract, haven't you?

*Brown:* That's right. For next year, actually.

*Petrov:* Are you happy with our usual terms of delivery and payment?

*Brown:* Yes, quite. As a matter of fact, I've come here to talk about the price. I'd like to say that the volume of business in the building industry in our country has dropped considerably. This affected the prices of a number of building materials. In this situation it's quite natural we expect you to revise your prices for asbestos.

*Petrov:* I'm afraid this is not sufficient reason for us to lower the price.

*Brown:* But may I draw your attention to the fact that we wish to increase the purchases by a few thousand tons if you could offer us reduction in the price.

*Petrov:* I'm sorry to say, Mr. Brown, but we would not be able to make extra supplies available to you. We're planning to develop more industrial and housing projects. Besides, we're already tied up<sup>1</sup> to contracts with other partners. Taking these factors into account we could offer you the same amount as last year.

*Brown:* Mr. Petrov, we've been in business with you for a long time. Also we've doubled our purchases over the past two years. Therefore we would be grateful to you if in view of all this you could reduce the price.

*Petrov:* All right. I think we could reduce it by 2%. But only on condition that the price is subject to further negotiations for the second half of the year.

*Brown:* That's fine. I suppose that's the best we can do today.

**Note:**

to tie up – СВЯЗЫВАТЬ

*b) Check your comprehension:*

1. What was the purpose of Mr. Brown's visit to Moscow?
2. Why did Mr. Brown draw Petrov's attention to the considerable drop in the building industry?

3. In what way could that factor affect the price of asbestos?
4. Why did the British firm ask for bigger quantities?
5. Why couldn't Rossexport offer a bigger amount of asbestos for sale?
6. On what condition did Petrov agree to reduce the price?

c) *Say what you have learned about:*

- 1) The business relations between Rossexport and British Asbestos Ltd.;
- 2) the main point discussed by the representatives of both parties;
- 3) the reasons why the Buyer asked for a reduction in the price;
- 4) the economic plans of our country for the future;
- 5) the factors which allowed Petrov to reduce the price.

**Exercise 3.** *Get acquainted with the articles of the contract.*

*After talks in Brighton Victor Petrenko has signed the contract between Continental Equipment and TST Systems for the supply of process equipment. Here are some clauses of this contract.*

Brighton, England

April 10, 1997

Continental Equipment Plc, Brighton, England, hereinafter referred to as "the Seller", one the one part, and TST Systems Ltd., Kiev, Ukraine, hereinafter referred to as "the Buyer", on the other part, have concluded the present contract for the following:

### 1. Subject of the Contract

1.1. The Seller has sold and the Buyer has bought the machinery, equipment, materials, and services ("Equipment") as listed in Appendix 1 being an integral part of this Contract.

### 2. Prices and Total Value of the Contract

2.1. The total Contract Value is as following:

Equipment and engineering FOB U.K. port +documentation	£ _____
Supervision, start – up and training	£ _____
Spare and wear parts	£ _____

Freight	£ _____
Total price CIF Odessa	£ _____
Discount	£ _____
Total Contract Value	£ _____

2.2. The prices are understood to be CIF Odessa including cost of packing, marking, loading on board a ship, stowing and fastening the equipment in the hold, and the cost of the materials used for this purpose.

2.3. The prices are firm for the duration of the Contract and shall not be subject to any revision except on account of any mutual agreed changes or modifications to equipment specification and / or quantities in Appendix 1 to this Contract.

### 3. Time of Delivery

3.1. The equipment specified in Appendix 1 of the present Contract is to be delivered within two (2) months from the date of opening the Letter of Credit specified in Clause 4.1. of this Contract.

3.2. The delivery date is understood to be date of the clean Bill of Lading issued in the name of the Buyer, destination Odessa port of Ukraine.

### 4. Terms of Payment

4.1. Within thirty (30) days from the date of signing this Contract, the Buyer is to open in favour of the Seller an irrevocable confirmed Letter of Credit with CityBank, London, for hundred per cent (100%) of the total contract value. The Letter of Credit is to be valid for three (3) months.

4.2. Payment from this Letter of Credit at the rate of hundred per cent (100%) of the total contract value is to be affected in GB pounds against the following shipping documents:

4.2.1. Original Bill of Lading issued in the name of the Buyer, destination Odessa Port of Ukraine.

4.2.2. Shipping Specification.

4.2.3. Certificate of Quality.

4.2.4. Certificate of Origin.

4.2.5. Packing List.

4.2.6. Insurance Policy.

## 5. Technical Documentation

5.1. Within five (5) days from the delivery date the Seller shall send two (2) sets of the technical documents as listed in Appendix 2 to the address of the Buyer.

5.2. All instructions on the drawings are to be in English, with all the instructions contained in Items 1, 2, 3, and 4 of Appendix 2 translated into Russian.

## 6. Guarantee of the Quality of the Equipment.

6.1. The guarantee period is twelve (12) months from the date of the start – up of the equipment, that is reflected in an appropriate Act signed by the representatives of the Parties to the present Contract, but not more than eighteen (18) months from the date of delivery of the equipment.

6.2. If the equipment proves to be defective or faulty during the guarantee period, the Seller has at its expense at the choice of both Parties either to remedy the defects or to replace the faulty equipment with new equipment of good quality which is to be delivered without delay to the port of delivery.

## 7. Packing

7.1. The equipment is to be shipped in export sea packing suitable for the type of equipment delivered. Packing should also be suitable for transshipment in transit and reasonable long storage of the equipment.

7.2. Each container is not to exceed the following dimensions: length = 12,192 mm, width = 2,438 mm, height = 2,438 mm.

7.3. The Seller is responsible to the Buyer for any damage to the equipment resulting from inadequate packing of the equipment.

## 8. Marking

8.1. All the containers are to be marked on the three (3) sides. Each container should bear the following markings made in indelible paint (in Russian and English):

Contract No.

Seller: Continental Equipment Plc (Address)

Buyer: TST System Ltd. (Address)

Railway Station of Destination: Kiev

Container No.:

Gross weight: \_\_\_\_\_ kgs

Net weight: \_\_\_\_\_ kgs

Case dimensions in cm (length \* width \* height)

8.2. If a case requires special handling, it should bear additional marks: “Fragile”, “Top” or “This side up”, etc.

## 9. Shipping Instructions and Notifications

9.1. Within twenty-eight (24) hours after shipment the Seller is to inform the Buyer by fax regarding the date of shipment, the Bill of Landing number, number of containers, their weight, the vessel name.

## 10. Insurance

10.1. The Seller is to take care of and cover expenses for insurance of the equipment under the Contract from the moment of its dispatch up to the moment of its arrival at the port of Odessa.

## 11. Sanctions

11.1. In the event of delay in delivery of the equipment the Seller is to pay the Buyer a penalty at the rate of 1,0 % of the total contract value for every week of delay. However, the total amount of penalty for delay in delivery is not to exceed 10% of the total contract value.

11.2. While calculating penalty for delay, the amount of days comprising over half of a calendar week is considered to be a full week.

## 12. Force Majeure

12.1. The Parties are released from their responsibility for partial or complete non-execution of their liabilities under the Contract should this non-execution be caused by the force majeure circumstances including, but not limited to: fire, flood, earthquake, and if these circumstances have had a direct damaging effect on the execution of the present Contract.

12.2. The Party which is unable to fulfil its obligations under this Contract is to inform the other Party within ten (10) days from the beginning of force majeure circumstances.

### 13. Arbitration

13.1. The Seller and the Buyer will take all possible measures to settle amicably and disputes or differences which may arise out of the present Contract or in connection with it.

13.2. If the Parties do not come to an agreement, all the disputes and differences are to be submitted for Arbitration in Stockholm, Sweden, in accordance with the rules and regulations of the Chamber of Commerce in Stockholm and applying the substantive laws of Sweden.

### 14. Other Terms

14.1. The Seller upon written consent of the Buyer shall be permitted to substitute equipment of comparable quality and conforming to the technical requirements for any item of equipment that may not be available for one reason or another.

14.2. Any changes, amendments or supplements to the terms and conditions of this Contract shall be valid only if set forth in a written document duly signed by authorized representatives of both Parties to the present Contract.

14.3. After the Contract has been signed all the preliminary agreements, discussions and correspondence between the Parties concerning this Contract are to be considered null and void if conflicting with this Contract.

14.4. The Contract becomes effective and comes into full force from the date of signing.

### 15. Legal Addresses of the Parties

SELLER (ПРОДАВЕЦ):

Continental Equipment Plc

9 North Road

Brighton BN1 5 JF

England

for and on behalf of the Seller (от имени и по поручению Продавца)

*Alfred Rogers*

Alfred Rogers

Chairman (Президент)

**Exercise 4.** *Read this text. Which of the points do you agree or disagree with? Give your reasons.*

### Negotiation

Anyone who has contact with customers is a salesperson – that includes the telephonist who answers the phone and the service engineer who calls to repair a machine. So that probably includes you!

The relationship between a salesperson and a client is important: both parties want to feel satisfied with their deal and neither wants to feel cheated. A friendly, respectful relationship is more effective than an aggressive, competitive one.

A salesperson should believe that his or her product has certain advantages over the competition. Customers want to be sure that they are buying a product that is good value and of high quality. People in business are not going to spend their company's money on something they don't really need (unlike consumers, who can sometimes be persuaded to buy 'useless' products like fur coats and solid gold watches).

Some salespeople adopt a direct 'hard sell' approach, while others use a more indirect 'soft' approach. Which approach do you prefer? Whichever approach is used, in the end perhaps a good salesperson is someone who can persuade anyone to buy anything. On the other hand, maybe a good salesperson is someone who knows how to deal with different kinds of people and who can point out how his or her product will benefit each individual customer in special ways. After all a buyer is called a 'buyer' because he or she wants to buy. All you need to do is to convince them that your product is the one they want. A successful sales meeting depends on both the salesperson and the customer asking each other the right sort of questions.

**Exercise 5.** *Fill the gaps in these sentences with these words before buying client individual product wants weakness.*

If you want to be a successful negotiator and salesperson you should:

1. Know your ... and its main features.
2. Know the strengths and ... of competing products.

3. Find out who makes the ... decisions on your client's firm.
4. Plan each sales interview ... it takes place.
5. Match what you're selling to each client's ... and needs.
6. Listen to what your ... tells you.
7. Remember that each client is an ... , not a number.

**Exercise 6.** *The following text gives you an idea of a typical meeting of a salesperson and a client. While reading the text answer these two general questions:*

1. *What is the talk about?*
2. *What stages are referred to in the talk?*

Each typical meeting consists of three stages.

The first stage is the Opening Stage. Usually this is a phone call. But you might be preceding it with a letter, or a brochure or something like that. The first thing you have to do is get past the secretary, that's the most important. Find out when exactly you can talk to your prospect. Don't accept a promise to ring you back, ever. And you need to explain who you are what you are selling. And arrange an appointment.

The second step is the building Stage. In other words the sales interview itself. It's important to prepare well and rehearse doing this sales interview. You can role-play it with a friend or a relation. This person should try to be unfriendly and uncooperative and difficult, to give you the right sort of practice. Then dress suitably for the occasion. Behave in a friendly confident but business-like manner. And remember not to spend too long on social conversation, it makes people impatient, before getting down to business. Try and show the client that you are a responsible, trustworthy person, which of course you are. Tell the client about all the other well-known firms who use your product. Let the client know the benefits of the product. Be careful that you don't do all the talking. Ask him questions. Make sure they're open questions, not ones he can just answer with a yes or no, to find out what his needs are. You should talk only about half the time. Make sure of that.

The hardest thing to deal with during the meeting of a salesperson and a client is objections, that is, when a client starts giving you reasons why he doesn't need to buy your product. The client may be looking for arguments to use to justify to his superiors or his colleagues, for buying your product. And if you can answer these objections, you're well on the way to making a sale. But the important thing is to prepare answers to all foreseeable objections.

So, give your prepared answer or if you don't have an answer tell the client about a further benefit. The important thing is not to spend too long trying to answer an objection. It gives it too much importance. Remember, don't argue with the client.

Finally, you get to stage three: the Closing Stage – recognizing that your client wants to buy and is on the point of confirming that order. Now, this is the hardest part, because it depends on timing. You have to judge when your client is ready to place that order. Then you can thank him for the order and go on to your next appointment. Now there's one more thing. Once you have a promise of the order, if it's a new client, do remember to check their financial status. And sometimes even if it's an old client, don't start work until you have a written confirmation of the order.

**Exercise 7.** *Get acquainted with ten rules for negotiating and do the assignment given below.*

1. Find out how many points are to be negotiated.
2. Start from an extreme position.
3. Assume the other person owes you a concession.
4. Don't concede without exchanges.
5. Don't give what you can sell.
6. Exaggerate the value of your concessions, minimize the value of the other person's.
7. If they insist on "principle", expect a concession in return.
8. Only threaten what you are prepared to carry out.
9. Don't show disrespect to the other person.
10. If you are happy with the result, don't shout "I've won!"

*Assignment: Look at the remarks in list A. These remarks are not good for negotiating. Instead, use phrases from list B.*

*Example: Instead of “You see? I knew I’d win!” say “I think we can agree on these terms”.*

- | A  | B   |
|--|---|
| 1. You see? I knew I’d win!  | a. If you increase the order, then we may be able to reduce the price.    |
| 2. I know what you want to discuss, so let’s start.                      | b. Very well, but if you can’t give discounts, I’m sure you can extend... |
| 3. I can reduce the price. Does that help?                               | c. If you can’t accept this, I may have to reconsider my position.        |
| 4. Delivery? That’s no problem; no extra charge.                         | d. I think we can agree on these terms.                                   |
| 5. It’s against your policy to give discounts? OK                        | e. I’m afraid that will not be possible.                                  |
| 6. What a ridiculous idea! Don’t be stupid.                              | f. May we go through the points to be discussed before we begin?          |
| 7. Another half per cent? Yes, that’s very generous offer you’re making. | g. Half a per cent is a very small amount.                                |
| 8. This is my final offer. If you refuse, I’ll cancel everything.        | h. Delivery? Well it may be possible but only if...                       |

**Exercise 8.** *A) Read the list of the conditions which are common in various kinds of business agreement. Pay attention to the examples given to each of the conditions.*

Conditions	Examples
unit price	- \$ 15.00 per unit
minimum quantity	- at least 10, 000 units
credit period	- 30 days after invoice

delivery date	- 20 June 1993
bulk discount	- 2 ½ % if over 10, 000 units
penalty clause	- 50% charge if cancelled less than six weeks beforehand
exclusivity	- sole rights over East Coast states
royalty on sales under licence	- 3% of turnover on licensed goods
commission	- 5% on sales in the territory
early settlement discount	- 2% if paid within 20 days
option period	- first option for 12 months after contract
method of payment	- irrevocable letter of credit
warranty period	- 18 months warranty from completion

*B) Try to question the conditions on the list.*

*Model: I'm not too happy about the unit price. I think \$8.2 would be more reasonable/appropriate.*

*C) When you have questioned all the conditions, try to do the exercise again with the left-hand column covered.*

**Exercise 9.** *In negotiation managers sometimes find themselves in difficult situations. Here is a list of expressions, which may be used in each problem situation.*

*a) Read them.*

1. I think we need to look at the exact figures.
2. So is that quite clear...?
3. I don't think we're talking about the same thing.
4. Can we say it's agreed here and now?
5. Where does this January figure come from?
6. So what is your basis of calculation here?
7. Just give me a moment to do some calculations.
8. I'm sorry, could you go through that again?
9. Yes, I think we're talking at cross-purposes.
10. I'll have to come back to you on this.

11. Let me just check. Could you bear with me a moment?
12. I'm sorry, I don't have the figures to hand.

b) Which key expression would you use in the following cases?

Example: The other person has just realized that you are talking about different products! You say "Yes, I think we're talking at cross-purposes".

- a) The other person wants you to agree a definite price today, but you need to consult your boss at the office tomorrow before committing yourself.
- b) He/She suddenly asks you what discount you would make for a very large order indeed. You need a minute to work it out.
- c) He/She asks to see the commission payments for the last three years. You didn't bring these figures because they are not really important.
- d) He/She suddenly asks the price of similar products in the range. You have the price list in your briefcase – somewhere.
- e) He/She has already explained the commission system twice, but you are still not really clear.
- f) You have been talking about air transportation costs while they have been talking about costs for transportation by sea. They suddenly realize and point this out.

## **Datafile** **Negotiation**

Below are the stages of a negotiation and some expressions, which you may find useful at each stage.

### *Stage 1. Conversation*

I'm sure/confident we can reach agreement. (*optimistic*)

I'm sure there's room for negotiation.

We have a lot to discuss.

Let's see how we get on. (*cautious*)

*Stage 2. Presenting position*

This is our position.

This is how we see it.

We think the following is reasonable/

Our approach is this.

*Stage 3. Questioning the other's position.*

How do you explain (justify ..., account for ..., arrive at ...) your attitude?

Why do you want ...?

Why such a high charge?

Why such a long delivery period?

Why such a low discount?

*Stage 4. Refusing to accept.*

I'm sorry, I can't accept 2%.

You'll have to do better than that, I'm afraid.

I'm afraid it's not enough.

Other firms offer more than 2%.

*Stage 5. Refusing to move.*

I'm afraid I can't agree to that (increase the rate, lower the price, shorten delivery).

We've done our best for you.

We have to maintain a policy.

I have my instructions.

*Stage 6. Suggesting a compromise.*

May I make a suggestion?

If you ... then we may be able to ...

We may be able to ..., but only if you ...

Unless you ... there is no question of our being able to ...

**Exercise 10.** *Complete the dialogue. Use expressions from the corresponding stages of the datafile.*

*Supplier:* Well, let's get started. You know, with this delivery problem I'm sure there's room for negotiation.

*You:* (1: cautious)

*Supplier:* Right, well this is how we see it. We can deliver the first machine in ten weeks, and install it four weeks after that.

*You:* (3: long delivery period)

*Supplier:* Well, these are in fact the usual periods. It's pretty normal in this kind of operation. Did you expect we could deliver any quicker?

*You:* (2: 6 weeks maximum delivery; 4 weeks installation)

*Supplier:* I see what you mean, but that would be very difficult. You see we have a lot of orders to handle at present, and moving just one of these machines is a major operation. Look, if I can promise you delivery in eight weeks, does that help?

*You:* (4: too late)

*Supplier:* Ah-ha! Well, look ... er... You want the machine in six weeks. Now that is really a very short deadline in this business. You said that you couldn't take it any later, but couldn't your engineers find a way to re-schedule just a little, say another week?

*You:* (5: refuse)

*Supplier:* Well, you really are asking us for something that is very difficult. I've already offered you seven weeks. I'll have to consult with my colleagues and come back to you, but I can't see what we can do.

*You:* (6: if deliver in 6 weeks perhaps talk about further order)

*Supplier:* Well, on that basis I suppose we might be able to look at some kind of arrangement. In fact, if you can promise another order I think we could accept your terms.

*You:* (7: 6 weeks delivery; 4 weeks installation; decision on next order by 26<sup>th</sup> of this month)

*Supplier:* Exactly. If you could confirm this in writing I ...

## UNIT 5. PRESENTATION

### Exercise 1. *Read the text.*

When giving a presentation it is essential to have a clear idea of what you want to achieve *E.g.* Do you want to inform your audience about essential facts, or to persuade them to accept your proposal? This main purpose or aim needs to be briefly stated in the opening part of a presentation.

There are many different techniques you can use to begin a presentation. One common technique is to state the objectives and the main points which you will include in the presentation. But if you want to catch your audience's attention more quickly, there are other techniques: *e.g.* you can relate the subject to the real – life experience of your audience, or use some surprising facts.

A good introduction should include a brief statement explaining the purpose of the presentation.

#### *Stating the purpose.*

- In your introduction state the purpose of your presentation
  - why are you there?
  - what are you going to talk about?

You can do this

- right at the beginning
- by building up gradually, leaving your statement of purpose until the latter part of the introduction.

Both ways can be equally effective.

- Here are some useful expressions for stating the purpose of the presentation.
  - In my presentation I'll be proposing two new techniques which we need to incorporate in our CBT packages to improve our operator training.
  - In my presentation today I'm going to explain the technical problems involved in lighting tunnels.
  - This morning I'd like to review progress on the AFTA project.
  - The subject/topic of this presentation is CBT for operator training.

- If you want to create more impact, you can change the normal word order and begin your statement of purpose with the word ‘what’, *e.g.*:
  - What I’d like to do this morning is present the results of our study.
  - What I’m going to explain this afternoon are the technical problems involved in lighting tunnels.
  - What I’ll be proposing in my presentation are two new techniques which we need to incorporate in our CBT packages to improve our operator training.

Many successful introductions include information about the main points to be developed during the presentation, and the order in which the presenter will develop these. This is called signposting.

*Signposting a presentation.*

- Your introduction should contain some kind of signposting for the audience.
  - tell them what you will be talking about.
  - tell them in which order you will develop your points.
- Signposting your presentation will help you:
  - to define the limits of the presentation.
  - to focus the audience on the aspects of the topic you want to talk about.
- Here are some useful expressions for signposting a presentation.
  - I’ll be developing three main points. First, I’ll give you ... Second ... Lastly...
  - My presentation will be in two main parts. In the first part I’ll ... And then I’ll ...
  - Firstly, I’d like to ... Secondly, we can ... And I’ll finish with...

When giving a presentation it is, of course, very important to engage the attention of the audience right at the beginning of the presentation. One way to do this is to make your introduction as interesting and lively as possible.

### *Involving the audience*

- While doing research for your presentation, you may discover unusual or interesting facts and statistics about the topic. Include some of them in your introduction.
- Present them in a way that makes it easy for the audience to relate to them: *e.g.* one person in four may be easier to relate to than 25 per cent of the population.
- Use words like you, your, us, our to make your audience feel involved in your presentation.
- Illustrate the point of your presentation with examples or stories from life. This will help to bring your presentation to life.
- Ask the audience to do something, *e.g.* ask for a show of hands
- Ask the audience questions to involve them in the presentation. This is particularly appropriate for informal presentations when you have a small audience.
- With larger audiences use rhetorical questions – questions which encourage the audience to think, but which you answer yourself.

**Exercise 2.** *Look at the table below. What would you say to outline the purpose of the three presentations? Complete the phrases on the right. The first one has been done for you as an example.*

Purpose	Your words
a) Analyse the market for luxury holidays in the US.	In this presentation I'll be analysing the market for luxury holidays in the US.
b) Review the performance of Aqua – Sparkle.	In my presentation today I'd like to
c) Examine the case for a new blend of coffee for the French market.	... This morning I'm going to ...

**Exercise 3.** *Expand the three introductions. The introduction should include*

- *your statement of purpose;*
- *information about the main points which you will develop.*

*The first one has been done for you as an example:*

Purpose	Main points
Analyse the market for luxury holidays in the US.	1. Holiday trends over last two years in the US. 2. My ideas for types of holidays to offer.

*Example.* In this presentation I'll be analysing the market for luxury holidays in the US. In the first part of the presentation I'll be looking at holiday trends over the last two years in the US. Then, I'll give you my ideas about the type of holidays we should be offering.

- |  |  |
|--|--|
| a) Review the performance of Aqua – Sparkle.                           | 1. Overview of fizzy drinks market.<br>2. Performance of Aqua – Sparkle.<br>3. Outlook for the next two years.                   |
| b)b. Examine the case for a new blend of coffee for the French market. | 1. General background about types of coffee.<br>2. Patterns in coffee consumption in France.<br>3. Our proposal for a new blend. |

**Exercise 4.** *You are at an international conference on Human Resources. You are going to give a presentation about selection and orientation procedures for employees due to go abroad. Develop the notes below as introduction for your presentation. Include:*

- *A statement of purpose;*
- *Signposting to outline the main points which you will develop in the presentation.*

Background	Increasing globalization of business – essential to select right people for overseas assignments.
Purpose	Look at the factors involved when identifying personnel to work abroad.
Points to develop	<ol style="list-style-type: none"> <li>1. Costs of sending people abroad.</li> <li>2. Reasons why so many people return home before the end of their contracts.</li> <li>3. Characteristics of good assignee.</li> <li>4. Selection and orientation procedures.</li> </ol>

**Exercise 5.** *You are the export manager of a British manufacturer of prestigious sports cars. Your company wants to increase its exports. At the moment exports represent 30 per cent of the business and are mainly to the US. The problem is that there are signs that the US market for sports cars is slowing down.*

Context	- A company meeting to discuss marketing strategy.
Audience	- The management of the company.
Purpose	- To present Japan as an attractive new market for your range of sports cars.

*Prepare an introduction for the presentation. Start with some relevant background and end by stating the purpose of the presentation. Include these surprising facts as evidence that your cars will sell well Japan.*

- *A BMW is on display at Tokyo's Narita Airport.*
- *Left – hand drive Mercedes are bought even though the Japanese drive on the left.*

**Exercise 6.** *The script below is the introduction for a presentation about sleep patterns and how they relate to executive stress. Re-work the introduction to:*

- a) Make the style more personal.*
- b) Give the content more impact for the audience.*

Script.

Most people spend approximately 2,600 hours per year asleep. The purpose of this presentation is to present the findings of a study into people's sleep habits. The study suggests that the time an individual spends asleep is inversely related to salary – companies which offer high salaries encourage individuals to substitute work for sleep.

The presentation is divided in two parts. The first part describes the findings of the study in more details. The second part examines the implications for executive stress.

**Exercise 7.** *Choose one of the subjects below for a presentation.*

---

– Water – Transportation in my city – Traffic – Energy sources in my country – the environment – air travel – The press – Pollution in towns –  
Stress in life

---

*a) Complete the details about the presentation you are planning.*

Context
Audience
Purpose

*b) Brainstorm some points which you can develop in the presentation.*

*c) Decide on your main points and an appropriate order in which to present them.*

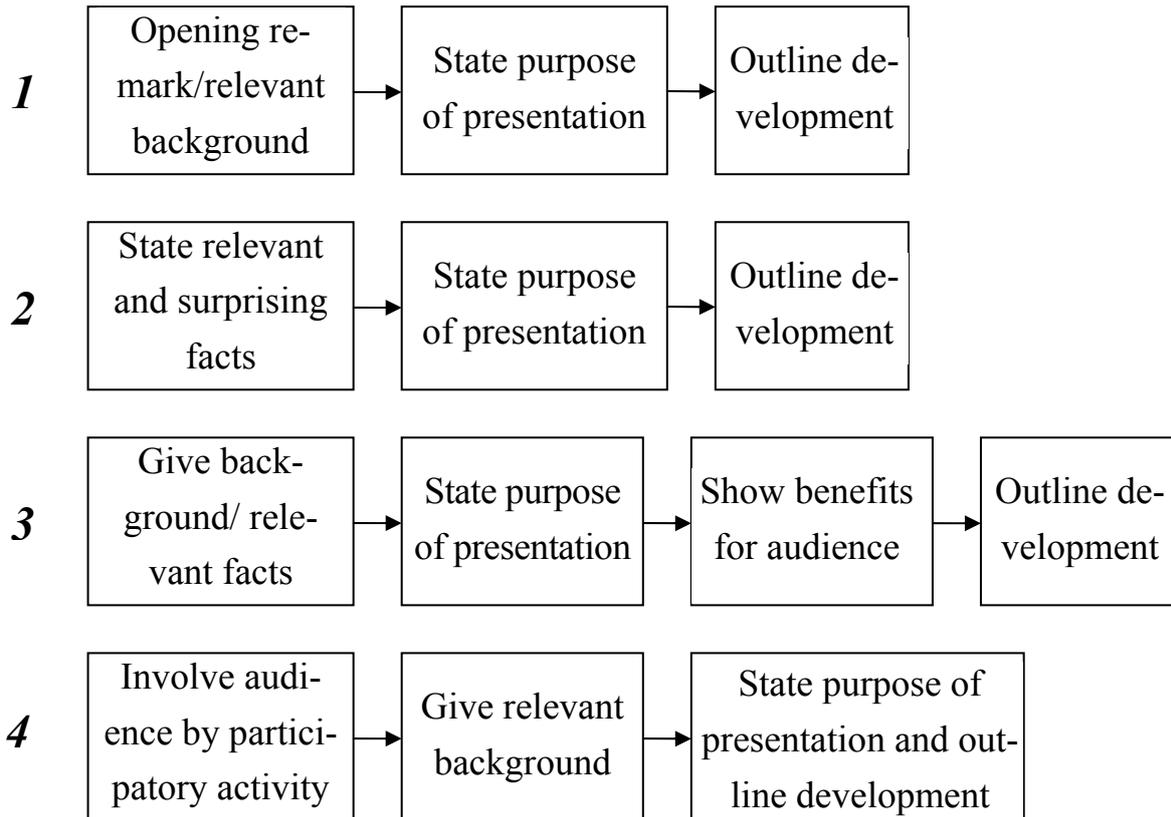
*d) Prepare an introduction for the presentation. Do it in two ways:*

– *Include a statement of purpose and a clear plan of the points you will develop.*

– *Bring your introduction to life.*

*Include questions, unusual or interesting facts or illustrate it with real life events.*

**Exercise 8.** *Prepare an introduction for your own presentation. Use one of the frameworks below to help you organize your ideas.*



**Exercise 9.** *Mr. Lopez is going to give a presentation of a new product to his colleagues in Citrus Inc., the soft drink manufacturer. He has drawn up a rough plan of the presentation. The plan shows the sequence of his talk and some of the phrases he intends to use.*

1. Introducing yourself

a) Good morning, Ladies and Gentlemen; b) We haven't met before, so I'd better introduce myself, I'm \_\_\_\_\_ from \_\_\_\_\_; c) I hope you'll excuse my English. I'm a little out of practice.

2. Preparing the audience

a) Good morning, Ladies and Gentlemen; b) I'll start with \_\_\_\_\_ and then move on to \_\_\_\_\_. Finally, I'm going to \_\_\_\_\_; c) I think, if you don't mind we'll leave questions to the end.

3. Delivering the message

a) Firstly ... secondly ... ; b) This brings me to my next point ... ; c) I must emphasize ... ; d) At this point we must consider ... ; e) Now, to digress for a moment ... ; f) To go back to my earlier point ... ; g) Finally ...

#### 4. Winding – up

a) Before closing I'd like to summarize the main points again. b) That's all I have to say for the moment ... ; c) Thank you for listening. ; d) Now if there are any questions I'll be happy to answer them.

#### **Exercise 10.** *A) Read the text.*

Good morning ladies and gentlemen; we haven't all met before so I'd better introduce myself. I'm Luis Lopez from the Development Department of Citrus Incorporated ... I should say before we start that I hope you'll excuse my English, I'm a little out of practice ... Anyway, I'm going to be talking this morning about a new product which we are planning to launch in two months' time; its called KOOL-OUT, that's K-O-O-L dash O-U-T, and it's a lemon-flavoured drink . . .

Well, I'll start with the background to the product launch; and then move on to a description of the product itself; finally, I'm going to list some of the main selling points that we should emphasize in the advertising and sales campaign. I think if you don't mind, we'll leave questions to the end ...

Now firstly, as you all know, we have had a gap in our soft-drink product range for the last two years; we have been manufacturing mixed-fruit drinks and orange drinks for the last ten years, but we stopped producing lemonade two years ago; I think we all agreed that there was room on the market for a completely new lemon-flavoured drink ... Secondly, the market research indicated that more and more consumers are using soft drinks as mixers with alcohol so, in other words, the market itself has expanded. This brings me to my next point which is that we have a rather new customer-profile in mind; I must emphasize that this product is aimed at the young-professional, high-income, market and not the traditional consumer of old-fashioned lemonade. At this point we must consider the importance of packaging and design, and if you look at the video in a moment, you'll see that we have completely revamped the container itself as well as the label and slogan.

... Now to digress for just a moment, the more sophisticated packaging means a high unit cost, and this may be a problem in the selling area,

but we'll have a chance to discuss that aspect later ... so ... to go back to my earlier point, this is a totally new concept as far as Citrus Incorporated are concerned; as you see we are using both the new-size glass bottle and the miniature metal cans. Finally, let's look at the major attractions of the product. In spite of the higher price it will compete well with existing brands; the design is more modern than any of the current rival products, and incidentally the flavor is more realistic and natural ... it's low calorie, too.

O.K., so just before closing, I'd like to summarize my main points again... We have KOOL-OUT, a new design concept, aimed at a relatively new age and income group; it's designed to be consumed on its own, as a soft drink, or to be used as a mixer in alcohol-based drinks and cocktails. It comes in both bottle and can and this will mean a slightly higher selling price than we are used to; but the improved flavor and the package design should give us a real advantage in today's market ... Well, that's all I have today for the moment, thank you for listening, now if there are any questions, I'll be happy to answer them ...

*B) Mark true or false against each statement given below.*

- a) Mr. Lopez is English.
- b) We are planning to launch the product next week.
- c) The new product is an orange – flavoured drink.
- d) Citrus Incorporated have not produced a lemon drink for two years.
- e) Everyone thinks there is a gap in the market.
- f) Market studies prove that the market is shrinking.
- g) We are aiming at a new type of consumer.
- h) The container design is unchanged.
- i) The design of the packaging will mean that the product is cheaper.
- j) The drink comes in both bottles and cans.
- k) The flavour is rather artificial.
- l) The calorie – content of the drink is relatively low.

**Exercise 11.** *Prepare your own presentation.*

## ЛИТЕРАТУРА

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Учебное издание

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ДЕЛОВОЕ ОБЩЕНИЕ

Пособие по английскому языку

Подписано в печать 08.10.07.

Формат 60x84/16. Усл. печ. л. 6,51. Тираж 250 экз.

Заказ

Издательство

Владимирского государственного университета.

600000, Владимир, ул. Горького, 87.