

TEXT 1

A letter from the Managing Director



HGT Heidelberg Green Technology
Berliner Str. 7
69120 Heidelberg

2 June, 2009

Dear Ms Diemer

Thank you for attending an interview to discuss the possibility of setting up and managing our branch office in Battle in East Sussex on the south coast of England.

After carrying out our market research, we believe that there is great potential there and that you are the person to push this project forward.

With this in mind we would like to offer you the position of branch manager with responsibility for establishing the office, all purchasing activities, sales and advertising, and finally for the success of the enterprise.

To complete all formalities including contract, salary, benefits etc. please contact our legal department. We wish you the best of luck in this new phase of your career.

Best regards

Dr. Schreiber

(Managing Director)

task 1 : What is “It”? You find it in the letter.

- 1 It's a local business that is part of a larger business.
- 2 It's a study about what goods people buy and why they do it.
- 3 It's the possibility that something will have a good future.
- 4 It's the money that you get as payment for your job.
- 5 It's extra money or advantages that you get as part of your job.
- 6 It's an official agreement between people, stating what each will do.
- 7 It's the department where lawyers prepare contracts.
- 8 It's the strategy of having the right products and services at the right time at the right price for the right customer.

task 2 : Pairwork: Ask questions. Answer them using verbs from the letter.

Use the Present Progressive. Swap roles.

- | | |
|----------------------------------|--|
| 1 What / Anna / do? | She / verb /an interview. |
| 2 John / attend / the interview? | No, he isn't. He / verb /a market research. |
| 3 Jim / write / Anna's contract? | No / But he / verb / the legal department. |
| 4 Anna / phone / travel agency? | No / She / verb / the formalities / about the contract. |
| 5 Jim and John / have / tea? | No / They / verb / the possibility / set up / new branch. |

task 3 : Find words in the letter that have almost the same meaning.

- 1 HGT wants to *set up* an office in the UK.
- 2 They *have done* a market study.
- 3 The project *has a great future*.
- 4 Dr Schreiber wants to *promote* the *project*.
- 5 He *asks Anna if she wants* the job.
- 6 She will be responsible for the *buying* activities.

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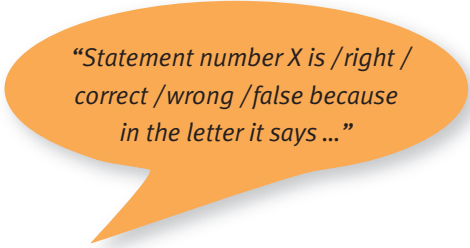
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task 4 : Correct these statements if necessary.

- 1 Anna received the letter on Monday, 1 June 2009.
- 2 The letter is from Human Resources.
- 3 Her first job is to find and rent office rooms.
- 4 She is responsible for buying office equipment.
- 5 She has already got the contract.
- 6 She will get the same salary as in Germany.
- 7 Battle is on the east coast of East Sussex.



FLASHLIGHT on GRAMMAR : An ing-form called Gerund (1)

After prepositions the verb which follows is often in the *-ing form*. It's called a *gerund*.

Example : Last week I gave my son five books about the dangers of *smoking*.
Result: He has decided to give up *reading*!

task 5 : Do you remember the Gerunds in the text? Complete the sentences.

- 1 Dr Schreiber thanked Anna the interview.
- 2 They are discussing the possibility a branch office in Battle.
- 3 After a market research HGT believes that there is great potential.
- 4 Anna will be branch manager with responsibility the office.

TIME FOR A SMILE

One door-to-door salesman does very well by using the opening line:
“Are you interested in possessing something which your neighbour said you couldn't possibly afford?”

- 1 **Underline the two gerunds.**
- 2 **TRANSLATE** to possess something
- to be able to afford something

Arranging a meeting with an estate agent

TEXT 1

Anna is a very hardworking person so she wants to get off to a good start in her new job. And that means she needs to set the alarm for seven thirty. Her first task is to contact an estate agent to find out what the possibilities are for office premises in Battle. With this in mind she rings up Chris Cumbell's estate agency.

- J:** John Black speaking. How can I be of assistance?
A: Hello. My name's Anna Diemer. I've just arrived in Battle on business and I'd like to enquire about commercial properties.
J: Well, you've come through to the right place. Cumbell specialises in commercial premises. What exactly are you looking for?
A: Well, we need about 300 square metres of office space with all modern facilities.
J: I see. Hmmm! It's your lucky day. We have several objects that would cover your needs.
A: Certainly. Where's your office located?
J: On High Street in Battle.
A: Great. Just give me your exact address and I'll be there in five minutes.

task 3 : Correct these statements if necessary.

- 1 The alarm clock rang at 7:30 am.
- 2 Anna's first task is to get in touch with a dating agency.
- 3 She arranges a meeting with Chris Cumbell's employee.
- 4 Cumbell's core business is leasing, buying and selling industrial estate.
- 5 Anna is looking for office space which has no telephone connection and Internet access.

task 4 : Which verbs or phrases from the box go with which noun?

to arrange • to attend • to contact • to cover • to fill • to fix up • to get in touch with
 to hire • to lease • to rent • to ring up / to phone up • to satisfy

- | 1. a need | 2. a meeting | 3. a car | 4. an estate agent |
|-----------|--------------|----------|--------------------|
| | | | |
| | | | |
| | | | |

task 5 : Pair work: After John has hung up, his wife Patricia asks her husband about Anna's call. Use the words from the box to complete the conversation. Swap roles

business • buy • equipment • office facilities • flat • holiday
 located / situated • office premises • office space • rent • situated / located • square metres

- | | |
|------------------------------------|-------------------------------|
| 1 Is this girl here on | No, she is here on |
| 2 Is she looking for a | No, she is looking for |
| 3 How much does she need? | She needs about 300 |
| 4 Where should the office be | It should be in Battle. |
| 5 Does she want office, too? | She needs all modern |
| 6 Is she going to an office? | No, she is going to it. |

task 15 : Use the Past Tense or the Present Perfect. Add *since* and *for* where necessary.

- 1 Anna (*just arrive*) in Battle because there (*be*) a traffic jam on the motorway.
- 2 “Well, you (*come*) to the right place,” (*say*) John Black.
- 3 Anna (*notice*) from Polly’s CV that she (*do*) a university course.
- 4 Polly (*work*) at the technical college almost two years now.
- 5 Polly (*live*) in Germany. Before that she (*stay*) in Paris a year.
- 6 Polly (*have*) an apartment in Hastings about 2004.

task 16 : Polly gets the post.

It wasn’t a difficult decision for Anna. Here was a clever young woman who was prepared to take on extra responsibility. We’ll see if she really fits the bill.

Complete the letter using the words from the box. Mind the form of the verb.

attend • commence • employ • consider • involve • offer • pay • work

Heidelberg Green Technology,
54 High Street,
TN33 0AG Battle

Polly Blink
8 Fisherman’s Walk
TN35 5RZ Hastings

July 7, 2009

Dear Ms Blink

Thank you for¹ the interview last week for the position of Personal Assistant to myself at HGT. I² the situation and would be happy to³ you this position. The post⁴ a trial period of three months after successful completion of which you will be⁵ on a three-year contract. The trial period⁶ on August 1 2008. The salary agreed is £20,000 gross p.a. to be⁷ on the last day of the month. There are additional benefits as discussed and agreed. I look forward to⁸ with you.

Best regards
Anna Diemer
(Branch Manager)

TIME FOR A SMILE

Office Arithmetic
Smart boss + smart employee = much profit
Smart boss + dumb employee = little profit
Dumb boss + dumb employee = no profit + overtime

task 13 : The discount system. Change it into conditional sentences type II.

1 Buy one swivel chair, get one free.	If you
2 Take 5 filing cabinets, pay 3.	If you
3 Buy 3 tub chairs, pay 2.	If you
4 Purchase 3 desks, get a carpet free.	If you

TEXT 3

There's no accounting for taste

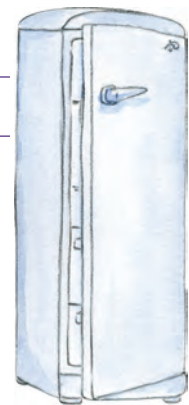
So, the long and the short of the story is that Polly placed a firm order for the furniture which was delivered promptly with many good wishes. Anna had been away on business for a couple of days. When she came back she asked Polly to bring her up-to-date.

- P:** Well, I found a supplier who really reacted quickly with delivering the office furniture.
A: Well done. I see it's already installed. But it looks a bit gloomy to me. Perhaps it would be more beautiful if we had a warmer colour, like wine red or navy blue.
P: The sales manager told me that if I wanted a different colour, I wouldn't get the discount prices. So I took black. I think it's less aggressive and more business-like than red.
A: Oh, I see. Good thinking! By the way, we'll receive our first customer this week.
P: That's great news considering we haven't done any advertising yet.
A: I got a letter from a certain Mr Pod from a local food processing company near Hastings. They are interested in our green fridges.
P: Our Freezitchheap! What a good start! What luck that the furniture arrived in good time!

task 14 : Complete the sentences. Use the verbs of the nouns in the box.

supplier • requirement • quotation • suggestion • delivery • enquiry

- Our company offices with bio drinks and health snacks.
- I am writing to about purchasing some of your green fridges.
- In your brochure it says the Freezitchheap a minimum of energy.
- Would you please the price for 15 systems.
- Please tell us when you are able to the fridges.
- I a meeting on Tuesday to negotiate the contract.



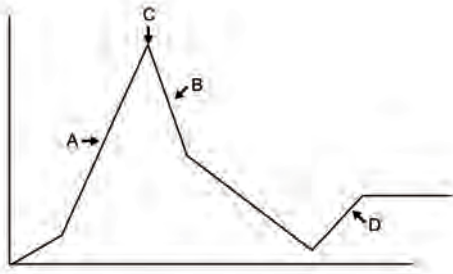
task 15 : Do you remember the difference between adjective and adverb?

urgent • urgently • separate • separately • quick • quickly • prompt • promptly • local • locally

- Most was furniture. They needed desks and chairs most
- They ordered stationery and furniture Computers were a issue.
- Lynn Tot took action. She delivered
- And Polly paid The Office For You requested payment.
- Mr Pod is from a food processing company. And he lives

task 13 : Describing a line graph.

When we talk about sales, figures and statistics in industry we often use the visual form – the graph. The graph explains at a glance what a given situation is.



Which phrase describes the letters best?

- | | | | |
|----------|-------------------------|-----------------------|-----------------------|
| A | 1 an upturn | 2 a rise | 3 a surge/boom |
| B | 1 a downswing | 2 a slump | 3 a slip |
| C | 1 reach a trough | 2 reach a peak | 3 drop out |
| D | 1 a surge | 2 a rise | 3 an upturn |

Odd man out. Which word or phrase does not fit in the row?

- | | | | |
|----------|------------|--|-------|
| 1 | Sales have | climbed • slumped • gone up • increased • risen | |
| 2 | Production | has declined • decreased • peaked • dipped • fallen | |
| 3 | Turnover | remains constant • reaches a plateau • stagnates • drops out | |

More phrases for presenters

Introduce yourself

My name is Frank Worner. I have been in the sports articles business for three years. I know your problems since I used to be a sales manager like most of you.

Welcome the audience

On behalf of our company I'd like to welcome you all here to our demonstration. We're very happy to have you with us today.

Announce the purpose of the presentation

The topic of this presentation is a breakthrough in the field of fitness training. I'm trying to give you an overview of our company's services. In my presentation I'll be explaining our new project.

Conclusion

That brings me to the end of my talk. Let me conclude by summarising what I've said. Now I'd be happy to answer any questions you might have. It's been a pleasure talking to you.

① As a customer you may have a number of reasons to complain to the seller. Here are the most frequent complaints. Can you match the numbers with the letters?

- | | |
|--------------------------------------|-----------------------------|
| 1 The wrong goods have been | A damaged during transport. |
| 2 The goods have been | B up to specifications. |
| 3 The goods have arrived | C agreed. |
| 4 The quality of the articles is not | D sent. |
| 5 The shipment is not | E complete. |
| 6 The price is not what was | F too late. |

② Only in the worst case should you settle the matter by going to court. This costs a lot of money and wastes time. If the seller cannot deliver as agreed and your complaint is justified, there are several possibilities to solve the problem. Can you sort these sentences out?

- | | |
|---------------------------|-------------|
| 1 The goods may be | A refunded. |
| 2 The payment should be | B reached. |
| 3 Damaged goods should be | C annulled. |
| 4 The contract may be | D returned. |
| 5 A compromise could be | E replaced. |

③ You should make your complaint immediately. Don't delay! It will weaken your position and it will be difficult to find out details later. Remember that your supplier may not be at fault at all. Therefore, letters of complaint should be written carefully with a lot of tact.

Remember that some buyers try to play tricks on suppliers. Some find fault with the goods so that they can get a price reduction. Others don't want them any longer or they have found a cheaper source.

If a complaint is justified the supplier will be ready to admit an error. He will want to learn from his mistakes and offer a solution as quickly as possible. Often, seller and buyer will reach compromises.

④ When making a complaint you should structure your letter as follows: Start by regretting your need to complain. Match the numbers with the letters.

- | | |
|--|---|
| 1 I regret that I must call your attention | A about the quality of the toilets. |
| 2 We are sorry that we must complain | B with the performance of the toilet. |
| 3 We were most dissatisfied | C to the last order of toilets. |
| 4 I am most disappointed | D that some of the toilets are damaged. |
| 5 We are sorry to report | E because the toilet seat does not fit. |

⑤ Include the date of the order, the date of delivery and the articles complained about. Give your reasons for your dissatisfaction (see ①), ask for an explanation. Make a suggestion about how the problem should be solved (see ②). End your letter by setting the supplier a time limit for his reaction.

See also FOCUS Unit 6 **The A, B, C of how to handle the angry customer**, page 67.