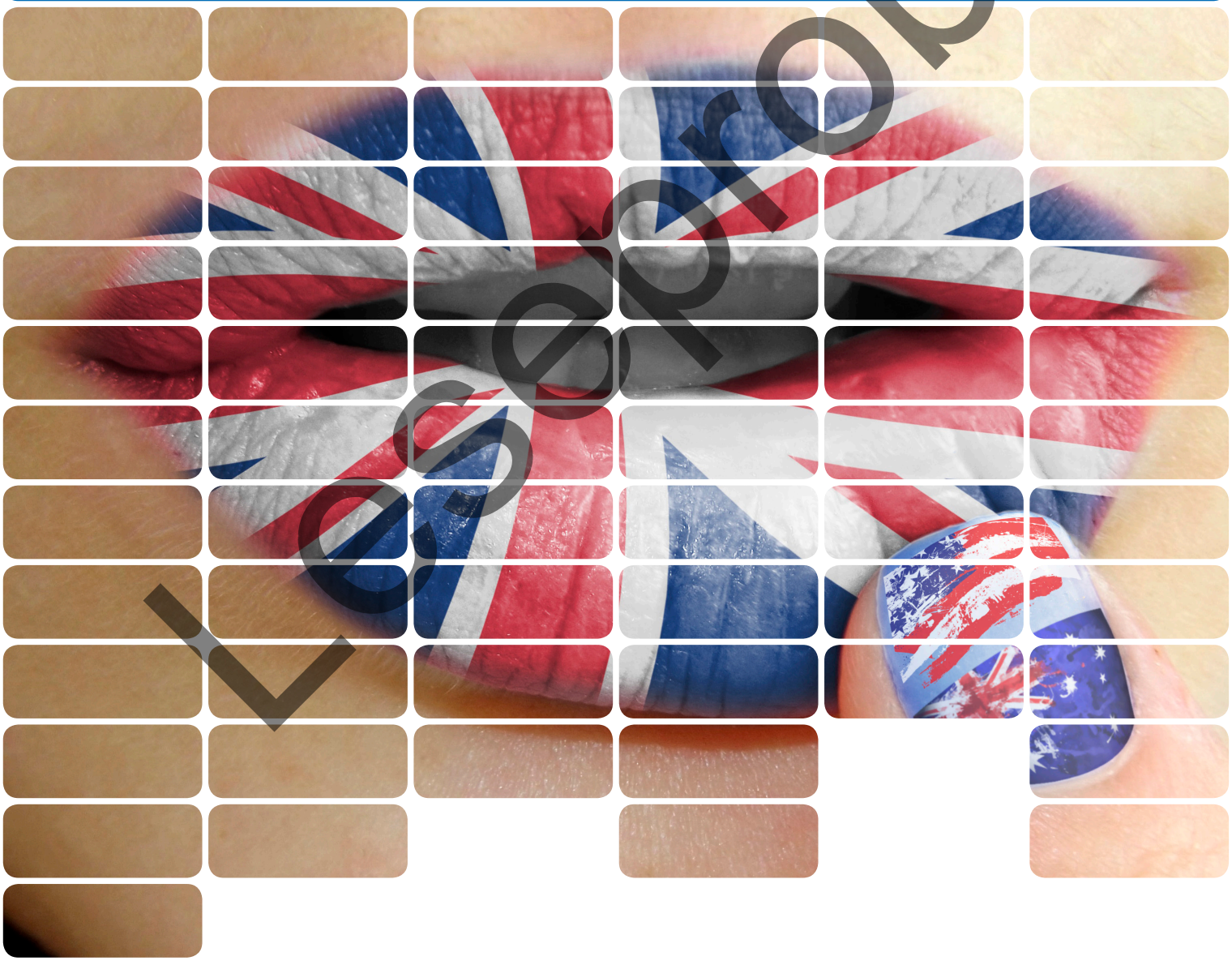
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Business And Technical English
A practical guide to using English in an international environment

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Print2Web interactive Media App

Interactive Media App

With the Print2Web app you are able to play videos and sounds from the book on your smartphone or tablet.

The used technology is based on Augmented Reality (AR). In this case scanned pages are overlaid with virtual action buttons.

1. Installation

Download the free Print2Web APP to your tablet or smartphone.
(Apple App Store or Google Play Store).

2. Activate book and content (to use offline)

Run app and touch this icon: 

Hold your device over the printed code or the ISBN/EAN code on the back of the book. The corresponding audio or video files are loaded automatically.

Because of the large amount of data a WLAN connection is recommended.

3. Run app and select the desired book.

The menu of the app shows the following icons:

 Scan page and activate content in AR mode



Library of all audio files



Library of all video files

4. Scanning page and activating content in AR mode

Pages with at least one of the following icons are interactive:



 Activate scan mode and hold your smartphone or tablet over the corresponding page. The app recognizes the page automatically and the interactive media can be run.

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In this unit I will learn how to

- introduce myself
- greet other people
- make a request
- behave in discussions

Meeting people

1 You are visiting a company for the first time. As you enter, you see the receptionist pictured here.



She says: Good morning. How can I help you?

Put the following sentences in the correct order to say who you want to meet.

a)	One moment please Mr. Wilson.	
b)	Good morning. I have a 9 o'clock appointment with Mr. Black.	
c)	Ok. Thank you.	
d)	Yes, of course. It's Steve Wilson and I'm with Techsolutions.	
e)	Yes.	
f)	Mr. Wilson?	
g)	Mr. Black will be down in a few minutes to get you. You can have a seat over there if you'd like.	
h)	I'll see if he's available. May I have your name, please?	

2 **How to meet and greet**

Whether at school, with friends, or in business, meeting and greeting people is an everyday occurrence and is an important skill to master. Watch the following video and decide how well you master this skill.

1.1 1

Video: Meet & Greet Like a Pro (00:02:54)

http://nanoo.tv/link/v/axDWJMxL

Write down what you have to do the next time you meet and greet someone.

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3 Mr. Black arrives and you meet him for the first time. Listen to the audio and fill in the missing words.



B: Mr. Wilson?

W: Yes.

B: I'm Jason Black. It's _____[1].

W: Hello. It's nice to meet you _____[2] Mr. Black.

B: Yes. Let me get you a _____[3].
You'll need to _____[4] it so
everyone can see it while you are here.

W: Is it OK if I _____[5] on my jacket _____[6].

B: Yes, that'll be fine. Now if you'd like to come with me, we'll go to my _____[7].

4 Of course, there are other sentences and phrases you could use when you meet someone for business for the first time. Match the sentences and questions on the left to the correct reply on the right.

1 Sorry to have kept you waiting.	☐	a) Yes. Getting out of the airport was a bit tricky though.
2 Welcome to Switzerland.	☐	b) Yes. Certainly. Those dates again…
3 I'm sorry. Could you repeat that please?	☐	c) That's all right.
4 I'm sorry, but you'll have to wait a few minutes.He's on the phone.	☐	d) Yes, go down this hall and turn right at the end. You can't miss it.
5 I'm a bit early for our meeting.	☐	e) OK. Do you have any idea how long he'll be?
6 Can you tell me where the parts department is?	☐	f) Thank you. It's nice to be here.
7 Did you find your way here alright?	☐	g) Just a moment. I'll see if he's available now.

5 Now try and complete the following conversations yourself.

A: Good afternoon and welcome to _____[1].

B: Thank you. It's _____[2].

A: Who are you _____[3]

B: I have an appointment with _____[4].

A: Please have a seat. I'll _____[5].
Sorry to _____[6].

B: It's _____[7].

A: Shall we go _____[8]

B: Yes, _____[9].

A: Come with _____[10].
It's just _____[11] the hall.

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6 **More than one.**
How do introductions work if there are more than two people? Read the following.

Ms. Applebee: Good morning Mr. Smith. May I introduce Ms. Steel to you?

Mr. Smith: Yes. Good morning Ms. Steel. It's nice to meet you.

Ms. Steel: Good morning Mr. Smith. It's nice to meet you too.



What about in companies were an assistant (Ms. Applebee) introduces a visitor (Mr. Black) to an employee (Mr. Smith)?

Ms. Applebee: Mr. Smith?

Mr. Smith: Yes Ms. Applebee.

Ms. Applebee: Mr. Black is here for your meeting.

Mr. Smith: Ah yes. Mr. Black. Nice to meet you.

Mr. Black: Mr. Smith. Nice to meet you too.

Mr. Smith: Thank you Ms. Applebee. I'll take it from here.



What do you notice about these introductions? How are they different from the ways you introduce friends? Take a few minutes and write your own business introduction of two or more people.

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7 When two or more people meet each other for the first time, they usually ask questions to get more information about the other person. Take a look at the following list of English question words and translate them.

Question words	Translation	I want to know the …
Who		person
Where		position, place
When		time, occasion, moment
Why		reason, explanation
What		specific thing, object
Which		choice, alternative
How		way, manner, form

Now use the above question words to write questions you might ask to get the following answers.

a)	I work in production
b)	My company makes faucets.
c)	I start work at 7.00 am.
d)	Mr. Smith runs the machine shop.
e)	The pipe is bent so it will take up less space in the installation.
f)	That shipment was sent by ship and truck.
g)	Ivan has the paperwork for this assembly.

8 **Making requests**
When you make a request in English, you often use a longer question. This is considered more polite. Here are the beginnings of some requests. Work in pairs to complete these questions.

Could I
Do you mind if
Do you think I could
Would you mind if
I was going to ask if
There's something I wanted to ask
I wanted to ask if

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9 **Conversations**

Use the following words to complete the sentences:

consider	agree	opinion	course
making	true	exactly	just
interrupt	say	agree	point
sure	think	information	ahead

Inviting people to speak

Paul, you had something you wanted to say.
What's your _____ ?
What do you _____ ?

Asking to speak

Sorry, do you mind if I _____ ?
Can I just _____ something here?
Can I make a _____ here?

Agree

I would _____ with that.
_____ ! That's what I meant.

Allowing someone to interrupt

Sure, go _____ .
Yes, of _____ .

Disagree

Well, I'm not _____ about that.
I'm not sure I _____ , actually.
Where is this _____ from?

Not allowing someone to interrupt

Can I _____ finish what I was saying?
If I could just finish _____ this point.

Agree in part

That may be _____ ,but what about external production?
Yes, that could be a point to _____.



10 **Do's and don'ts of a discussion**

Here are the do's:
- Come prepared to the discussion with ideas.
- Pay attention at all times and sit up straight.
- Do more listening than talking. You learn more, and people who withhold comment until they have something really important to say only enhance the importance of what they're saying, because they're perceived as deliberate and wise.
- Don't interrupt. (There are at least two exceptions: When you're the boss and someone is talking on and on. When you're a participant and the speaker is factually incorrect and talking on and on.)
- Take notes, but don't take them on your computer because you look like you're on e-mail.

And here are some don'ts:
- Don't open your computer and give the screen more attention than the meeting.
- Don't engage with your phone for e-mail or anything else.
- Don't conduct side conversations.
- Don't leave the room unless absolutely necessary.

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In this unit I will learn how to

- make phone calls and take messages
- make business appointments
- deal with customers
- ask for advice

Conversations on the phone

1 When you call a company, what is the first thing the person answering the phone says?



_____

_____

If the phone isn't answered by a receptionist, what should the person answering the phone say?

_____

_____

Look at the following list of words used in telephone conversations. Translate them.

line's busy	_____	just a moment	_____
speaking	_____	take a message	_____
available	_____	extension	_____
call back	_____	leave a message	_____
speak with/to	_____	to hold	_____

Use the above phrases to complete the following phone conversations.

1 A. Tyler Tools.
B. Good morning. May I _____[1] Bob Smith?
A. _____.[2] I'll see if he''s _____.[3]
I'm sorry, but the _____.[4]
B. That's OK. I'll _____[5] later.

Listen to the following phone conversations. Use other words from the box to complete them.

2 A: Tyler Tools.
B: Hello. May I have _____[6] 217?
A: _____,[7] please.
A: Mrs. Jones is just walking in. Would you like _____[8]?
B: Yes, please.
C: Hello.
B: Mrs. Jones?
C: _____[9]!
B: Mrs. Jones, this is Tom Alexander from Metal Fixtures.

3 A: Can I _____[10] Mr. Anderson?
B: I'm sorry. Mr. Anderson is not in today.
Would you like to _____[11]?
A: Yes, please. Will you _____[12] or should I call his voice mail?
B: It's not a problem. I can _____.[13]

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Now listen to Audio 1.2_1 and check how well you handled the previous conversations.



2 When you make a business call, there are a few rules to follow. Match the advice on the left to the reasons on the right.

Advice		Reason	
1	Make sure the other person knows who you are and why you are calling ...	a)	because dictating information over the phone is difficult and needs some time
2	Ask the other person to repeat the information you didn't understand	b)	the person who answers the phone will understand you better
3	If you know the extension you need, say each number individually	c)	because it's difficult to clear up misunderstandings later
4	Ask the other person to spell their name	d)	because people don't like to be lied to
5	Offer to call back if you need more time to check on information	e)	because keywords and additional information can help shorten the phone call.
6	Offer to send detailed information by email or post	f)	because the other person doesn't want to be put on hold for too long
7	Say if you can't answer the question	g)	because it is important to spell names correctly on written follow-up.
8	Prepare beforehand	h)	because the one being called wants to know who is calling

3 Use the information in activity 2 to write your own business call. Work in pairs. Things you should think about and have in your phone call are:
a) The company name and products.
b) Why you are making the call.
c) What you expect from the call (repair, order, replacement part, etc.)
d) If you agree or disagree with the other person's proposal. What action you expect from the other person/company.

Remember to keep your conversation short, but include all the important information. Business calls are made for a specific reason and don't include a lot of extra information.

Asking questions

Look at the following questions.

– Can I take a message? Would you like to speak to someone else?
– Could you spell your name please?

It is considered polite in business calls to begin questions with **can, could** and **would.**

Ending a call

Try to end every call with a positive statement. Once you have resolved the caller's issue or determined how to proceed, promptly and politely finish the call. Thank the person for contacting you or your company, then hang up.
For example, say «Thanks for calling Mr. Smith. Have a nice day.»

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4 You hear a colleague saying the following things on the phone. What questions do you think he/she was asked? Write the questions on the blank lines.

1 _____

Yes, I'd like to speak to Steven Jones, please.

2 _____

Yes, it's Isabelle Andersson.

3 _____

A-N-D-E-R-S-S-O-N, Andersson.

4 _____

Yes. Can you just tell him Isabelle from Taylor Tools called.

5 _____

Yes, please, my number is 0145 81099.

6 _____

Sorry, 0145-81099-, is that better?

Leaving voice mail messages

This is Frank Bond from …
It's 9.30 on Tuesday morning.
I'm calling because I'm wondering if …
I'm ringing about the technical documentation.
Could you send me the documentation, please?
Could you please call me back?
My number is …
I'm in Liverpool until Friday.
The meeting has been cancelled.
I won't be available next week.
Could you confirm the date, please?

5 **Leaving a voice mail message.**
If someone is not able to answer your call, you might be asked to leave a voice mail message. What information is important to have in a voice mail message? List your ideas here.

_____

_____

_____

Pick one of the following situations and leave a voice mail message for the responsible person. Use your smartphone to record your message! Present your voice mail to the class.

Situation 1:
You are the head of the shipping department of "We Have It Electronics". One of your workers has just informed you, that for the third time this week goods from the "Star Products Company" have arrived damaged.
Responsible person: Bill Person, Head salesman at "We have it Electronics".

Situation 2:
You are a top US military commander and you ordered 3 nuclear submarines from "General Dynamics". You ordered them in June last year; they were supposed to be delivered 3 weeks ago. You are not a happy man because you need the submarines desperately.
Responsible person: Mike Trust, CEO (Chief Executive Officer) at "General Dynamics".

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Situation 3:
You live in New York and are a «Rolling Stones» fan. You bought a ticket to their concert in Dublin Ireland. It was a package deal (flight to Dublin, 2 nights hotel and ticket) for 600 Dollars. But you just received a bill for 1200 Dollars from your travel agent.
Responsible person: Chantel Patel is a travel agent who works for «Liberty Travel».

Situation 4:
You are a famous actor. A few weeks ago you ordered a new, light blue Corvette. It was just delivered by an employee of "Joe's Corvette Garage". What a surprise, the color of the car is light green.
Responsible person: Hank White is head salesman at "Joe's Corvette Garage".

Situation 5:
You are a mechanical engineer at 5D Machines. For the new tool changer assembly you ordered 6 hydraulic cylinders. The logistics department just informed you that only 4 were delivered.
Responsible person: Jessica Olson works as a salesperson at "Parker Inc.".

Situation 6:
You are a technical designer at DrawTech. You have just downloaded the newest version of your design program. To unlock all the features of the program you have to enter a 12 digit key. You have tried this three times without success. Now the software is blocked.
Responsible person: Abby Saxon is an IT specialist at "Tech Design Software Inc".

Name _____

Company _____

Message _____

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