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Module 1

Business Reception

Unit 1

Receiving Visitors

Learning Aims

- * Understanding the procedures involved when receiving business visitors.
- * Understanding the manners of receiving the visitors.
- * Learning how to effectively use communication skills to:
 - ① receive business visitors who have an appointment;
 - ② receive business visitors who do not have an appointment;
 - ③ meet visitors at the airport;
 - ④ participate in small talk about travel, weather, or accommodations.



Words Study

➔ Task 1 Match the words with the pictures.

receptionist

courteous

appearance

communication

impatient

greet

appointment

name card





➡ Task 2 Fill in the blanks with the proper words or phrases.

Reception is an important job. The receptionist usually makes the first impression on the guests which may represent the image of the company. Then what should a receptionist pay attention to when receiving a guest? Let's check it out...

☐ communication

☐ appointment

☐ impatient

☐ courteous

☐ greet

☐ appearance

Reasons:

- 1 Making an _____ refers to fixing a time and place with guests about work or leisure.
- 2 For a receptionist to have a poor _____ could leave people with a negative first impression of a company.
- 3 Being _____ means greeting guests with a friendly smile.
- 4 We need to relax when we are _____.
- 5 It's a proper etiquette to daily _____ one another.
- 6 Companies that are not cooperating efficiently are due to a lack of _____.



Conversation Study

Task 3 Dialogue A.

The following dialogue is a conversation between Sally (the secretary) and David Johnson (the guest). Read the passage aloud and pay attention to the expressions about how to receive a guest in the office, and then answer the following questions.

1. Did Mr. Johnson make an appointment before he came?
2. Why did Mr. Johnson want to meet Mr. Richard?

Dialogue

Sally: Good morning, sir. May I help you?

Johnson: Good morning. May I see Mr. Richard now?

Sally: Have you made an appointment, sir?

Johnson: No, I'm afraid not, but I have something urgent to discuss with him.

Sally: May I have your name, please, sir?

Johnson: My name is David Johnson. I represent Sunshine Trading Company.

Sally: May I ask what you wish to see him about, Mr. Johnson?

Johnson: Well, I've found a problem in the contract he asked me to examine the day before yesterday.

Sally: I see. Would you please have a seat and wait for a moment, Mr. Johnson? Mr. Richard is occupied at the moment, but I'll tell him you're here for him and see if he could meet you soon.



Johnson: Thank you.

Sally: Oh, that's fine. Would you like something to drink? Coffee or tea?

Johnson: Coffee, please.

Sally: Would you like sugar and cream with your coffee?

Johnson: No, thank you. Just black.

...

Sally: Mr. Johnson, Mr. Richard is available now. I'll take you to his office.

Johnson: OK, that's great.

Sally: This way, please.

Johnson: Thank you very much.

Sally: My pleasure.

Notes

1. make an appointment 预约
2. urgent 紧急的
3. contract 合同
4. examine 检查
5. the day before yesterday 前天
6. have a seat 就座, 坐下
7. occupy 占用, 使忙碌
8. available 可得的, 空闲的

➡ Task 4 Re-arrange the order of receiving guests in the office.

A. Escort (带领) a visitor.

- B. If a meeting is not possible, explain the reason and then make an appointment.
- C. Contact the interviewer and ask the visitor to wait.
- D. Ask the visitor's name and their purpose for coming.

The correct order:

1. () → 2. () → 3. () → 4. ()

➡ Task 5 Dialogue B.

Meeting Guests at the Airport

Read the passage aloud and act out the dialogue.

Situation: Mr. Carter and his secretary, Miss Chen, are waiting in the arrival hall of a large international airport. Mr. Carter is holding up a large greeting sign that says, "Welcome Ms. Wood" and Miss Chen is holding a bouquet of flowers. Ms. Wood walks into the arrival hall, when seeing the sign, she waves and goes towards them.

Dialogue

Carter: Ms. Wood?

Wood: Yes, I'm Helen Wood from ABC Trading Company.

Carter: My name is David Carter. I'm the director of Xingwang Foodstuffs Company. How do you do, Ms. Wood?

Wood: How do you do? It's very nice of you to come to meet me.

Carter: It's my pleasure. May I introduce to you my secretary, Miss Chen?

Wood: Sure, it's a pleasure to meet you, Miss Chen.

Chen: I'm also glad to finally meet you. These flowers are for you, Ms. Wood.

Wood: Oh, thank you. They're beautiful! That was very nice of you.

Carter: How was your flight, Ms. Wood?

Wood: It was very nice. The service on board was superb and I managed to get a few hours of sleep, so I'm fine now.



Carter: I'm glad to hear that. Oh, let me help you with your luggage.

Wood: Thank you.

Carter: Is this your first visit to China?

Wood: No, but it's my first visit to Guangzhou. I hope it won't be my last.

Carter: Sure. I hope you will have a pleasant stay here.

Wood: I'm sure I will.

Carter: So, how do you find the weather here?

Wood: It's hot. When I left home, it was only ten degrees Celsius.

Carter: Yeah, it's a little hot here, but I heard that it's going to rain this afternoon.

Wood: Great!

Carter: By the way, Guangzhou is famous for its food, especially for various kinds of dim sum. Did you know that?

Wood: Of course, dim sum is famous all over the world and I wouldn't miss it.

Carter: I'm sure you will enjoy it. Our car is out in the parking lot. Shall we take you to your hotel now?

Wood: Yes, thank you. Let's go.

Wang: This way, please.



Notes

1. superb 极好的；华丽的；宏伟的
2. flight 飞行；班机
3. luggage 行李
4. a pleasant stay 愉快的时光
5. be famous for ... 因……而闻名
6. dim sum 点心
7. parking lot 停车场

➡ Task 6 Choose your own answer.

- ① What should a receptionist meet among the following requirements? Why?

- a. Alert and well groomed.
- b. Good communication skills, both spoken and written.
- c. Basic computer skills.
- d. Able to work under pressure.
- e. Efficient and well organized.
- f. Interested in chatting by QQ.

② What will you discuss with your guests when you meet them for the first time? Why?

- a. Weather.
- b. Politics.
- c. Family.
- d. Age.
- e. Food.
- f. Clothes.
- g. Racism (种族歧视).
- h. Religion (宗教).
- i. Local customs.
- j. Salary.



Pattern Drills

➡ Task 7 One-picture description.

Directions: This part is to improve your basic skill for career English. You are required to make a presentation in English according to the related picture given below.

Flight Information				
Flight	SDT	From/Via	EDT	Remarks
CX6122	13:45	HONGKONG	21:50	Arrived
CA418	21:40	TAIPEI	21:55	Arrived
KA1428	21:40	HONGKONG	21:35	Arrived
NH5720	22:25	OSAKA	23:40	Arriving
OZ323	23:10	SEOUL	22:55	Arrived
MU6586	23:30	VANCOUVER	23:45	Arriving

Do you know how to meet your guest at the airport?

Tips:

假设你是 Sally，公司派你去机场接两位客人，分别是来自加拿大温哥华来的 Mr. Clark 和从美国洛杉矶来的 Mr. David。请根据上图找到你要接的客人，并记下他们的航班信息；如果没有找到，可能是什么原因？请给出解决办法。

Task 8 Four-picture description.

Directions: This part is to improve your skill for career English. You are required to make a presentation in English according to the groups of pictures given below. Use the following words and expressions to help you.

shake hands	point with finger	learn by heart
up to the woman	the elders	each other
self-introduction	manners	awkward (尴尬)





Task 9 Practical drilling.

Directions: In this section, you will be asked to make a business conversation with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Li is one of the guests coming to LT Company. He meets the secretary, Miss Luo, at the front desk.

You are the secretary of LT Company. You need to:

- ① greet and get the information from Mr. Li;
- ② ask about the purpose of his visit;
- ③ contact the interviewer;
- ④ confirm the time for an appointment;
- ⑤ escort the guest to the office.

You start the conversation...

Cue Card B

Situation: Mr. Li is one of the guests coming to LT Company. He meets the secretary Miss Luo at the front desk.

You are Mr. Li, one of the guests of LT Company. You need to:

- ① greet Miss Luo;
- ② give a self-introduction;

- ③ tell Miss Luo your purpose for visiting;
- ④ tell the time of the appointment;
- ⑤ wait patiently.

Your partner will start the conversation...



Professional Application

Task 10 Pair work.

Directions: Students work in pairs to finish this task, role-playing in the following situation. Student A and B are assigned different information card. They have to communicate in English to share their information and make the right decision. Student A is required to report to the whole class and Student B has to answer some questions from the judges or teachers.

For Student A Only

公司重要客户 Mr. Black 及其夫人 Mrs. Black 要到广州与你公司建立贸易关系。请阅读他们的情况介绍并提取相关信息，然后向你的搭档询问其他相关信息，为 Blacks 夫妇选择游玩地点。

Please read the following information, complete the worksheet with your partner, and give a presentation about your task.

Today is Mid-Autumn festival in China. The weather forecast said there would be a little rain in the evening. The Blacks will arrive at Guangzhou from Italy at 5:30 p.m.. Mr. Black is the international marketing director of LC Company. They will come to establish a business relationship with your company. Mrs. Black is tired after a long trip and she is a bad sailor (晕船). Mr. Black is quite interested in Chinese food and he would like to know what the traditional foods of Mid-Autumn Day are usually like. Ten years ago, the Blacks visited Guangzhou, and now they want to see the changes that have occurred over that time.

Section 1: Read the information and fill in the following form.

Why does Mr. Black come?	
Descriptions	1. The Blacks will arrive at Guangzhou on _____ festival 2. Mrs. Black is a _____ 3. They all want to _____

Section 2: Communicate with Student B and complete the following form.

	a night cruise (游览)	the Lantern Show for Mid-Autumn festival	the thrilling sky tour
place	_____	People's Park	_____
Ways to enjoy	_____	on foot	Take _____
Description	The view of _____, you can feel _____ and _____	Enjoy _____ with family, you can buy _____ in the park	The whole view of _____, it is _____ meters above the sea level, you can get a _____

Section 3: Discuss with Student B and make a decision.

Which entertainment would you choose for the Blacks?

- A night cruise. ☐
- A lantern show. ☐
- A thrilling sky tour. ☐

For Student B Only

公司重要客户 Mr. Black 及其夫人 Mrs. Black 要到广州与你公司建立贸易关系。请阅读他们的情况介绍并提取相关信息，然后向你的搭档询问其他相关信息，为 Blacks 夫妇选择游玩地点。

Please read the following information, and help your partner to complete the worksheet.

A. A Night Cruise

Pearl River Night Cruise is a famous tourism activity in Guangzhou. During the two-hour journey, tourists will enjoy different scenic spots along both sides of the river banks on a luxury boat. It's best to take the cruise in the summer or at night, as you will feel cool and relaxed with a breeze(微风) while the boat is going down the river. As you drift down the river, you can see the full moon and stars on this special day with your family and friends. A diverse supply of drinks and foods are offered during the cruise.

B. Lantern Show for Mid-Autumn Festival

There is an annual celebration in Guangzhou on Mid-Autumn Day. People's Park of Guangzhou is a centrally located city park that dates from 1918 covering a 44,600 square kilometer area. Many people come to People's Park every year to enjoy various kinds of colorful lanterns with their families. It will be full of festive decorations and lots of local foods all for sale within the park. You'll be able to see the full moon up in the sky if the weather is clear. Since the traffic will more than likely be congested, cars will not be allowed to drive around the park. Visitors will need to take the Metro, Line 1, to Gongyuanqian and then an additional five minutes' walk to the park.

C. Overall Landscape of Guangzhou

Canton Tower, the newest of the landmarks in Guangzhou, is a "must-go" scenic spot. It is the highest TV tower in the world, measuring out at 600 meters above sea level. The elevator will propel you to the top of the tower, a height of 433 meters in less than one and a half minutes. Standing at the highest vantage point of the city, you will feel as if the sky and clouds are at your fingertips. From this circular 360° steel and glass structure, visitors will be able to view a panoramic scene of "modern-day" Guangzhou. Every guest will receive a free moon cake from the tower's café on Mid-Autumn Day.

Worksheet

- 1 The reason why the Blacks will come is so that _____.
- 2 The Blacks will arrive at Guangzhou on _____ festival.
- 3 Mrs. Black is a _____.
- 4 They all want to _____.
- 5 Your answer for the arrangement: We have chosen _____.

➡ Task 11 Self-check.

I have learned:

<input type="checkbox"/> appearance	<input type="checkbox"/> impatient	<input type="checkbox"/> communication
<input type="checkbox"/> greet	<input type="checkbox"/> courteous	<input type="checkbox"/> receptionist
<input type="checkbox"/> appointment	<input type="checkbox"/> occupy	<input type="checkbox"/> superb
<input type="checkbox"/> urgent	<input type="checkbox"/> luggage	

I can:

- ① learn how to use appropriate etiquette for greeting visitors;
- ② learn to greet guests using small talk;
- ③ learn how to receive guests at the airport;
- ④ how to arrange appointments when receiving a guest.

➡ Task 12 Training program.

实训项目	Topic	接待客人
实训内容	Content	在办公室或机场接待客人
实训目的	Purpose	了解接待客人的礼仪、接待日常用语及对话
实训场景	Scene	办公室、车站、飞机场
实训步骤	Steps	确认对方，自我介绍；问候客人，安置行李



Business Tips

Picking up a visitor at the airport

When picking up a visitor at the airport, first try to locate the visitor. Upon arriving at the airport, it's a good idea to validate the flight numbers at the information center of the airport to make sure of the arrival time of your visitor so that you'll be prepared in order to receive them. If the flight has been delayed or you can't locate the visitor, it would be best to make new arrangements, such as verifying their flight, rescheduling their appointment time, changing the hotel check-in time, and ensuring the transportation from airport to your location.

If the flight arrives on time, prepare a sign board with his or her name written on paper and raise it up at the exit of the arrival hall when meeting a visitor for the first time. When the visitor sees his or her name as they exit the arrival hall, they will come to you.

It's best to exchange business cards with the visitor in order to give them your contact information to avoid mishap. Then offer assistance with their luggage if they agree and show them to the next mode of transportation. You can suggest taking your guest to the hotel first if they like. And as you go, attempt to make small talk using topics like the weather, or how their trip went, etc. Make mention of the scenery, local customs, or reiterate the proposed schedule of events if the visitor is interested.



Unit 2

Receiving Attendees at a Meeting

Learning Aims

- * Understand the basic information of a business meeting (商务会议).
- * Understand the basic meeting manners.
- * Learn how to:
 - ① inform attendees to the meeting;
 - ② arrange a meeting;
 - ③ receive the attendees;
 - ④ reserve a meeting room.



Words Study

➔ Task 1 Match the words and expressions with the pictures.

microphone

name card

speaker

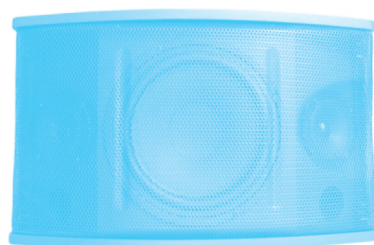
reception desk

conference room

minute book

laptop

guide board





➡ Task 2 Fill in the blanks with the proper words or phrases.

A well-run meeting can be used to effectively train employees, close an important sale, set business goals, and keep major projects on the right track. To make the meeting run smoothly and help you meet your goals, you need to do the preparation ahead of time. How can we prepare for a business meeting?

- | | | |
|--|---|------------------------------------|
| <input type="checkbox"/> agenda | <input type="checkbox"/> notice | <input type="checkbox"/> documents |
| <input type="checkbox"/> multiple speakers | <input type="checkbox"/> screen and projector | <input type="checkbox"/> laptop |
| <input type="checkbox"/> refreshments | <input type="checkbox"/> welcome banners | |

As a secretary, you should:

- 1 give out a _____;
- 2 set an _____ for the meeting;
- 3 prepare a schedule if there will be _____ or presenters;
- 4 be sure that the conference room has a _____;
- 5 know how to connect your _____ up to the projector;
- 6 provide materials such as _____, guide cards, and name cards;
- 7 prepare _____ or make catering arrangements if necessary;
- 8 make sure all the necessary _____ and information relevant to the meeting should be available;
- 9 make sure how many people will come to the meeting.



Conversation Study

➡ Task 3 Dialogue A.

Read aloud the following dialogue and take notice of what Ms. Yang wants to do and compare the differences between Chinese calls and English ones.

Dialogue

Ms. Alice: Hello, this is Alice speaking.

Ms. Yang: Hello, Alice. This is Ms. Yang, Mr. Brown's secretary. I'm calling to inform you there's a meeting to be held at 2 : 00 next Thursday afternoon.

Ms. Alice: Where will it be held?

Ms. Yang: In the conference room on the second floor of the Swan Hotel.

Ms. Alice: OK, I'll be there on time.

Ms. Yang: Thank you.

Ms. Yang: Hello. This is Jomoo Light Group. We'd like to arrange a meeting to conduct some business. Do you have a conference room available?

Hotel Receptionist: Certainly, Ms. Yang, we have a conference room available that will accommodate at least 20 people for ¥250 an hour or a larger room for 50 people for ¥500 an hour.

Ms. Yang: I'd prefer the smaller one. Can I book it for next Thursday afternoon at 2 : 00?

Hotel Receptionist: Yes, that would be fine.

(Wednesday. At the reception in the Swan Hotel.)

Ms. Yang: Hello, welcome. What can I do for you?

Mike: Hi, I'm here to attend tomorrow's meeting.

Ms. Yang: May I have your name, please?

Mike: Yes, I'm Mike from Universal Store.

Ms. Yang: I'm glad you arrived safely. How was your flight?

Mike: Pretty good, I'm just a bit tired.

Ms. Yang: You'll rest soon. Here, let me help you with your luggage. I've already made a hotel reservation for you. Let's go to the hotel first and drop off your things.

Mike: Thank you!



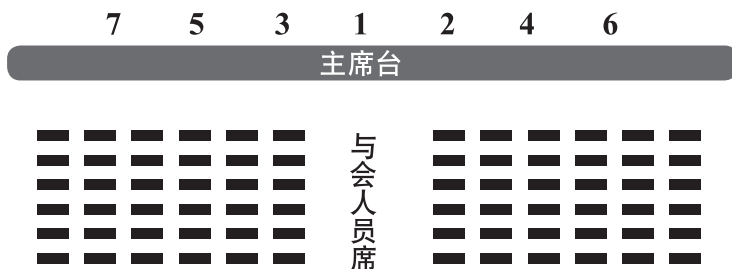
Notes

1. inform 通知
2. conference room (正式)会议室

3. Jomoo Light Group 九牧轻工集团
4. We'd like to arrange a meeting to conduct some business. 我们想召开一个商务会议。
5. Universal Store 环球百货公司
6. I'm glad you arrived safely. 很高兴您能安全地来参加会议。
7. I've already made a hotel reservation for you. 我已经为您预订好了酒店。

Task 4 Re-arrange the order of seats at a meeting.

- A. director general (局长)
- B. marketing manager (营销经理)
- C. Chief Executive Officer (CEO) (首席执行官)
- D. representative (代表)
- E. Chairman of the Board (董事长)



The correct order:

1. () → 2. () → 3. () → 4. () → 5. ()

Task 5 Dialogue B.

Read the following passage aloud and pay attention to the expressions on how to prepare for a business meeting. Answer the question below.

What has Ms. Yang done to prepare for the meeting?

Dialogue

Mr. Brown : Morning, Ms. Yang. The meeting is scheduled at 2 : 00 this afternoon.

Have you made the necessary arrangements?

Ms. Yang : Yes, Mr. Brown. We'll use the conference room on the second floor for the meeting.

Mr. Brown : Everything is ready for the meeting, right?

Ms. Yang : Yes it is. I've arranged some small green plants in the middle of the rectangular table. The minute books, the agenda, paper, pads and pencils have been laid by each person's name card on the table.

Mr. Brown : How about the microphone and speakers ?

Ms. Yang : All ready too.

Mr. Brown : Good. And how was the seating order arranged, Ms. Yang?

Ms. Yang : The order of seating was determined by the name cards that were placed on the conference table where each of the guests should sit.

Mr. Brown : This meeting is very important. Where will the guests gather before the meeting begins?

Ms. Yang : In the reception room on the ground floor. It's spacious enough for all of the guests I believe.

Mr. Brown : We'll have several foreign guests that will also be joining the meeting.

Ms. Yang : I've arranged for an interpreter to be present. But I've heard that they can speak Chinese.

Mr. Brown : Really? Then I'll try to speak slowly.

Ms. Yang : By the way, what time would you like refreshments served, Mr. Brown?

Mr. Brown : Let me think. Immediately after my report, there should be an interval for rest and refreshments.

Ms. Yang : Alright, I understand.

Notes

1. arrange 安排, 准备
2. arrangement 安排, 料理, 筹备
3. rectangular table 长方桌
4. minute book 会议记录本, 备忘录
5. participant 参与者, 参会者
6. spacious 宽敞的; 广阔的
7. I've arranged for an interpreter to be present. 我已经安排了一位翻译员陪同。
8. What time would you like refreshments served? 您希望在什么时候供应点心?

9. refreshment 点心, 饮料

10. interval 间隔, 间距; 幕间(或工间)休息

Task 6 Choose your own answer.

- 1 What color curtains would you use in the conference room? Why?

A. Red.	D. Pink.
B. Light brown.	E. Purple.
C. Black.	F. Yellow.
- 2 Which kind of refreshments do you prefer? Why?

A. Smoked salmon (熏三文鱼).	E. Sushi.
B. Egg tart.	F. Sliced Pineapple.
C. Fresh juice.	G. Freshly brewed coffee (现磨咖啡).
D. Thai shrimp roll (泰式虾春卷).	H. Sesame pancake (芝麻薄饼).



Pattern Drills

Task 7 One-picture description.

Directions: This part is to improve your basic skill for career English. You are required to make a presentation in English according to the related picture given below.



Meeting at the airport

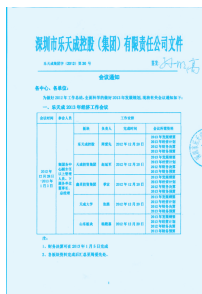
Tips:

接待者在哪里？接待什么人？怎样上前招呼？

Task 8 Four-picture description.

Directions: This part is to improve your skill for career English. You are required to make a presentation in English according to the groups of pictures given below.

to give out a notice	to make an arrangement	green plant
to lead the guest	to make a speech	Welcome



➡ Task 9 Practical drilling.

Directions: In this section, you will be asked to make a business conversation with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Brown is talking with Ms. Yang in the office.

You are Mr. Brown, a manager of the company. You need to:

- ① ask about the number of the meeting attendees;
- ② ask about the meeting room;
- ③ ask about the seating arrangement for the meeting;
- ④ know who will go to the airport to meet the foreign attendees.

You start the conversation...

Cue Card B

Situation: Mr. Brown is talking with Ms. Yang in the office.

You are Ms. Yang, a secretary. You are talking to the manager. You should:

- ① tell him the number of the meeting attendees;
- ② tell him about the preparations done for the meeting room;
- ③ tell him about the arrangements for the meeting;
- ④ tell him who will go to the airport to meet the foreign attendees.

Your partner will start the conversation...



Professional Application

➡ Task 10 Pair work.

Directions: Students work in pairs to finish this task. You pretend to work in the following situation. Student A has different information from Student B. You have to communicate in English to share your information and make the right decision. Student A is also required to report to the whole class and Student B has to answer some questions from the judges or teachers.

For Student A Only

你有各会议室的信息表，而你的搭档有三位经理要开会的需求信息。你需要询问搭档三位经理的需求信息，并依据各场所的情况与搭档沟通为每位经理选择合适的开会场所。

Please read the following information, complete the worksheet with your partner, and give a presentation about your task.

Information

The following information is for the conference rooms.

	Company Meeting room on 5th floor	Company Meeting room on 8th floor	Youyi Hotel	White Swan Hotel	Convention & Exhibition Center
size	6m×9m for 20 people	12m×9m for 50 people	12m×10m for 30 people	20m×10m for 40 people	50m×15m for 60 people
equipment	desk ,laptop, recreational amenities	round table, recreational amenities	round table, recreational amenities	display table	display table
charge	free	free	150 yuan/hour	180 yuan/hour	80 yuan/hour

Worksheet (to be done by yourself)

① Mr. Smith's needs:_____.

Your suggestions for Mr. Smith:

You can have the meeting _____.

② Margaret's needs:_____.

Your suggestions for Margaret:

You can have the meeting _____.

③ Jenny's needs:_____.

Your suggestions for Jenny:

You can have the meeting_____.

For Student B Only

假设你是办公室主任。有三位经理向你叙述了公司需要开会的有关信息，你需要归纳出三位经理的需求信息，并与搭档沟通，根据三位经理的要求，选出合适的开会场所。

Please read the following information, and help Student A to complete the worksheet.

① Mr. Smith: Stockholders meetings are held biannually. Usually the meetings are scheduled for the spring and the fall. Between the meetings, each stockholder receives biannual reports. At this meeting, they will discuss the report. As little money as possible should be spent.

Where should the meeting be held?

② Margaret: I'd like to follow up with making arrangements for our company retreat to take place next month. Lower level employees need not attend. The purpose of this retreat is for training, especially for our management team, so around 20 of our staff will be eligible and should be available to go.

Where should the meeting be held?

③ Jenny: We'll have a sales meeting next month. Scores of businessmen from all over the country will be here to trade with us. We will need a large facility which can be used as an exhibition hall where our products can be shown.

Where should the meeting be held?

➡ Task 11 Self-check.

I have learned:

<input type="checkbox"/> minute book	<input type="checkbox"/> conference room	<input type="checkbox"/> reception desk
<input type="checkbox"/> microphone	<input type="checkbox"/> guide board	<input type="checkbox"/> agenda
<input type="checkbox"/> name card	<input type="checkbox"/> Chairman of the Board	<input type="checkbox"/> laptop
<input type="checkbox"/> speaker	<input type="checkbox"/> Chief Executive Officer (CEO)	

I can:

- ① inform attendees of the meeting;
- ② arrange the meeting;
- ③ receive the attendees;

④ reserve a meeting room.

➡ Task 12 Training program.

实训项目	Topic	商务会议接待
实训内容	Content	接待与会人员
实训目的	Purpose	了解并能灵活运用接待与会人员的常用语
实训场景	Scene	白天鹅酒店
实训步骤	Steps	模拟带与会者进入酒店，并为他们办理入住、介绍会议议程等服务程序



Business Tips

When to shake hands?

Shaking hands is one of the customs that exhibit a good relationship between people. It is necessary to be clear about when to shake hands.

First, when you meet someone for the first time, it's expected to shake hands.

Second, if you meet your friend after a long separation, it is considered cordial to shake hands.

Third, if anyone offers to shake hands with you, you should, of course, shake hands. It would be considered bad manners to refuse.

Last, keep proper handshake etiquette in mind. When two men or two women meet, it is usually the older person who should extend his or her hand first. When a man and a woman meet, it is the woman who should first offer her hand.

Different cultures have different etiquette rules. It is essential to know when to shake hands and when not to.



热情友好



力度七分



男女平等



三秒结束

Unit 3

Business Negotiations

Learning Aims

- * Understand the basic information of business negotiations (商务会谈).
- * Understand the basic negotiation etiquette.
- * Understand the cultural differences in business negotiations.
- * Learn how to:
 - ① welcome and open before the negotiation;
 - ② develop the negotiation;
 - ③ summarize and close the negotiation.



Words Study

Task 1 Match the words with the pictures.

Letter of Credit (L/C)
catalogue

Sales Confirmation (S/C)
price list





Task 2 Fill in the blanks with responses.

Before the negotiation, people always have a small talk to get an atmosphere of friendship. Here are some questions to start with.

1 Did you have a good journey?

_____.

2 How was your flight?

_____.

3 How was your night?

_____.

4 Is this your first visit to Guangzhou?

_____.



Conversation Study

Task 3 Dialogue A.

Read aloud and pay attention to the oral expressions about how to negotiate on price. Answer the questions.

1. What does Mr. Jackson think of last night?
2. What kind of product does Mr. Jackson choose?
3. What is their agreement on price?

Dialogue

Michael Chen: Good morning, Mr. Jackson. On behalf of the Managing Director, I'm very glad to welcome you to Sunrise Tea Corporation.

Jack Jackson: Thank you, Mr. Chen.

Michael Chen: Did you have a good time last night?

Jack Jackson: It was very nice of you to arrange the dinner for us. It was wonderful. I like Chinese food very much, especially the tea time.

Michael Chen: I'm glad you like it. Since we have a full agenda, we'd better get down to business.

Jack Jackson: Yes, you are right.

Michael Chen: I hope we can settle an order through your visit.

Jack Jackson: I think so. I've got your price-list and catalogues. After going over them, we are interested in your Keemun Black Tea, order No. REX324. But we found that your price is too high.

Michael Chen: You must know that the cost of tea has gone up since last year, while our prices of Keemun Black Tea basically remain unchanged. Our Keemun Black Tea has enjoyed great popularity in the world market. Few other brands are superior to ours either in flavor or color. If you take quality into consideration, you will find our price reasonable.

Jack Jackson: But it would be impossible for us to push any sales at such a high price. How about 30% off the listed price?

Michael Chen: Impossible. There won't be too much margin left for us. The best we can do will be a reduction of 10%. This is our rock-bottom price.

Jack Jackson: That still leaves a gap of 20% to be covered. If you insist on your price, we can hardly come to terms.

Michael Chen: Well, may I suggest that we go half way to meet each other?

Jack Jackson: What do you mean?

Michael Chen: I mean we can only make a reduction of 20%. We can't make any further concession.

Jack Jackson: You certainly have a way of talking me into it. All right. Let's call it a deal.

...



Notes

1. Managing Director 总经理
2. arrange 安排
3. get down to business 言归正传，着手办正事
4. settle 解决
5. price-list 价格表
6. catalogue 产品目录
7. Keemun Black Tea 祁门红茶
8. remain 仍然，保持
9. superior (在质量等方面)较好的
10. flavor 香味
11. profit 利润
12. reduction 减少，降低
13. take ... into consideration 考虑到……
14. reasonable 合理的，公道的
15. come to terms 达成协议
16. further 更进一步的
17. concession 让步

➡ Task 4 Re-arrange the order of common stages in business negotiation.

- A. Clarifying position
- B. Agreement
- C. Introductions/Small talk
- D. Bargaining and compromise
- E. Setting negotiation objectives

The correct order:

1. () → 2. () → 3. () → 4. () → 5. ()

➞ **Task 5 Dialogue B.**

Read aloud and check what happen after a short break.

Dialogue

Jack Jackson: When can you ship the goods?

Michael Chen: Shipment is to be made in the middle of December.

Jack Jackson: That'll be too late. We want the goods to arrive in time for Christmas.
Can you deliver the goods before the end of this month?

Michael Chen: Considering this, we'll try our best to advance shipment. But I'm afraid
the earliest shipment we can make is around Nov. 27th.

Jack Jackson: Thank you very much. And how about packing the goods?

Michael Chen: For inside packing we usually suggest nitrogen packs to avoid the odor
and the wet. And we use cartons for transit.

Jack Jackson: I agree with that.

Jack Jackson: Now let's talk about the terms of payment. Would you accept D/P?

Michael Chen: I'm afraid not. It has always been our practice to use L/C.

Jack Jackson: But I think it would be beneficial to both of us to adopt more flexible
payment terms.

Michael Chen: Oh, sorry. But we accept D/P only after several smooth transactions. This
is not the case. Besides, L/C protects the seller as well as the buyer, so
I'm afraid we have to insist on sight L/C payment.

Jack Jackson: OK, I accept it. When should I open the L/C?

Michael Chen: A month before the date of shipment.

Jack Jackson: All right. I'll have L/C opened early next week.

Michael Chen: Sure.

...

Michael Chen: I'll put together a written S/C tomorrow for your signature.

Jack Jackson: That's fine.

Michael Chen: I hope this will be a good beginning of our business in the future.

Jack Jackson: See you tomorrow. Goodbye.

Michael Chen: See you and thanks for your coming.

Notes

1. shipment 装运, 交货
2. deliver 递送
3. consider 考虑
4. advance 将……提前
5. packing 包装
6. nitrogen pack 充氮包装
7. avoid 避免
8. odor 气味
9. carton 纸箱
10. transit 运输
11. terms of payment 支付条款
12. D/P 付款交单
13. practice 惯例
14. beneficial 有利的
15. L/C 信用证, letter of credit 的缩写
16. adopt 采用
17. flexible 灵活的
18. transaction 交易
19. S/C 销售合同, sales contract 或 sales confirmation 的缩写
20. signature 签名

Task 6 Case study.

Look at the following situation and discuss why each misunderstanding happens.

- ① When Tom Jackson from the USA first met Chen Xin from mainland China, he was embarrassed to be asked “how old are you?”
- ② Herr Heiko Grosshoff from Germany got upset when Peter Torres from the USA kept calling him Heiko. He was so angry that he finished the negotiation early.
- ③ Jose Garcia from Argentina knew his Korean business partner Kim Song very

well. When he met her again for negotiation, he gave her a hug and kissed her on the cheek. She was terribly embarrassed.

4 Kapil Kumar from India arrived for a 3 p.m. negotiation at 3: 20. Jenny Killer from the USA was on time and was annoyed. The negotiation was due to end at 5 p.m. and she insisted on ending the meeting at 5 p.m. and Kapil Kumar was upset about that.



Pattern Drills

Task 7 One-picture description.

Directions: This part is to improve your basic skill for career English. You are required to make a presentation in English according to the related picture given below.



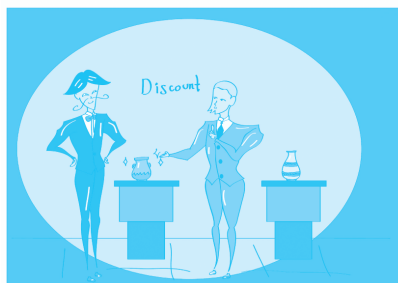
Tips:

Do you have some dressing tips for man and woman during the negotiation? (shirt, suit, tie, sock, shoes...)

Task 8 Four-picture description.

Directions: This part is to improve your skill for career English. You are required to make a presentation in English according to the groups of pictures given below. Using the following words and expressions to help you.

trade fair	latest design	enjoy great popularity
give discount	call it a deal	



Task 9 Practical drilling.

Directions: In this section, you will be asked to make a business conversation with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Wang and Mr. Hill are negotiating for the clauses of coffee machine. Prepare your role and make a satisfactory scenario concerning this situation.

You are Mr. Wang, sales manager of Ever Green Export Co. Ltd. You need to bear the following items in mind.

- ① You have offered a variety of coffee machines.
 - ② Your price for No. PX211 is \$20/set, CIF San Francisco.
 - ③ You do not normally offer discount, as No. PX211 is the latest design, and the cost of production has risen a great deal in recent years.
 - ④ You are willing to give some discounts if necessary: 10% discount for 1000 sets, and 5% discount for 800 sets.
- You start the conversation...

Cue Card B

Situation: Mr. Wang and Mr. Hill are negotiating for the clauses of coffee machine. Prepare your role and make a satisfactory scenario concerning this situation.

You are Mr. Hill, purchasing manager of Summer Tree Import Co. Ltd. You need to bear the following items in mind.

- ① You inquire about the price of order No. PX211, CIF San Francisco.
 - ② You want 20% discounts.
 - ③ You have received lower offers from other companies.
 - ④ If their price could be cut down by \$2/set, you are willing to purchase 1000 sets.
- Your partner will start the conversation...



Professional Application

➔ Task 10 Pair work.

Directions: Students work in pairs to finish this task, role-playing in the following situation. Student A and B are assigned different information cards. They have to communicate in English to share their information and make the right decision. Student A is required to report to the whole class and Student B has to answer some questions from the judges or teachers.

For Student A Only

假设你是一家服装进口贸易公司的采购经理，你需要采购一批新的服装。你的手上有所需采购物品的相关信息，你的搭档手上有三家供应商的相关信息。你需与搭档沟通并共同选出一家满足所有需求的最佳供货商。

Please read the following information, complete the worksheet with your partner, and give a presentation about your task.

Our company wants to find a supplier for jeans. The criteria under consideration are as follows.

First of all, we hope the supplier can offer us attractive price because our order quantity is more than 1000 pairs.

Secondly, it is essential that the supplier should be able to guarantee that its products can meet the EU standards.

Thirdly, we hope that the supplier can provide us with the delivery according to our needs.

Fourthly, our jeans must be hot-sale products among the young.

Section 1: Read the information and fill in the following form.

Product	_____	
Criteria	Price	_____ price
	Quantity	_____ pairs
	Quality	Meet _____
	Delivery	According to _____
	Style	Hot sale among _____

Section 2: Communicate with Student B and complete the following form.

	Consort Trading	Samokovska	Namlong Sportswear
Price	_____yuan	_____yuan	_____ yuan
Quality			
Delivery			
Suitable people			

Section 3: Discuss with student B and make a decision.

Which supplier do you choose for the company?

Consort Trading ☐

Samokovska ☐

Namlong Sportswear ☐

For Student B Only

假设你是一家服装进口贸易公司的采购经理助理，你所在公司需要采购一批新的服装。现在你有三大供应商的资料，你的搭档有你们公司采购的要求。你需要询问搭档相关信息，并依据采购要求与供应商特点为公司选择最佳的供应商。

Please read the following information, and help your partner to complete the worksheet.

A. Consort Trading

We are good at designing jeans. Our jeans are suitable for people of all ages, especially for the young people. The price is 100 yuan every pair, and we can give 20% discount if your order quantity is more than 1000 pairs. We cannot make sure that every product can meet the EU standards. We will send the products to you as soon as possible.

B. Samokovska

We produce high-quality jeans which can meet the EU standards. The price is 90 yuan. We can offer you 10% discount if you order more than 1000 pairs. We will deliver our products to you timely.

C. Namlong Sportswear

We produce jeans of EU standards especially for the youth. The price is 120 yuan. 30 percent discount will be given if there are more than 1000 pairs ordered. Our delivery is efficient because it can meet customers' needs.

Worksheet

Criterion of the product:

- ① Price_____
- ② Quality_____
- ③ Delivery_____
- ④ Style_____
- ⑤ Your suggestion for the company:

We can choose_____.

⇒ Task 11 Self-check.

I have learned:

<input type="checkbox"/> L/C	<input type="checkbox"/> S/C	<input type="checkbox"/> price list
<input type="checkbox"/> catalogue	<input type="checkbox"/> discount	<input type="checkbox"/> terms of payment
<input type="checkbox"/> packing	<input type="checkbox"/> shipment	

I can:

- ① have a small talk with business clients;
- ② convince business clients to accept the price;
- ③ give a discount;
- ④ summarize and close the negotiation.

⇒ Task 12 Training program.

实训项目	Topic	商务会谈
实训内容	Content	与客户进行商务会谈
实训目的	Purpose	了解并能灵活运用商务会谈的常用语
实训场景	Scene	公司会议室
实训步骤	Steps	模拟与客户进行简单会前交谈，与客户进行会谈，会谈结束的程序

**Business Tips****Task-Oriented and People-Oriented Negotiation**

Generally, negotiations can be classified into two categories when the way in which negotiations take place is considered. The first kind is task-oriented or achievement-oriented. In this kind of negotiation, people do not waste time with the social niceties, and want to get down to business. Another way of classifying this type of approach is to say that it is very specific. People who adopt this approach tend to focus hard on specific issues — this should mean that time is saved and objectives reached most effectively. However, there is always a danger that the larger picture may be missed and that personal issues can be ignored. And these personal issues may be the ones, which make or break the deal! People in America normally take this approach.

Another kind of negotiation is more people-oriented. In this respect, people reinforce gender stereotypes from which we expect women to be more aware of people's feelings. Negotiators will give time to some small talk before the meeting starts because they believe this will improve communication and lay the basis for possible future relationships. Another way of looking at this is to call it diffuse. A diffuse approach to business will place great importance on all the events, which surround the actual discussion of the deal, for example, a lunch together, social conversations on the way to the airport, or a chance to meet your partner's family. People in the Far East, such as Chinese and Japanese prefer this approach.

In business, you don't get what you deserve, you get what you negotiate.

— Chester Karrass, Negotiation expert