

DESCRIBING COMPANIES, GOODS & SERVICES



Look at this website:

<https://www.eataly.co.uk/>

Where is Eataly based?

What products and services does Eataly provide?

3B TALKING ABOUT YOUR COMPANY

1 Work with a partner. Think of a company in your region or country. How much do you know about it? Make a list of facts about the company.

2 Read these descriptions of some companies. Complete their names.

- This company **provides** many different Internet services including news, online shopping, and email. Most of its **sales** come from advertising on its website. Its head office is in Sunnyvale, California. **Y** _____
- This company **produces** tyres for cars and other vehicles. It is **based** in France, but it has more than 125,000 **employees** all over the world. It is also well known for its red and green travel guides. **M** _____
- This northern European company operates in the retail market. It **specializes** in low-price products, including furniture, bathrooms, and kitchens. **I** _____
- It's a **subsidiary** of the European Aeronautic Defence and Space Company (EADS). The company makes planes for the commercial aircraft market, where its main **competitor** is Boeing. **A** _____
- This company makes many different electrical and electronic products, such as TVs, computers, and mobile phones. It is South Korea's largest company and exporter. **S** _____

3 Complete these sentences with a form of the words in **bold** in 2.

- Some companies make or _____ goods.
- Other companies _____ or offer services.
- If you _____ in a particular product or service, it's your main activity.
- If you work for a company, you are an _____.
- If your head office is in a particular city, your company is _____ there.
- If you work in a _____, your company is part of a bigger group.
- If you sell a lot of products, your _____ are very good.
- If another company operates in the same market as you, it is your _____.

4 Work with a partner. Make sentences using the words in the table.

Gazprom	produces / makes ...
Pirelli	specializes in ...
AOL	operates in ...
Mitsubishi	provides / offers ...
Volkswagen	sells ...
UNICEF	's competitors are ...

5 **A▶ 3.1** An employee is talking about her company. Listen and complete the information in the table.



Name of company	Besam
Products	¹ A _____ ² d _____ mechanisms: locks and ³ s _____ systems
Group	Assa Abloy
Nationality	⁴ S _____
Number of employees	⁵ _____,000
Sales	€ ⁶ _____ billion
Number of subsidiaries	⁷ _____ in 40 countries
Other information	Main ⁸ c _____ are the Eastern Company, Ingersoll Rand, and Master Lock

6 Work with a partner. Talk about Besam, using some or all of these phrases and the information in 5.

It's a(n) ... company
 It's a subsidiary of ...
 Its head office is ...
 It makes / produces ...
 It provides / offers ...
 It has ... employees
 It operates in ...
 It is based in ...
 It specializes in ...
 Its main competitors are ...
 It has sales of ...

7 Work with a partner. Take turns describing a well-known company using the phrases in 6. Don't tell your partner which company you are describing. Your partner must guess.

3E TALKING ABOUT PRODUCTS

1 What new products can you buy at the moment? Think about the following areas.

- electronic gadgets
- food and drink
- health and beauty

2 Write the names of your favourite brands for the products or services below. Then discuss the reasons you prefer them.

- shoes _____
- mobile phone _____
- coffee _____
- airline _____

3 Do you often try new products or do you usually keep to one brand?

4 Look at texts 1–4, which describe four new products. Match the texts to pictures a–d.



1 A **well-designed** piece of office furniture. Comes with **user-friendly** assembly instructions.

2 A simple and **functional** item. Frequent travellers like it as it is **compact** and can fit easily into a washbag or overnight bag.

3 Travel in style with this brand new **stylish** and **attractive**, yet **practical**, item.

4 If you haven't already made the switch, do it now, if only because it's more **economical**.

5 Match 1–8 below to definitions a–h.

- | | |
|-----------------|-----------------------------------|
| 1 practical | a costs less to run |
| 2 economical | b easy to use |
| 3 attractive | c fashionable and good to look at |
| 4 functional | d useful |
| 5 stylish | e small |
| 6 user-friendly | f useful with little decoration |
| 7 well-designed | g beautiful |
| 8 compact | h planned and made well |

6 Complete these sentences with words in **bold** from the texts in 4.

- Our carpooling system is much cheaper for the staff. It's more _____.
- Our new car is much easier to park. It's very _____ for driving in the city centre.
- The new reception area looks more modern. It's quite _____.
- They took a long time planning the new model. It's very _____.
- The new office furniture is exactly what we needed. It's very _____.
- The operating system on my computer is easy to use. It's very _____.
- Jack's new PDA fits in his pocket. It's quite _____.
- I really like our new uniforms. They're really _____.

7 Work with a partner. Take turns to describe different products you have or use, for example, your mobile phone, car, coat, bag, or PC.

Example:

My car wasn't cheap, but it is very economical because it doesn't use much petrol.

8 Work in a small group. Imagine your company is launching a new product. Decide what the product is, then prepare a short presentation about it. Present the product to your class, using the ideas below to help you.

- product or service brand
- product or service development
- description of the product or service

3F TALKING ABOUT SERVICES

1 Work with a partner. Discuss these questions.

- 1 What services do you use regularly? Make a list.
- 2 What do you like about them?
- 3 What makes services good or bad?

2 Read these website reviews.

- 1 Which of the extracts is about a website for
 - a bank?
 - a newspaper?
 - an online travel agency?
- 2 Would you be interested in these services? Why? / Why not?

a

Instead of continuously visiting websites to see if there are new articles and updates, you can have them delivered directly to you. Its user-friendly service gives you access to all the most up-to-date and accurate news and information on the web.

b

This service is free and gives you immediate access to your accounts when it's convenient for you. The system also protects your personal financial information and ensures that you stay secure.

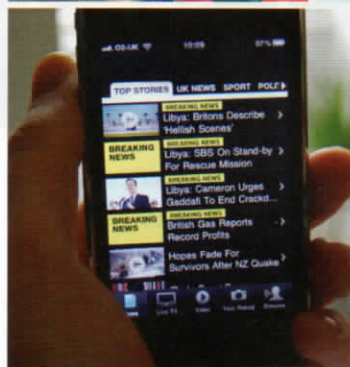
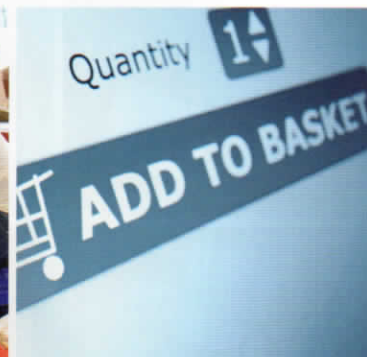
c

This system is really time-saving and efficient, because consumers can combine multiple flights, hotel bookings, car rentals, and local activities all from just one website. Users can customize their bookings to fit their needs and there are many discounts and special prices, so it's really cost-effective.

3 **A▶3.4** Listen to three speakers. Which website in **2** would they be interested in?

4 Underline the adjectives in the reviews in **2** that would attract the three speakers.

5 Work with a partner. Which of the adjectives you underlined in the texts in **2** might describe these services? Do you use services like these?



6 **A▶3.5** Listen to four people talking about a service from **5**.

- 1 Which service is each person talking about?
- 2 How does the service make their life easier or what does it allow them to do?

7 Work with a partner. Make sentences using the words in this table.

Example:

Search engines allow people to find relevant websites.

Search engines	help	me	infinitive (with to)
Telecommunication	allow	you	
Financial advisers	make it	companies	
Call centres	easier for	organizations	
Consultants	let	people	verb (without to)
Legal services		the world	

8 Work with a partner. Look back to the list you made for **1**. Can you add any more services to it? They might be financial, travel, legal, or medical. Tell your partner about the benefits of these services.

Example:

My financial adviser helps me to plan my future. Booking tickets online is really efficient and more cost-effective than using a travel agent.

COMPANY PROFILES

What is a Company Profile?

Your company profile is a professional introduction. It aims to inform people (primarily prospective buyers and stakeholders) about your products, services, and current status.

What should be included in a Company Profile Presentation?

Your company's profile is like a résumé, outlining its greatest achievements, goals, and potential. It should include all the data prospective clients and customers need to know.

<https://www.impactbnd.com/blog/examples-of-company-profile-pages>

See how real companies devise effective websites by clicking on the various links (Zappos, Google, Starbucks etc.).

How to Write a Company Profile

1. The Title Slide

The first slide of your company profile presentation should contain all the basic company information. To determine what these elements are, just ask yourself what you would want to know about a potential client. Things like: Company name, Address, Phone Number, Website, Email etc.

2.The Overview

The next slide should outline the company's goals and objectives. First, describe the big picture. Then describe the actionable steps in front of you. What are the things you've decided to achieve in the coming year?

Be Chronological. Tell a story. An effective company profile presentation is usually sequential. When people look at your company overview, they expect the information to be set out in chronological order.

3. Products and Services

Next, you should introduce your Products and/or Services. Describe a few problems that the audience can relate to. Make sure you introduce every single feature of your product and/or service from the perspective of the consumer. First, talk about a

problem, then introduce the feature of your products and services that solves that problem.

Be interactive. Your vision and mission are important but the best way to make them come true is to give your audience a voice and listen to what they have to say.

Time your speech so that there's room for questions afterwards but ask the most important questions yourself during the presentation to see if someone in the audience can answer them.

So, before you offer the solution to a problem, ask your audience to tell you how they would solve it. You can even introduce key features as questions. This gives your audience a chance to think of possible solutions before you give them yours.

4. Introduce the Team

If you want your company to seem trustworthy, it must be unified. So, talk about your team members and how they're a part of your vision. Mention how they fit into the bigger picture, and how they helped you to see it in the first place.

You can either dedicate a whole slide to listing your team members or briefly show your team in a group picture on a slide while you talk about it. This fosters a sense of collaboration.

5. The Ending Slide

The last slide of your company profile presentation should always be a Call to Action (CTA).

Be specific. Tell the audience everything you need from them. For example, the type of investment you need and the return they can expect.

A Call to Action is now standard practice for the ending of business presentations. Be honest about what you want the audience to do. Persuade them to take those actions by daring them to do so. Promise them they will see the results for themselves.

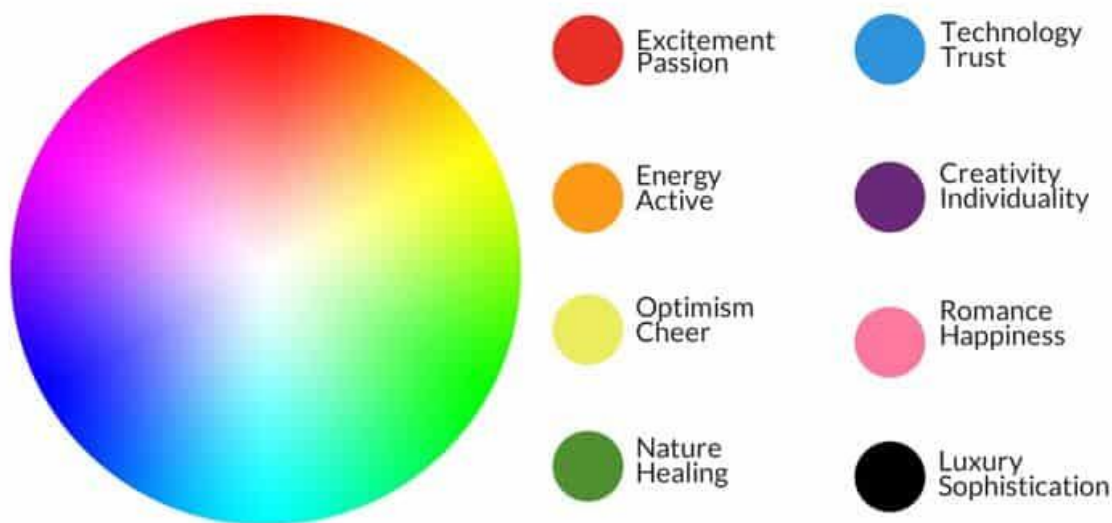
PRESENTATION

Find the Right Templates

When it comes to choosing the right company overview templates, you can't go wrong with a standard format. Since your presentation is going to be chronological, every template is going to have the same elements in the same order.

Picking the right template for your Company Profile Presentation entails capturing the branding. Do not use too many colours. If you want to be unique, your brand should stand out. So, pick a few shades that people start associating with your brand.

Use the psychology of colour to determine the best shades for your brand, and pay attention to what the others are doing.



Now You're Ready to Present Your Company

As you can see, Company Profile Presentations are not difficult. Make sure you know what you're selling, and be honest about it. Talk about all the problems that exist before you start mentioning the features you're solving them with. Stick to those problems long enough in order for them to start resonating with the audience. Then, introduce your solutions, step-by-step, with questions and stories. Use the power of colour psychology to choose the right look for your company overview template and branding. Don't forget to include the rest of your team. And don't forget to be specific and honest in your call to action. Tell the audience what you really need – they'll appreciate the honesty. After that, kindly invite or dare them to take the action, and become part of your company's journey.

6) DIRECT QUESTIONS & INDIRECT QUESTIONS

6a) **Direct questions** require the interrogative form of the verb.

When does the train leave ?

Where is the stapler ?

Why is the delivery late ?

Is the office open on Saturdays ?

Has the flight been cancelled ?

How much is the ticket ?

6b) In **indirect questions**, however, the main clause is in the affirmative form. They sound more polite, especially in business communication, and follow the phrases or prefixes shown below.

Could you tell me when the train leaves ?

Have you any idea where the stapler is ?

I was wondering if you could tell me why the delivery is late.

Do you know if the office is open on Saturdays ?

Do you think the flight has been cancelled ?

I'd like to know how much the product costs.

Is it OK if I call you back in ten minutes ?

6c) How to construct **indirect questions**.

PREFIX	QUESTION WORD, 'IF' OR 'WHETHER'	MAIN CLAUSE IN THE AFFIRMATIVE FORM
Could you tell me	whether	he'll be back soon ?
Do you know	if	she got my message ?
Have you any idea	where	she's gone ?
Can you tell me	what	his number is ?
Is it OK	if	I use your phone ?
I'd like to know	when	the meeting will take place.
I was wondering	whether	I could pay by credit card.

NB. We use 'if' or 'whether' in indirect questions when there isn't a question word.

In indirect questions, 'if' and 'whether' are interchangeable.

We don't use 'if' or 'whether' after 'Do you think...?'

6d) Now change these **direct questions** into **indirect questions**.

i) Can you call me a taxi ?

.....

ii) Do you accept payment in cash ?

.....

iii) What time does your showroom close ?

.....

iv) Why is the train late ?

.....

v) Will Ms Smith be in the office today ?

.....

vi) What sort of discount can you offer us ?

.....

vii) Where is Mr Jones ?

.....

viii) Can I call you tomorrow evening ?

.....

ix) Is this photocopier available in black ?

.....

x) When is the next trade fair ?

.....

7) WRITING ACTIVITY

7a) You are Bianca Scarpetta. You work for the footwear company Scarpe Diem and you want to export your shoes, boots, sandals and trainers from your factory in the Marche to the USA. You are trying to organize a meeting with Sue Horn at her office in New York sometime next week. Write her an email confirming the date of your visit to New York and telling her when you will arrive at the airport. Then ask her when and where the meeting will take place and which products she is particularly interested in. Finally, invite her to have dinner with you that evening at a restaurant you know in Little Italy (you should specify which one and explain why it is such a good place to eat).

7b) You are Sue Horn. Write Bianca Scarpetta an email (i) thanking her for her message, (ii) explaining when and where the meeting will take place and (iii) specifying which products you are particularly interested in. Finally, accept her invitation to have dinner together and suggest something you could do together afterwards.

GRAMMAR REFERENCE

Direct and indirect questions

Form

We use a question word (e.g. *what, when, how*) + auxiliary verb (e.g. *be, do, can*) + subject + verb to form direct questions.

What are you doing tomorrow?

When did she arrive? How can he get there?

Yes/No direct questions

For a direct question which needs a 'yes' or 'no' answer, we just use an auxiliary verb at the beginning.

Are you free tomorrow? Did she arrive on time?

Can he get there?

We use the following phrases before indirect questions.

I'd like to know/ask ... Do you know ...

Can/Could you/anyone tell me ... I was wondering ...

Do you have any idea ... Would you mind telling me ...

Use a question word after each indirect question phrase, but use the same word order as an affirmative sentence and don't use an auxiliary verb.

Direct question	Indirect question
<i>What time does the train leave?</i>	<i>I'd like to know what time the train leaves.</i>
<i>How often do trains to London leave?</i>	<i>Do you know how often trains to London leave?</i>

Yes/No indirect questions

For an indirect question which needs a 'yes' or 'no' answer, use an *if* statement after each phrase.

A I was wondering if this train goes to London?

B Yes, it does.

A Do you know if it leaves at three?

B No, it doesn't. It leaves at four.

Writing indirect questions

Some indirect questions need a question mark and some just need a full stop. If the phrase starts with a question word, use a question mark. If the phrase is a statement, use a full stop.

Do you know how often trains to London leave?

I'd like to know what time the train leaves.

Use

- We use indirect questions instead of direct questions to sound more formal, polite and less direct.

I was wondering if you could meet me at 3.00?

Can you meet me at 3.00? (more direct)

- We use indirect questions at the beginning of an enquiry followed by a series of direct questions.

A Can you tell me how much it costs to send a package to the USA?

B It depends on the size.

A How much does a five kilo box cost?

- Put the words in the correct order to make direct or indirect questions.

1 was / if / could / I / order / an / place / I / wondering

I was wondering if I could place an order ?

2 much / a / does / it / magazine / cost / how / to / send

_____ ?

3 idea / do / you / how / any / it / long / have / takes

_____ ?

4 would / mind / arrived / if / a / telling / me / has / package / you

_____ ?

5 has / visitor / yet / my / arrived

_____ ?

6 tell / the / where / is / me / could / post / anyone / office

_____ ?

7 do / for / you / a / if / know / left / message / they / me

_____ ?

8 will / my / what / arrive / day / order

_____ ?

- Complete the indirect questions so that they have the same meaning as the direct questions.

1 What would you like to drink?

I was wondering what you'd like to drink .

2 Why didn't you call to say you'd be late?

I'd like to know _____ .

3 Where is the next conference?

Could you tell me _____ ?

4 Which flight is Mr Stoppard on?

Do you have any idea _____ ?

5 Are they arriving tonight?

Do you know _____ ?

6 How often does the bus come?

Would you mind telling me _____ ?

Unit 9 | Language at work, exercise 7

Student A

Think about what questions you might need to ask to get the information you need. (Use a mix of indirect and direct questions).

Call 1:

You work for a shipping company. Use this information to answer your partner's questions about a shipment from Singapore to New York.

Size of containers	Price	Time for shipment
67 cubic metres	£5,000	6 weeks (approximately)
33 cubic metres	£3,500	

Warehouse storage: First seven days free. After that, minimum of \$100 a week (depending on size of order).

Note: For insurance enquiries, please contact our agent on 0044 235 4756.

Call 2:

You want to transport some handmade goods from Istanbul to London by road. Call the transport company for a quote. Find out about:

- price for up to 1,000 kilos
- delivery time
- any additional costs
- warehouse storage for two days
- insurance for goods

Unit 9 | Business communication, exercise 5

Student A

Take turns to role-play two situations on the phone. In one situation you will be a customer, and in the other situation a call handler. In each situation you will have two conversations.

Situation 1

Conversation 1

You are the customer. You work for an oil company.

- Call the supplier (S1 Engineering).
- Give your account number HK568 and order two drill pieces.

Conversation 2

You urgently need the pieces you ordered five days ago. You are very unhappy with the delay.

- Call S1 Engineering again. Explain the problem.
- Give your account/order details again.
- Ask for a solution.

Situation 2

Conversation 1

You are a call handler for Haddows Trading, a fashion distributor.

- Answer the call from a customer.
- Ask for the account number and details of the order.
- Give this order reference: HTGS899.

Conversation 2

You receive another call from the customer two days later.

- Answer the call.
- Ask for the account details and order reference. Find out what the problem is.
- Invent an excuse and explanation.
- Promise to send a delivery van with the order today at no extra charge.

Unit 9 | Business communication, exercise 5

Student B

Take turns to role-play two situations on the phone. In one situation you will be a customer, and in the other situation a call handler. In each situation you will have two conversations.

Situation 1

Conversation 1

You work for S1 Engineering, a company which provides spare parts for the oil industry. A customer calls you to place an order.

- Answer the call.
- Ask for the account number and details of the order.
- Give this order reference: 965/LQ and say goodbye.

Conversation 2

Five days later you receive another call from the customer.

- Answer the call.
- Ask for the account details and order reference.
- Explain that the order was delayed by two days because of a strike.
- Tell the customer the order will arrive later this afternoon.

Situation 2

Conversation 1

You are a customer from the fashion trade.

- Call the supplier (Haddows Trading, a fashion distributor).
- Give your account number VX890 and order 15 green skirts.

Conversation 2

You have just received the order from Haddows Trading. Unfortunately it contained 50 green shirts. You are very unhappy.

- Call and complain.
- Ask for a solution.
- Agree and say goodbye.

EF 7: LUCY IN THE OFFICE

1) Who would Lucy like to speak to on the phone ?

2) When did Lucy place her order ?

3) What is the order number ?

4) What is the problem with the order ?

5) How many shipments are there ?

6) Where is the second shipment ?

7) What does Lucy need to know ?

8) What is Lucy's mobile phone number ?

2) PHONE CALLS: The Conventional Order Of Steps (Harper 2006)

Step 1: SALUTATION / IDENTIFICATION:

Person Called

"Hello. Universal Exports. Can I help you ?"

"Hello. 0569 821347."

Step 2: INTRODUCTION; ASKING FOR / CONFIRMING IDENTIFICATION:

Person Calling

"Hello. This is Mike Savage. Could I speak to the manager, please ?"

"Hello. This is Mike Savage. Who is speaking, please ?"

"Hello. Is that the Personnel department ?"

"Oh, I'm sorry. I've got the wrong number."

Step 3: GETTING THROUGH TO THE RIGHT PERSON:

Person Called

"If you hold on, I'll put you through to Mr X."

"If you bear with me, I'll just put you through to Mr X."

"I'm afraid the line's engaged. Could you hold on, please."

"I'm afraid Mr X is away / isn't in. Can I take message ?"

"I'm afraid Mr X is busy. Shall I get him to call you back ?"

"I'm afraid Mr X is busy. Could you call back later, please ?"

"I'm afraid you've got the wrong number."

Step 4: EXPOSITION: (Explain the situation. State the main facts and all relevant information)

Person Calling

"Hello ? It's about your order. I'm afraid it's been delayed."

"It's about..."

"I'm calling about..." "I'm calling to ask you..." "I'm calling to let you know that..."

"I'm afraid there's been a mix up / a slip up / a mistake / an error / a misunderstanding."

"I'm afraid there's a problem with..."

Step 5: REQUIREMENTS: (Explain what you want the other person to do)

Person Calling / Person Called

"I was wondering if you could tell me..." "Would it be possible to...?" "Could you possibly...?"

"If possible, I'd like..." "I would like ..." "Would you..." "Could I/you/it..." "Can I/you/it..."

Step 6: CONFIRMATION: (Summarize what has been agreed)

Person Called / Person Calling

"So, our Export Manager will send you a quotation later this week."

"OK, then. I will contact our Production department and try to bring forward the delivery."

"Right, I will call you back as soon as I have spoken to..."

Step 7: CONVENTIONAL ENDING:

Person Called

"Thank you for calling."

"Thank you very much. Goodbye."

"Goodbye, then."

"Bye, Sue."

Person Calling

"Not at all. Goodbye."

"Goodbye."

"Goodbye."

"Bye."

QUICK REVIEW ●●●

Write four phone numbers you know. Work in pairs. Take turns to say them to your partner once only. Write your partner's numbers. Check the numbers.

I'll get back to you

- 1 Emily is at work. Look at 1-3 and answer the questions.
- What is Chris Morris's job?
 - What kind of play is *Say Cheese!*?
 - What is the postcode of Morris Computers?
 - In which month is the conference?
 - How many phone calls does Emily want to make?
 - What is Chris Morris's email address?
 - Who are the actors in *Say Cheese!*?
 - Is Katrina a friend or a customer, do you think?

Help with Listening Phone messages

- 2 a) R9.12 Listen to these phone messages. Fill in the gaps with these words.

voicemail person choose
back message press try

- Hello, this is Alan Wick's voicemail.
- If you leave a message, I'll get to you.
- I'm sorry, but the you called is not available.
- Please leave your after the tone.
- Please one of the following three options.
- For any other enquiries, three.
- Please later.

- b) R9.13 Listen to four messages. For each message, do you:

- hang up?
- leave a message?
- press a number on the phone?

- 3 a) R9.14 Listen and answer these questions.

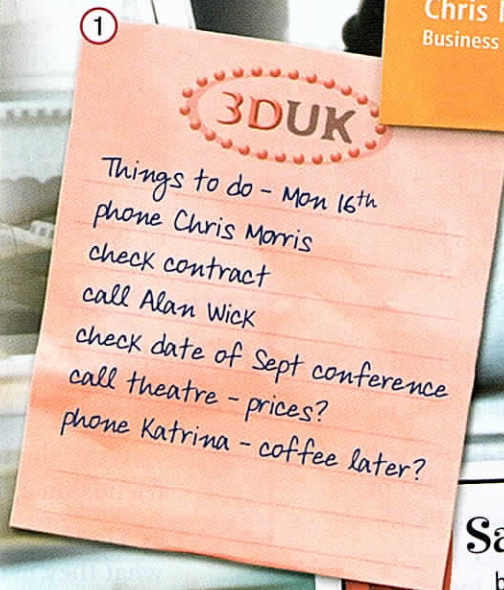
- When does Emily want to:
 - meet Alan Wick?
 - meet Katrina?
 - go to the theatre?
- How much are the theatre tickets?

- b) Look at R9.14, p155. Listen again and check your answers.

Real World phone messages; talking on the phone

Help with Listening phone messages

Review can for requests and possibility; suggestions



Say Cheese!

by Michael Hutton
starring

Jenny Ross and Brian Winter

"This year's best comedy!"

The Manchester News

The King's Theatre, Manchester

Box office: 0800 411 411

Real World Talking on the phone



Can I call you back?

- 4 a) Read conversations 1 and 2. Match them to photos A and B.

b) R9.15 Listen and choose the phrases the people say.

1

TIM Hello, 3DUK. Can I help you?
 KATRINA Hello. *I want to/ can I* speak to Emily, please?
 TIM *Hold on/Stop* a moment, I'll get her.
 EMILY Hello. Emily Wise.
 KATRINA Hi. *It's/I'm* Katrina. I *got/had* your message.
 EMILY Good. Shall we go for a coffee after work?
 KATRINA Sure. Is six o'clock OK?
 EMILY Yes. Let's meet at Café Uno.
 KATRINA OK. See you there at six. Bye.

2

EMILY Hello, *is that/are you* Chris Morris?
 CHRIS *Speaking./I am*.
 EMILY *This is/I'm* Emily Wise, from 3DUK.
 CHRIS Hello, Emily. Look, I'm in a meeting now. Can I call you *back/again*?
 EMILY Of course. If it's after five, call me *on/by* my mobile.
 CHRIS Right. *I'll call/I'm calling* you later.
 EMILY Thanks a lot. Bye.

c) Listen again and check.

d) Work in pairs. Answer these questions.

- Which conversation is a:
a) business call? b) call between friends?
- In which conversation do they plan to:
a) meet? b) talk later?
- Who:
a) is in a meeting? b) works with Emily at 3DUK?

- 5 a) Write these headings in the correct places a)–d) in the table.

other useful phrases	calling people back
saying who you are	asking to speak to people

a)	b)
Hello, can I speak to (Emily), please? Hello, is that (Chris Morris)?	This is (Emily Wise), from (3DUK). It's (Katrina). Speaking.
c)	d) other useful phrases
Can I call you back? I'll call you later. Can you call me back?	I got your message. Call me on my mobile. Hold on a moment, I'll get him/her.

b) Check in **RW9.1** p141.

- 6 R9.16 P Listen and practise the sentences in 5a).

Hello, can I speak to Emily, please?

- 7 a) Katrina is making some phone calls. Fill in the gaps with parts of the phrases from 5a).

1

KATRINA Hello, ¹ *is that*. Simon Dale?
 SIMON Speaking.
 KATRINA Hi, Simon. ² Katrina Clark.
 SIMON Oh, hello, Katrina. Look, I can't talk right now. ³ you back?
 KATRINA Yes, of course. ⁴ my mobile.
 SIMON Right. I'll ⁵ later. Bye.

2

KATRINA Hi, Veronica. ⁶ Katrina.
 VERONICA Hi, Katrina. How are you?
 KATRINA I'm fine, thanks. ⁷ to Rob, please?
 VERONICA ⁸ a moment, I'll get him.
 ROB Hello, Katrina. I ⁹ your message. Let's meet at 8.30 outside the cinema.
 KATRINA OK, see you then. Bye.

b) R9.17 Listen and check.

- 8 a) Work in pairs. Write a phone conversation.

b) Swap conversations with another pair. Practise the new conversation in your pairs. Then role-play it for the pair who wrote it.

- 9 Work in pairs. Student A → p111.
 Student B → p119. Follow the instructions.

BUSINESS: I Apologize for the Inconvenience

VOCABULARY

“off the top of my head”

“...are on their way”

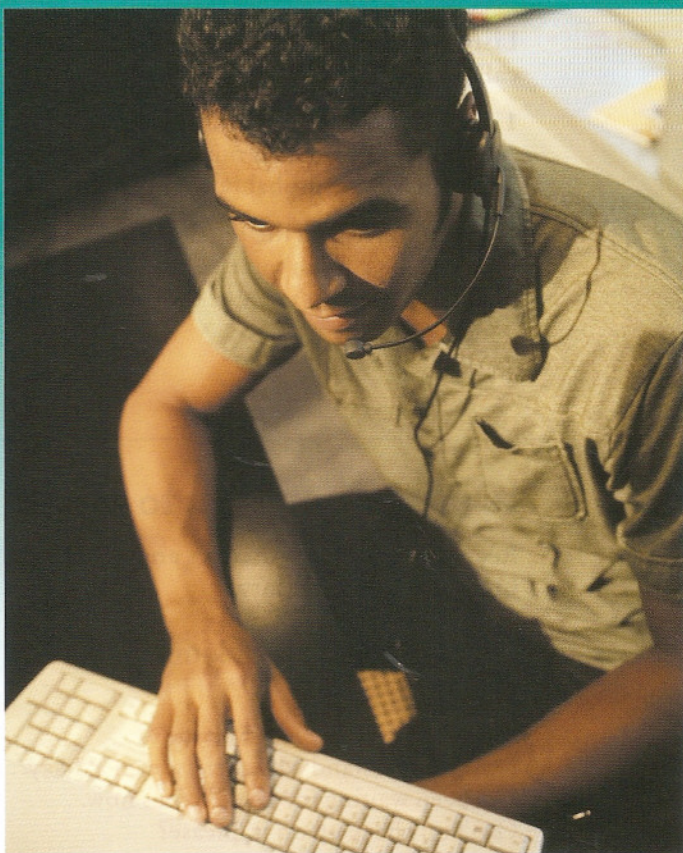
“shortly”

COMPREHENSION QUESTIONS:

- 1) Who has complained ?
- 2) What is her room number ?
- 3) What has she complained about ?
- 4) What does Miss Adams promise to do about it ?
- 5) What else is wrong with the room ?
- 6) What does Miss Adams promise to do about it ?

NB. When handling complaints (i) Say, “I’m sorry to hear that.” (ii) invite the caller to explain what has happened (do NOT interrupt them); (iii) express sympathy; (iv) accept responsibility (if appropriate); (v) apologize (if appropriate); (vi) promise action.

7 What's the problem?



Listening

Task 1



Listen to two phone conversations and take notes on the message pads.

1

Caller
Address
Notes
Penta Magazines

2

City Pizzas

Caller _____

Order no: 10964/32 (Monday 17 July)
_____ pizzas

Delivery: 21 July, 12.30,
Downtown Studio

Notes

Task 2



Listen to the calls in Task 1 again. Decide if the statements about the calls are true (T) or false (F).

- 1 The customer adviser checks the caller's postcode. T/F
- 2 The magazine comes out every month. T/F
- 3 The magazine probably got lost in the post. T/F
- 4 The caller hoped the missing pizzas were about to arrive. T/F
- 5 The caller couldn't understand how the mistake had been made. T/F
- 6 City Pizzas won't charge the caller for the total number of pizzas delivered. T/F

You will find the tapescript on page 101.

What to say – what to expect

Read these useful sentences and make sure you understand them. Use a dictionary to help you if necessary.

Checking up on problems

Person calling

I still haven't received the order.
I can't understand why there's been a delay.
I've been waiting for seven weeks now.
Can you check up on it, please?

Person called

What seems to be the trouble?
Let me check the records.
It's obviously our mistake.
I'm very sorry about that.



Task 3

Complete the sentences with words from the list below. Use each word once only.

- 1 I'm phoning you about a matter.
- 2 You can't have packed it properly; the package was already when it was to us.
- 3 We expected a much higher standard of
- 4 I'm ringing to say how I was by the final result.
- 5 I can only on behalf of the company.
- 6 I'm afraid there's been a ; your order was dispatched to the wrong address.
- 7 We haven't received the parts from our supplier, so there's inevitably a in your order.
- 8 We're very sorry for the

processing
apologise

mix-up
delivered

inconvenience
disappointed

delay
serious

service
damaged

Task 4

Choose the best responses.

- 1 Can you explain why the consignment has got stuck at customs?
 - a So we can collect it, can we?
 - b We're not sure yet why it has been delayed.
 - c You mean they've stamped it.
- 2 It will be delivered by the courier company we always use.
 - a It's very fragile.
 - b Will they be here soon?
 - c Are they reliable?
- 3 I'll have to make a complaint.
 - a Yes, please do.
 - b When can you make it?
 - c If you see them, tell them.
- 4 I'm sorry to have to report that it isn't acceptable.
 - a Who's done it?
 - b We need better service.
 - c You'll have to put in a complaint.

- 5 There's been a bit of a mix-up.
 - a Why did you disturb it?
 - b I'm sorry everything is in the wrong place.
 - c What's the problem?
- 6 I'll try to get things moving as quickly as I can.
 - a The sooner you go, the better.
 - b I'd appreciate that.
 - c Don't move things without telling me.

Task 5



Listen to the phone conversation in Part 1 and complete the table. Then listen to the phone conversation in Part 2 and complete the notes on the message pad.

Caller	Reason for complaint	Next step

Quicklink Couriers

Fast Fax Central Service Department - Complaint (9 March)

Ref. No. RZ2984/W56

We collected fax machine from Fast Fax Central on: (1) _____

Driver tried to deliver fax machine on: (2) _____

Did driver leave card for customer? (3) _____

Now we must ring customer to arrange convenient time for

(4) _____

You will find the tapescript on page 103.

What to say – what to expect

Read these useful sentences and make sure you understand them. Use a dictionary to help you if necessary.

Making and handling complaints (1)

Person calling

I'm afraid I have to make a complaint.

It's very inconvenient.

The standard of service was unacceptable.

We should have been warned there was a problem.

I think we'll have to ask for a refund.

What are you going to do about it?

Person called

I'm very sorry to hear that.

I'm very sorry about the delay.



I'll find out what has happened and ring you back.

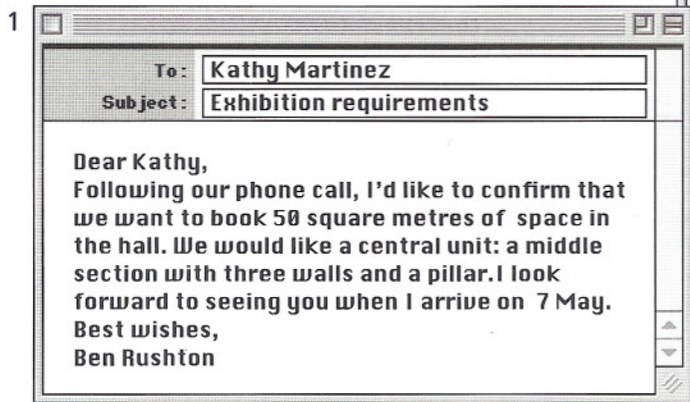
I shall make a full investigation into what went wrong.

I appreciate your position.

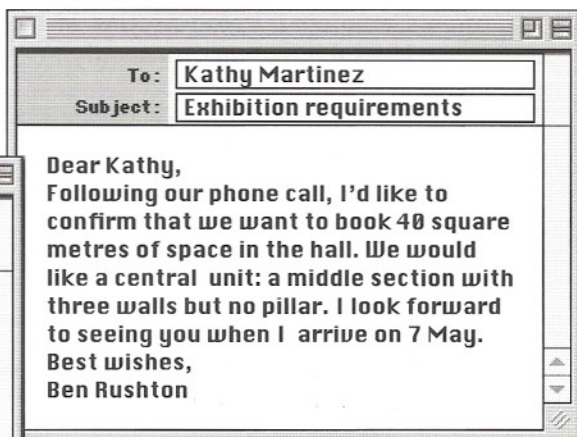
I can only apologise.

Task 6

-   Listen to the phone conversation in Part 1 and decide which email is the best record of what was said. Then listen to the phone conversation in Part 2 and answer the questions.



2



- 1 Where is Ben Rushton calling Kathy Martinez from?
- 2 What is wrong with the space Ben has been given?
- 3 Whose fault is it that the mistake was made?
- 4 How does Kathy resolve the problem?
- 5 By way of an apology, Kathy offers to help Ben in two ways. What are they?

You will find the tapescript on page 104.

Task 7

-   Listen to the phone conversation and complete the table.

Caller	Place called	Complaint 1	Complaint 2	Complaint 3

Listen again and answer the questions.

- 1 How long was the conference held by City Management Services at the hotel?
- 2 How many people from City Management Services stayed at the hotel?
- 3 Which of the three things the caller complains about was the most important and why?
- 4 Did the conference manager know about the problems City Management Services had experienced before the caller rang to complain?
- 5 By how much will the invoice be reduced by way of an apology?

You will find the tapescript on page 106.

Task 8

Complete the conversation with sentences from the list below.
Use each sentence once only.

A: 1 _____

B: Hello. Could you put me through to Oliver Chan, please?

A: 2 _____

B: Oh dear. Do you know when he'll be back?

A: 3 _____

B: Well, I'm afraid we're having problems with some of the parts you've sent us.

A: 4 _____

B: Yes, that sounds like the right department.

A: 5 _____

C: Technical Services. Jorge Casso speaking.

B: 6 _____

C: Good morning, Ms Peuser. How can I help you?

B: 7 _____

C: Do you have the code numbers for them, Ms Peuser?

B: 8 _____

C: Yes, that's a specially designed range, I think.

B: 9 _____

C: What seems to be the problem with them?

B: 10 _____

- a I'll put you through to Jorge Casso then.
- b I'm afraid he's away from the office.
- c Yes, they're all from the DE1065 range.
- d Oh, hello, my name's Claudette Peuser, I'm from Tyson-Scotts.
- e Well, I'm afraid they're not exactly the right dimensions.
- f CTK Electronics. Good morning.
- g Not until next week, I'm afraid. Can somebody else help you?
- h That's right.
- i Well, we bought some special parts from you and ...
- j I see. Technical Services should be able to help you.

Language study

Task 9 Apologising

It is sometimes necessary to apologise because someone has not done something that they *should have done*. Study this example.

The consignment was delayed at the customs. (send/more documentation)

*I'm sorry. We **should have sent** more documentation.*

Now apologise in a similar way in these situations.

- 1 The hotel rooms weren't clean when the guests arrived. (check/ready)
- 2 Nobody told us there was a problem. (we/warn you/about delay)
- 3 You sent our parcel to the wrong address. (check/your order)
- 4 Two of the three boxes arrived damaged. (pack/properly)
- 5 There was no instruction manual. (put/in the box)
- 6 The contract wasn't included with everything else. (check/envelope/before sending it out)

Task 10 Getting things done

You will often need to say that you will get another person to perform a service for the person you are talking to. Study this example.

The room you put me in isn't clean.

*I'll **have it cleaned** for you.*

Now change these sentences in a similar way.

- 1 Are you sure this invoice is correct? (check)
- 2 The photocopier isn't working properly. (fix)
- 3 There may be some letters for me. (forward)
- 4 I'd like some information about the latest model. (send)
- 5 We need the parts as soon as possible. (dispatch at once)
- 6 I've left my luggage in the conference room on the 10th floor. (bring down)

Task 13 Role play

Work with another student when you do this exercise. Agree which of you is Student A and which is Student B. Student A has information on this page, Student B on page 76. Sit back to back. Student A should now 'call' Student B. When you have done the calls once, change roles.

A1 You are a colleague of Tony Martin at Fast Fax Central Service Department. Tony has had to go home suddenly and has asked you to make an urgent call on his behalf. He had promised to ring Vera Steiner back as soon as possible to explain why there had been such a delay in receiving her repaired fax machine. Tony had discovered that it was Quicklink Couriers' fault. You know Ms Steiner is very angry and has been very inconvenienced. Explain that Quicklink Couriers will call her to apologise and fix a convenient time for delivery.

A2 You work at Quicklink Couriers, and are in charge of customer liaison. You have learnt about the problem when one of the new drivers forgot to leave a card saying he'd tried to deliver a repaired fax machine to a customer of Fast Fax Central over a month ago. You now have to ring the customer, Vera Steiner, to apologise for the driver's mistake, and to arrange a convenient time for the fax machine to be delivered.

A3 You are a colleague of Ben Rushton, who is busy with a customer at the moment. It's the second day of the exhibition, and Ben has asked you to ring Kathy Martinez, of Exhibition Organisers, who have made all the arrangements. Ben had ordered a buffet lunch for 35 people at the stand, to be ready at 12.30. It is now 1 p.m. and there is still no sign of any food or drink, or any waitresses. You are getting increasingly concerned, as you have invited several important clients to the buffet, and they have already arrived.

7 What's the problem?

B1 You are staying in Vera Steiner's apartment all this week. Vera has had to go out for a short time to send some faxes and post some parcels. You overheard the phone call when Vera rang Fast Fax Central to find out why her fax machine was taking so long to be repaired. She has already explained to you how frustrated she is at not having a fax machine at the moment.

B2 You are the same person as in B1, and Vera is still out. Make sure the caller knows how inconvenient it has been for Vera not having her fax machine for so long. Explain to the caller that Vera is self-employed and that she is dependent on technology in order to earn her living. You know that Vera will be away for the next two days, and you have made arrangements to do several things this week yourself. You will need to look in your own diary to arrange a time for delivery.

B3 You are a colleague of Kathy Martinez, at Exhibition Organisers. It is the second day of the exhibition, and you are all working flat out. You don't know where Kathy is at the moment (1 p.m.). You know the catering staff have been under a lot of pressure, and that some of the exhibitors have not received exactly what they ordered. Your job is to try to sort out all the problems and apologise for anything that has gone wrong.

8 Handling complaints

B1 You are Marina Donato, and you are furious that Flyfast Airlines lost your luggage after your flight from Genoa. When they ring you, make sure they understand how inconvenient it is for you not having your luggage. You have had to buy some toiletries, and have borrowed clothes from a colleague. You don't intend to use Flyfast Airlines again.

B2 You are a friend of Bettina Seitz, who is out at the moment. You know all about the problems Bettina has had getting her computer monitor repaired, and the inconvenience it has caused her. She has had to rent a monitor in order to work, and you think she should get some compensation for the expenses she has incurred. Arrange a time for the monitor to be delivered.

B3 You are Mr Wainwright. Superior Accommodation advertise an apartment you own and rent it out to visitors. The income you receive from them is very important to you. You have had a lot of problems recently.

- You had forgotten which day the American visitors were due to arrive.
 - The cleaner didn't clean the apartment because she was ill. She didn't ring you to explain the problem until this morning.
 - You didn't know what a dreadful mess the previous visitors had left the apartment in.
- You are very apologetic.