

UNIT 1

OPEN FOR BUSINESS

Content and skills at a glance:

- international business
- formal and informal styles
- introduction to business letters and emails
- company departments
- greeting visitors
- job titles
- invitations

Einleitung

Unit 1 führt in die Kommunikation im englischsprachigen Geschäftsleben ein. Hierbei werden sowohl britische als auch amerikanische Schreib- und Redeformen berücksichtigt, je nach Land, mit dem korrespondiert wird.

In Teil B werden förmliche und weniger förmliche Texte vorgestellt (Brief und E-Mail) und miteinander verglichen. Die Lernenden sollen erkennen, dass das Schreiben von E-Mails sehr viel ‚lockerer‘ gehandhabt wird als das Verfassen von offiziellen Geschäftsbriefen. In diesem Zusammenhang ist es wichtig, den Ansprechpartner sowie die genaue Bezeichnung seiner Abteilung und Position zu kennen. Dies wird in Absatz C behandelt.

Absatz D thematisiert die Situation des sich Vorstellens, einschließlich einiger im englischsprachigen Geschäftsleben üblichen Redewendungen und Höflichkeitsformen, deren Anwendung die Lernenden im Anschluss gleich praktisch üben können. Das mündliche Üben geschieht in Teil E, in Form einer Hörverständnisübung und eines Rollenspiels; das Schreiben einer E-Mail finden Sie in Teil F. Der Sprachergänzungstest unter G 20 kann auch für zusätzliche Übungen benutzt werden (z. B. Leseverstehen, Diskussion, Übersetzung).

Die Kopiervorlage für den **Progress Check** finden Sie auf **S. 86** in diesem Buch.

LÖSUNGEN

Die in Klammern stehende Seitenzahl hinter der Übungsnummerierung gibt an, auf welcher Lehrbuch-Seite die Übung zu finden ist.

A1 (S. 9)

Suggested answers; other opinions are possible.

develop a new advertising strategy	both (expensive, but creates modern, fresh ideas)
gain new customers	advantage
increase sales	advantage
obtain special export licences	disadvantage
spend more money on travel	both (expensive, but more international exposure)
translate product descriptions	both (expensive, but translations can be used for other international customers, too)
wait longer for payment	disadvantage

A2 (S. 10)

Suggested answers

Question 1: language barriers, delays in communication, cultural differences

Question 2: learn other languages, find out about cultural differences and try to adapt, use email rather than the phone or traditional mail

B3 (S. 10)

Email: casual, friendly, informal

Letter: formal, polite

B4 (S. 11)

Email	Letter
<i>Less formal language:</i>	<i>More formal language:</i>
Dear Celine (<i>first name</i>)	Dear Mr Sidorov (<i>surname</i>)
... just give me a ring	... please do not hesitate to contact us
Hope to hear from you again soon	We are looking forward to doing business with you in the near future
Kind regards	Yours sincerely
Contractions (what's, I'm, there's)	No contractions
<i>etc.</i>	<i>etc.</i>

B5 (S. 11)

Suggested answers: directions, beginning and ending time, eating arrangements, purpose of event, contact information, any necessary preparations

B6 (S. 12)

a. recipient; b. subject line; c. salutation; d. body; e. complimentary close; f. signature block

B7 (S. 13)

a. Tanja; b. Thanks; c. For; d. headquarters; e. coming

C8 (S. 14)

a. quality control; b. customer service; c. human resources; d. purchasing; e. marketing; f. production; g. accounts; h. research and development; i. dispatch; j. sales

C9 (S. 15)

b. sales representative; c. managing director; d. purchasing manager; e. receptionist; f. personnel manager; g. customer service representative; h. accountant

C10 (S. 15)

students' individual answers

D11 (S. 16)

d, a, e, c, b

D12 (S. 16) **CD1 1**

b. I am **a** team assistant. (general)

I am **the** team assistant for the sales department. (specific)

c. May I **take** your coat? OR Shall I **hang up** your coat?

d. **Won't you** sit down? OR Please have a seat.

e. How was your **trip** to our office?

f. I **would** like to introduce Marie Littman, our export manager.

D13 (S. 17)

a. at, in, from, to, on; b. in, to, at, in; c. to, for, of

E14 (S. 17) **CD1 2**

a. appointment; b. late; c. have; d. something; e. great; f. Here;

g. weather; h. wrong; i. pity; j. this; k. delay; l. terrible; *extra word:* that

E15 (S. 18)

individual student performances

F16 (S. 19)

Dear (name),

We are pleased to invite you to the Conference on Recycling Technology, which will be held at the Embassy Hotel located at Tulpenstr. 3 in 20532 Hamburg on 3 March from 9:00 a.m. to 5:00 p.m. The conference schedule is as follows:

- 9:00 – 9:30 arrival of conference participants, time to socialize
- 9:30 – 12:30 presentations
- 12:30 – 2:00 buffet lunch
- 2:00 – 4:00 interest group meetings
- 4:00 – 5:00 concluding remarks by Georg Langen,
president of EcoSolutions

We have arranged for several experts to give presentations on the latest developments in the recycling field. In addition, the conference will give you an excellent opportunity to network and share ideas with others.

Please let us know if you plan on attending the conference. As soon as we receive your registration, we will send more detailed information. We look forward to seeing you at the conference.

Best regards,

Astrid Hansen
Marketing Manager

F17 (S. 19)

Email

Dear Simon,

Thanks for your visit last week. It was nice to meet you! I hope that you liked the tour, and I'm sure the visit to our company headquarters will be helpful in your job as a sales representative. I hope you'll be very successful!

If you ever have any questions, feel free to call me or send an email anytime.

Best wishes,
Jana

G18 (S. 20)

Email

Dear Richard

Many thanks for your email letting us know that your colleague Sharon Mann will be coming along to the conference. Has Sharon already booked a hotel room? If you like, we would be happy to make a reservation for her.

Also, we would like to ask you to prepare a brief annual report to be presented at the sales meeting.

We are looking forward to seeing you then!

Best regards

Tanja

G19 (S. 20) CD1 3

Für: Herrn Peter Neumann
Verfasst von: Gabi Kellner **am:**

Gesprächspartner/in: John Ferrin, Hopscotch Toys,
Einkaufsleiter, San Francisco, USA

Betr.: Interesse an unserer Produktpalette

Herr Ferrin würde Sie gern nächsten Monat in Deutschland treffen. Er hat unsere Website gesehen und interessiert sich für unser Spielzeug.

Hopscotch ist ein junges, schnell wachsendes Unternehmen, das Fachspielzeug-geschäfte in den USA und Kanada beliefert. Besonders interessiert sind sie an pädagogisch wertvollem Spielzeug, das die Kreativität der Kinder fördert. Sie finden unser Holzspielzeug interessant, insbesondere den Safari-Satz mit Löwen und Elefanten und das Zirkus-Set.

Herr Ferrin wird vom 7. bis 12. nächsten Monats in München sein und könnte auch nach Augsburg kommen. Er bittet um Ihren Rückruf unter 001 415 555 44 77.

G20 (S. 21)

The world is open for business

More than ever before, **companies** of all sizes are **entering** the global marketplace. Companies that **export** goods to other countries hope to increase their sales and **profits** and to help their company grow. Companies importing goods from other countries can offer their customers a wider **range** of products, which can **boost** sales figures and make a company **more** successful.

Yet doing business internationally also presents **numerous** challenges. It is very important to find **reliable** business partners who will deliver on schedule and pay their invoices **promptly**. International banks offer various methods of payment to **ensure** that goods are received and paid for. This **minimizes** the risk for both the customer and the supplier. In addition, the shipment of the goods must be **arranged**. Transport can be done by road, by rail, by air, by ship, or by a **combination** of these. In addition, a number of **official** documents must be prepared when exporting goods. If these documents are incomplete or contain mistakes, the shipment can be **delayed**.

Certain “soft skills” are also **important** when doing business internationally. An **awareness** of cultural differences can be helpful when negotiating; businesspeople from some countries tend to be very open and direct, while in other countries interactions are more formal and reserved. Effective communication is the key to overcoming these **challenges** and to developing long-lasting, mutually **beneficial** business relationships.

Words that do not appear in the text: airport, photographs, travel