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Unit 1 Building Relations

- ☐ First contact
- ☐ Receiving visitors
- ☐ Welcoming dinner

Unit 2 Further Contact and Farewell

- ☐ Introducing your company
- ☐ Entertaining
- ☐ Bidding farewell

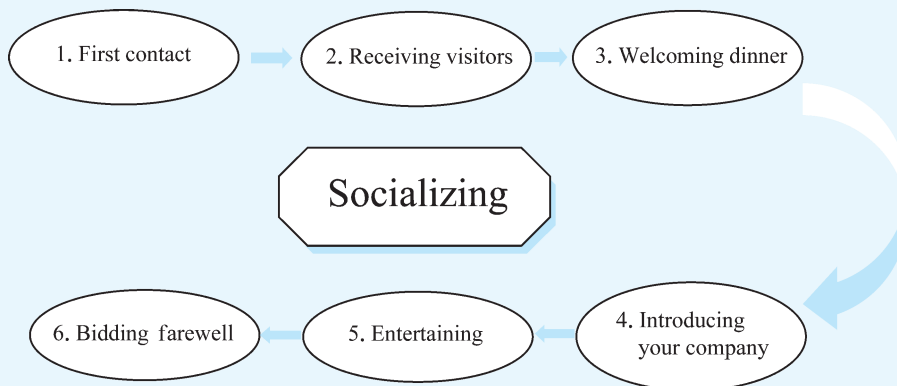
Culture Salon: English Pub Life

Project 1: Receiving Foreign Guests

Language Folder 1

Module 1

Socializing



UNIT 1

Building Relations



Skills Overview

1.1 First contact

Writing invitation letters, booking air tickets, making hotel reservations and drafting schedules

1.2 Receiving visitors

Receiving visitors at the airport, checking into hotels and discussing about itinerary

1.3 Welcoming dinner

Arranging tableware & seating, proposing toasts, practicing table manners

1.1 First contact



Starting up

Task 1 Pair work. Exchange answers to the following questions with your partner.

1. Have you ever booked a hotel for anyone? What information do you need to consider when making a hotel reservation?
2. Have you ever arranged a city tour for a foreign guest? What will you do for the arrangement?



Learning about communication



Prior Arrangement

More and more people are traveling to China for business purposes as China continues to open up to the world's economy. Receiving international clients is becoming an increasing necessity for many Chinese companies. The host company's reception starts well before clients arrive. As the host company, you usually need to help with the travel arrangements and how you conduct yourself will make all the difference in determining your success in getting a new client, sealing a deal or strengthening a current business relationship.

Booking air tickets

International tickets are usually booked by the clients themselves but it is a sign of hospitality if you meet and pick them up at the airport. Hence it is wise to confirm your clients' flight details beforehand so that proper arrangements can be made. Help your clients book domestic air tickets ahead especially if they are traveling during golden travel peak periods in China.

Making hotel reservations

You are usually also responsible for making clients' hotel reservations. Try to find out what suggestions they may have about what hotel they would like to stay at. If your clients know nothing about the location that they are traveling to, then you could make some recommendations to them. Most non-Chinese-speaking foreigners prefer four- or five-star hotels, not only because of the amenities, but also the presence of some English-speaking staff. Remember to obtain confirmation of your reservation. Ask for any special requirements from your clients and whether they are heavy smokers or not.

Sending a draft schedule

Send a draft schedule that includes the following messages to your clients before their visit:

- ◇ Time of arrival and departure
- ◇ Hotel accommodations
- ◇ Appointments (when, where and with whom)
- ◇ Activities (when, where, what to do, and with whom)

Try to cover all activities that your clients require and make sure that your clients will be able to meet the right persons in each activity. Allow your clients to check into a hotel upon arrival to get cleaned up before any business appointments. Make changes upon the guest's suggestions or requests.

Other considerations

- ◇ Remind your clients of applying for visas before landing in China. Issue a formal business invitation to facilitate their application, etc.
- ◇ Help your clients to make local travel arrangements. See if your clients are looking into renting a vehicle and what type of vehicle they want to rent.



Building your skills

Task 2 Pair work. Your client Mr. Chris Gordon from the USA is going to pay a visit to your company, the Mixmore Electronics Company. Complete the hotel registration form for him (his flight itinerary is provided below) with yourself as the contact person. He is traveling alone and he is a non-smoker.

NY-XX (your local city)	08/11/03	12:35~14:25
XX (your local city) -NY	08/11/07	12:25~18:40

Hotel Registration Form

Guest Name: _____

First _____ Middle _____ Family Name _____

Arrival Date: _____ Time: _____

Departure Date: _____

Address to which confirmation should be sent (please type or print):

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip code: _____

Country: _____ Phone: _____

Fax: _____ E-mail: _____

Room preference: _____ Single _____ Double

_____ Smoking _____ Non-smoking

I have the following special needs:

Task 3 Complete the schedule below with proper activities. This schedule is drawn before you get specific requirements and flight information from Mr. Chris Gordon.

Schedule of Visit to China

Date	Morning	Afternoon	Evening
3rd November Mon.			
4th November Tues.			
5th November Wed.			
6th November Thurs.			
7th November Fri.			

Activities for the foreign clients:

1. Packing after lunch
2. 10:00 a.m., Arrival and check-in at the XX Hotel
3. 6:30 p.m., Ball Room 2, Welcome Dinner
4. Free
5. 2:00 p.m., Meeting Room 5, Business Negotiation: two companies have disagreements on some conditions of the contract dated 23rd Sep.
6. Free
7. 9:00 a.m., in Mr. Wang's office, Meeting with Mr. Wang, the General Manager
8. 6:30 p.m., Ball Room 2, Cocktail Party
9. 9:00 a.m. in Mr. Xie's office, Meeting with Mr. Xie, the Manager of the Purchasing Department
10. 2:00 p.m., Training Classroom 1, Presentation on XXX (topic to be decided)
11. 8:30 a.m., Visiting the factory, car to pick up in front of the hotel
12. 2:00 p.m., Visiting XXX, one of the famous scenic spots in XX, car to pick up in front of the hotel
13. 6:00 p.m., Leaving for XXX Airport for the Departure Flight at 8:00 p.m., car to pick up in front of the hotel
14. 12:00 p.m., Staff Canteen Farewell Lunch
15. Free
16. 8:30 a.m., Shopping, car to pick up in front of the hotel

Task 4 Complete the following invitation letter with the hints in the brackets.

INVITATION LETTER

June 8, 2008

Dear Mr. Gordon,

It is our pleasure to invite you to visit _____ (your company), for _____ (duration of stay) starting from _____ (arrival day). This letter serves as our formal invitation to you and will provide you with more details about your visit.

(briefly introduce the itinerary for your client, using the information in Task 3)

I understand that _____. (state who will cover the cost for the trip)

_____. If there is anything I can do to help, _____.

(close the letter)

Yours sincerely,



Communicating with others

Task 5 Pair work. You have received the following E-mail from your client Mr. Smith asking you to arrange the whole schedule for his recent visit to your city. Prepare a draft schedule which you can send to him for feedback. Pay attention to format and details.

To	lijun@hotmail.com
C.C.	
Subject	Visit to China

Dear Mr. Li Jun,

As you are well aware, I shall be arriving in your city with my buyer, Mr. John Fogel, on November 11th. I expect that the entire trip should take approximately 5 days. This is our first visit to your company aiming at getting a better knowledge about your company

and factory sites, informing you about our company and discussing with related persons about our cooperation plans. Mr. John Fogel is an expert on new materials development in the USA, and will be glad to give a presentation on this topic if time allows. Apart from business, I am personally very interested in Chinese local dramas; if possible, I would be very interested in viewing such performances.

We have booked on UA 845 scheduled to arrive in your city on November 11th at 15:35 and UA 844 scheduled to depart from your city on November 16th at 11:00. We will fax you again to confirm the exact arrival time of our flight.

Task 6 Write the final letter you will send to your client before he sets off for the business trip. The following points should be included in your letter.

1. Express good will and state clearly the main purpose of your letter at the beginning;
2. Confirm his arrival time;
3. Confirm accommodation details (including hotel name, type of room and duration);
4. Ask for the feedback on the draft schedule you have sent him;
5. Ask for prompt response and express good will again.

1.2 Receiving visitors



Starting up

Task 1 Imagine you are going to receive a visitor on behalf of your company at the airport. Please prioritize the things you should do.

1. Help the visitor with accommodation
2. Book a reservation in a hotel
3. Receive visitors at the airport
4. Discuss itinerary with the visitor

_____ → _____ → _____ → _____



Learning about communication



Receiving Visitors

Maybe you are in the front-line as far as public relations are concerned. You are often involved in receiving visitors from other parts of the country or even from overseas.

Receiving at the airport

Compared to the small effort invested, the effect of welcoming people personally on their arrival at the airport can be highly rewarding. When you go to the airport to receive visitors, the following points should be paid attention to:

1. Approaching the person you are meeting
2. Inquiring about their journey
3. Offering help with their luggage
4. Suggesting leaving

When approaching your clients and making introduction at the airport, remember that the person of lesser importance, regardless of gender, is introduced to the person of greater importance and the client is always more important than anyone in the host company. This is true even if the client holds a lesser title than the executive in your firm. The introduction is usually accompanied by a handshake. Social etiquette requires that the woman be the one to extend her hand first. The proper handshake is brief and firm. It should always be accompanied by a direct look into the eyes of the person you are shaking hands with.

In addition, you should note that your dress is also important, particularly for those who come from Europe and America. When receiving visitors formally, the most appropriate clothes are suits, in a dark color if possible.

Checking into the hotel

Accompany your clients to the hotel front desk and assist them with the check-in. Your clients are usually required to present their passports and a reservation confirmation. After check-in, ask a bell boy to escort. For hotels without a bell boy, escort your clients to the elevators and even their rooms yourself.

The majority of hotels don't begin check-in until the afternoon. In case that your clients arrive before check-in time, there are steps you can take. Stash your client's luggage first (remove all valuables beforehand, and be sure to get a receipt); make use of the hotel business center where your clients can check their emails, call home or surf the web. Or direct your clients to the lobby lounge where your clients can have drinks and snacks, spread out and read newspapers and magazines.

Discussing about itinerary

After your clients have settled down, discuss the itinerary with them to see whether there might be some changes. Update the schedule according to changes (if any) and type the updated version in triplicate (a copy for the foreign guest, a copy for yourself, another for your boss). Then inform related persons of the changes.



Building your skills

Task 2 Summarize from **Learning about communication** and add 3 more points to the checklist below.

Checklist : Welcoming Visitors at the Airport

- Be polite and helpful.
- Make introductions promptly and correctly.
- Remember people's names and use their titles properly. Spell and pronounce them correctly.
- Present and receive business cards with both hands.
- Do not use first names in a first time business introduction, especially if they are older or more senior than you.
- Listen to what others say instead of concentrating on your own words.
- Dress formally (Don't wear T-shirt, shorts or jeans).

- _____
- _____
- _____

Task 3 Pair work. You and your partner take turns being the client. Suggest what you should do in the following situations.

When your client and you arrive at the hotel too early for check-in, your client says

- | | |
|--|--|
| 1. I'm really thirsty. Could I get something to drink? | |
| 2. Could I just make a quick phone call to my office? | |

(to be continued)

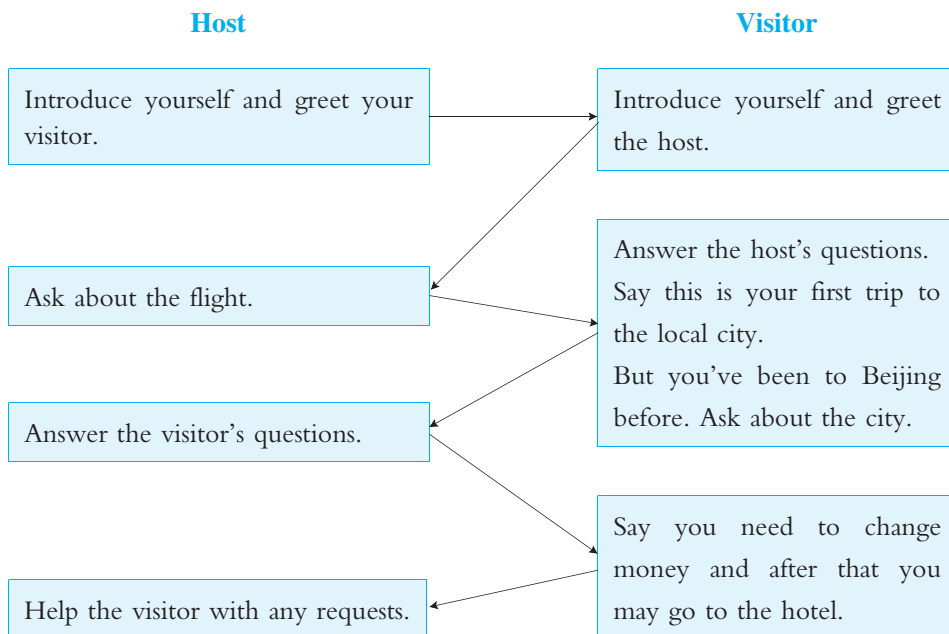
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3. Is there somewhere I can leave my bag till later?	
4. Is it possible for me to check my emails?	
When you discuss the itinerary with your client, he says	
1. Could I have a tour of the factory at some stage? (Note: this activity has already been included in the draft schedule.)	
2. It is a pity that I might not have time to give the presentation as scheduled.	
3. Sorry for giving you the great inconvenience by asking for a local sight-seeing trip.	



Communicating with others

Task 4 Pair work. Perform a role-play of meeting a visitor at the airport.



Task 5 Pair work. With reference to the checklist above create role-plays according to the following cue cards. Take turns acting as A and B. Two pairs work together for situation 2. Refer to the **Expression File** at the end of this module if you need any help.

Situation 1 Meeting the client by yourself

Student A

You are Liu Jun, Assistant Manager of Huanqiu Gifts Company. You go to the airport to welcome Peter O'Donnell, a trainee manager from the head office in New York. Greet him and introduce yourself.

Student B

You are Peter O'Donnell, trainee manager in the head office in New York. When seeing the sign with "Welcome Peter O'Donnell from New York", go straight to the person holding it, introduce yourself and respond to the other party's introduction.

Situation 2 Meeting the clients with your boss

Student A

You are Liu Jun. You go to the airport with the General Manager of your company, Mr. Ma Kerong. Approach Mr. Peter O'Donnell, and introduce both of you and your boss.

Student B

You are Peter O'Donnell. Introduce yourself and respond to the other party's introduction.

Student C

You are Ma Kerong, General Manager of Huanqiu Gifts Company. You go to the airport with Liu Jun. Make proper response when Liu Jun introduces you and greet the guests.

Student D

You are John Miller, assistant to Mr. Peter O'Donnell. Introduce yourself and respond to the other party's introduction.

Task 6 Pair work. Create a role-play of discussing the itinerary with the client. Refer to the schedule for Mr. Gordon in **Task 3** of 1.1 **First contact**. Make changes to the schedule when necessary.

1.3 Welcoming dinner



Starting up

Task 1 Pair work. Exchange answers to the following questions with your partner.

1. How many courses are usually contained in a full Western meal? What are they? Can you give an example for each of them?
2. Have you ever proposed a toast? Who was your proposal to? What did you say in your toast?



Learning about communication



Welcoming Dinner

A full Western meal may consist of several courses: the first course (or starter) can be soup, appetizer or salad; the main course includes such food as pork, beef, potato, chicken, sea food and so on, and they are served with vegetables; and the sweet course (or dessert) are cakes, cookies, puddings, pies, ice cream, etc. The meal may be preceded by drinks, followed by after-dinner drinks, and accompanied by wine.

Seating arrangement

Proper seat arrangement is important for a welcoming dinner, and here are some principles for you to follow.

- ◇ Host and hostess should be seated separately at each side of the table to take care of the table.
- ◇ The right hand seat is more important than the left hand seat.
- ◇ The people near the host and the hostess are more important.
- ◇ The most important guest should be seated at the right hand of the host.

Proposing a toast

A toast is a proposal to drink to someone or something or a speech given before the taking of such a drink. In general, there are two occasions during a dinner when a toast can be offered; both should be initiated by the host. The first toast is offered before eating and serves to welcome the guests. "I'd like to welcome all of you to the banquet today." A toast to the guest of honor is made after the dessert course when the wine glasses have been refilled or the champagne has been served. This toast is more like a short speech (1~2

minutes) that needs to be prepared ahead of time. Your toast should be concluded with a short, formal line such as “I would like to invite you to join me in a toast to ...”. When initiating a toast, never bang on a glass; simply stand, holding your glass in the air. Set your glass down after you get people’s attention, make your toast, then raise your glass and ask others to raise theirs for your final words. You can also ask the group to stand for the final words.



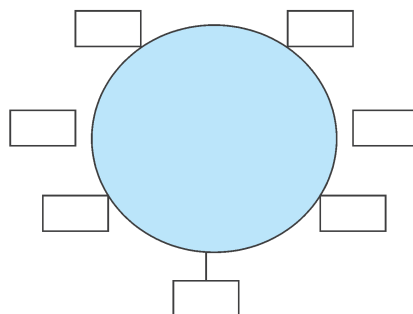
Building your skills

Task 2 Name each of tableware in the picture below. Practice arranging tableware according to the picture.

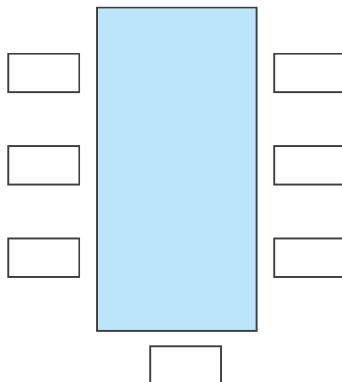


Task 3 Arrange the seats for the welcoming dinner with principles stated in Learning about communication.

Round table



Long table



The Guest List at the Welcome Dinner

1. General Manager of your company
2. Mr. Gorden
3. Mr. Fogel
4. Yourself (serving as interpreter)
5. Sales manager of your company
6. Production manager of your company
7. Mr. Gorden's assistant

Task 4 Unfamiliarity of foreign cultures may give rise to conflicts when treating your clients. Study the following case and discuss the questions.

1. Why did company P&F lose the contract?
2. What could Mr. Zhang have done to prevent the loss?

One day, a delegation from Dubai visited Company P&F. Mr. Zhang, the chief representative of Company P&F, received them. The delegation was interested in the company's products and both parties sat down to negotiate.

During the negotiations, Mr. Zhang became confused and bored. Every hour, the Arabs would ask for a break, and go to the toilet to wash their hands and faces. When

they came back, they would kneel down and pray. Because there was no towel in the toilet, they would pray with wet hands and faces. Mr. Zhang was uncertain whether to withdraw from the scene or not.

When it was time for lunch, the Arabs were treated to a rich dinner. With everyone seated, the waitress introduced the different dishes to the Arab visitors in English. They looked surprised and delighted at the variety, until the waitress started to describe a dish of cooked pork. Then the smiles disappeared from the visitors' faces. Without saying a word, they stood up and left the dinner table. They said farewell to nobody round the table, even though some important local Chinese guests were present. The Dubai delegation left the city the same day without notifying Company P&F.

A few days later, Mr. Zhang learned this same Dubai delegation had signed a contract with their competitor. The contract was the very one they had been negotiating with Company P&F.



Communicating with others

Task 5 As host of the dinner party, Wang Jun, the General Manager of your company propose a toast to welcome the visiting guests. Prepare a toast for Wang Jun and deliver the toast to the whole class. The guest responding toast is provided for your reference. Refer to the **Expression File** at the end of this module if you need any help.

Honorable Mr. Wang
Our Chinese friends,
My colleagues,
Ladies and Gentlemen,

On behalf of all the members of our delegation, I would like to express our sincere thanks to Mr. Wang for inviting us to such a marvelous dinner tonight. We want to thank Mr. Zhang, too, for showing us round the Fair this morning. Our thanks should also go to Mr. Li, who met us at the airport yesterday and will accompany us on our sightseeing tours.

At home, every one of our delegation had heard at one time or another about the



Fair, and we'd known it is a showplace for China's achievements in her construction. *Our visit to the Fair has added to our knowledge about your great country.*

I am very much impressed by the hospitality and warmth by which you have received us. So once again I wish to express our thanks to you all for everything that you have done on our account.

I hope that Mr. Wang and our other Chinese friends will be able to visit our country in the future, so that we will have the chance to be host and return some

of your kindness.

In closing, I would like to invite you to join me in a toast to the trade and friendship between us, to the health of Mr. Vice President, to the health of our Chinese friends, to the health of my colleagues, and to all the ladies and gentlemen present here! Cheers!

Task 6 Work in groups of 4. List as many examples of table manners and eating etiquette as possible. The first two have already been done. Then act out the table manners.



Table Manners

1. Don't wipe your face with a napkin; use it to wipe your mouth only.
2. Don't put too much food into your mouth.
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

UNIT 2

Further Contact and Farewell



Skills Overview

2.1 Introducing your company

Introducing company profile, understanding values across cultures and introducing corporate culture

2.2 Entertaining

Identifying different ways of entertainment, organizing cocktail parties, introducing places of interest & local cuisines

2.3 Bidding farewell

Seeing off in the office, at the hotel & at the airport, giving a farewell speech

2.1 Introducing your company



Starting up

Task 1 Brainstorming. List at least 4 words for each column following the example given.

Types of company	Company philosophy	Staff
law firm wholesaler	innovative creative	managing director (GB) CEO (USA)



Learning about communication



Making Company Introduction That Works

Selling is more art than science. The business that gets the sale is the one most capable of responding to their client's needs. Yet when it comes to introducing company to visiting clients, many small businesses are content to read their clients a one-size-fits-all package of company material. Does that make sense? Of course it doesn't. The introduction you give to a prospective client should be targeted, persuasive and brief. To catch the attention of and inform potential clients about your goods or services, it must provide a convincing argument of why a potential client should deal with your business.

Be discriminating

An effective introduction is not supposed to provide your client with exhaustive facts about your company and its products. Instead, it's supposed to give them the information they need to make an informed and educated business decision. Therefore, be discriminating about the information you include. If it doesn't do anything to help the client make a decision, it probably doesn't need to be in the introduction.

Conveying key message

Honestly and accurately state who you are, what you provide, how you are structured and governed, your principle policies and procedures, your trading history and financial viability. The aim of your introduction is to influence the purchaser's decision, by demonstrating your credibility and convincing potential clients that you can guarantee:

- ◇ Certainty of supply
- ◇ Quality
- ◇ Value for money
- ◇ Minimal risk

Including important facts

The following checklist can be used to help you source the information you will need when preparing your company introduction.

- ◇ Business activity
- ◇ Number of employees
- ◇ History
- ◇ Average annual turnover or annual growth
- ◇ Capabilities and capacities
- ◇ Specific products or services provided

- ◇ Management structure & company philosophy
- ◇ Staff qualifications
- ◇ Track record (demonstrate your ability to meet contracts up to a certain value)
- ◇ Quality management
- ◇ Any other information deemed appropriate and advantageous



Building your skills

Task 2 Read the following company introductions and tell what kinds of information are given with reference to the checklist provided in **Learning about communication**.

Allen & Overy is an international law firm headquartered in London. Founded in 1930, the company has built a network of 28 offices in 20 countries with over 5,000 staff. Over the years, we have helped shape and been involved in many ground-breaking developments in the legal field. We judge our success by the extent to which we satisfy our clients and motivate our people. It is only by doing this that we retain our position in the global elite of international legal practices. Allen & Overy has become a truly international practice since we opened our first international offices in 1978.

Nokia is world's leading manufacturer of mobile devices with an estimated 36% share of the global market. Headquartered in Finland, Nokia have 68, 483 employees with strong R&D presence in 11 countries. It makes a wide range of mobile devices and provides people with experiences in music, navigation, video, television, imaging, games and business mobility through these devices. Nokia also provides equipment, solutions and services for communications networks. The company generated a net sales of EUR 41.1 billion last year.

Task 3 Awareness of different values in Western and Chinese cultures is helpful in winning recognition when making company introductions, especially when talking about company philosophy. The table below is a comparison of values in 2 types of culture. Study it carefully and then decide which of these culture types each of the following statements refers to.

Comparing Values Across Cultures	
Western Culture (W)	Chinese Culture (C)
Values changes Favors specific communication Emphasizes individual performance Focuses on tasks and products Emphasizes individual views Emphasizes competition Prefers informality Emphasizes strict adherence to schedules	Values tradition Favors ambiguous communication Places emphasis on group performance Focuses on relationships and process Places emphasis on harmony Emphasizes cooperation Prefers formal tone Is flexible about schedules

1. They don't like new things and prefer following tradition.

2. Winners of national championships often attribute their winning to team efforts.

3. They tend to value individuality in thought and action.

4. They usually concentrate on developing personal relationships first.

5. They attach great importance to encouraging people to air their views freely.

6. They lay emphasis on the spirit of cooperation rather than keen competition.

7. Business meetings are held informally like a social gathering with interruptions from time to time.

8. If an appointment is set for 9:00, the meeting may actually begin at 9:15 or 9:20.



Communicating with others

Task 4 On the second day of arrival, Mr. Gordon and his buyer paid a visit to your company where the marketing manager of your company, Gong Bing makes an impressive company introduction to him. Act as Gong Bing and give the company introduction based on the following company profile.

Company Profile

Established	1982
Headquarter	Shenzhen (where Mr. Gordon is visiting)
Number of employees	13,000

(to be continued)

(continued)

Main products	Electronic products, including mobile phones, TV sets and hi-fi equipment
Markets	Both domestic and foreign markets
Current projects	1) Setting up offices in major cities in China 2) Developing an advanced high-tech products: plasma TV
Turnover last year	USD 800,000,000
Turnover so far this year	USD 850,000,000
Future plans	1) Run more factories in China 2) Export 50% of the total products abroad 3) Create two more plants in the northwestern parts of China

Task 5 Pair work. Work together to find the corporate philosophy that you appreciate most. Adopt that philosophy for Mixmore Electronics Company. Take turns acting as the general manager Ma Jun and giving a brief talk on the corporate culture to your clients.

Notes:

Every enterprise has its unique culture or value set. Corporate philosophy/culture is one of the important concepts in organization in recent years. It refers to the moral, social and behavior norms of an organization based on the beliefs, attitudes and priorities of its members. The following is a typical statement of enterprise philosophy.

★ *“We strive to use innovative technologies to create a broad spectrum of life-enhancing products and services based on harmony with people, society and the environment.”*

2.2 Entertaining



Starting up

Task 1 List activities suitable for entertaining visiting clients and explain why.

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19
20



Learning about communication



Entertaining Your Clients

Each client has different interests, so make sure to choose something that fits each person's personality and interest.

Golf

Golf is a client-friendly activity because it is a slow game — unlike the breakneck pace of so many other sports. It does not leave you exhausted and gives you plenty of time to talk about business. The game is also exclusive as the top golf clubs often require special memberships.

Sight seeing

China has many tourist attractions thanks to its vast territory, beautiful landscapes, long history and splendid culture. It is a good choice to arrange local or nearby city sightseeing, especially when it is your clients' first visit to China.

Shopping

Ask your clients whether they are shopping for gifts. There are many fantastic and unusual things for foreigners to buy in China which makes wonderful souvenirs and gifts for relatives and friends back home, especially arts and crafts like paintings, ceramics, stoneware, cloisonné and silk.

Cocktail party

Cocktail party is a great way to entertain your business associates as it provides a more relaxed atmosphere for your clients who might not feel comfortable sitting across from one another at a dinner party. There are a few basic guidelines to throwing a fabulous cocktail party.

1. Set the appropriate time. The traditional time frame for a cocktail party is 2~3 hours in length held between 6 p.m. and 10 p.m.
2. For a 2-hour party where you only plan on serving wine and/or champagne, you'll need

- to have one bottle for every two guests. Have a mix of white and red varieties.
3. Ask your guests to dress up for the cocktail party. More formal attire will add to the experience — and guests are less likely to over-drink and get out of hand if they feel more respectable.
 4. Set up a bar area where you would make cocktails and entertain people who might have problems socializing with strangers.
 5. Prepare the menu. Aim for variety (meat, vegetarian, hot, cold, spicy and sweet). If you're not serving dinner, estimate 6 bites per person, but remember that it's better to have too much food than not enough.
 6. Prepare sufficient wine, beer, and 2 types of liquors that can be made into a variety of cocktails (probably vodka, rum, gin, scotch, bourbon, blended whiskey, or tequila). Don't forget mixers and garnishes, including orange juice, soda, tonic, ginger ale, cola, grenadine, tomato juice, lemons, limes, horseradish and Worcester sauce.



Building your skills

Task 2 Pair work. Write a plan for holding a cocktail reception, stating in detail what you need to prepare. Related information of the reception is given below.

Intended Participants	Around 30 (with business associates of your company)
Dinner	Not included
Intended Time	One day after arrival of Mr. XX
Intended Place	Ball room 3, Continental Hotel (not booked yet)



In preparation for the cocktail reception, you need to:





Task 3 Small talk is important at a dinner table. It helps establish rapport with others and makes subsequent discussions and negotiations a lot easier and more enjoyable. However, not all topics are suitable for small talks. Mark the following topics with “n” for “not acceptable” and “a” for “acceptable”.

work/office life	
school life	
corporate culture	
current international issues	
shared hobbies & interest	
religion	
weather	
famous persons	
age	
marriage status	



Communicating with others

Task 4 A cocktail usually contains one or more types of liquor and some mixers. Do an internet research and give a brief talk including the points below.

1. Illustrating what is liquor and mixer;
2. Giving several examples for liquor and mixer respectively;
3. Illustrating cocktail terms of “neat”, “shaken”, “stirred”, “over the rock” and “straight up”.



Task 5 Pair work. Apart from cocktail parties, sight seeing and dinners are also popular ways of entertaining visitors. Make an introduction of one place of interests in your city and one local cuisine.

2.3 Bidding farewell



Starting up

Task 1 Pair work. List possible places for bidding farewell to visiting clients.

[illegible]

Learning about communication



Bidding Farewell to Your Visitors

In the office

When bidding farewell to a visitor in your office, it is good manners to open the door and go out after them. It is usual, then, to escort him/her to a point of exit from the company. This may be to the elevator, to the gate to your company's building, to the parking lot or even to a bus stop. Some companies will require you to go with your guest to the company's gate.

At the hotel & airport

If your guest is from a far-away place, your company might expect you to see him/her off at the railway station, airport or dock. In this case, your company will expect you not to leave your visitor until he/she has caught the train, plane or boat and is finally out of sight. Arrange a car or a coach to pick up the guests from the hotel to the airport on the departure day. Go to the hotel several hours before the plane takes off and help the guest to check out. It is usual to help them go through boarding procedures. An important part of this is getting them to the check-in desk in good time. It is a courteous act for an executive in your firm to see off the guests at their residing hotel.

Farewell dinner

Usually a farewell dinner will be arranged and a farewell speech delivered to the guests, who are leaving, often by an executive in the host company.

A farewell speech includes the name of the guest who is leaving, memories of the good days or fruitful cooperation with the guests, the gratitude for their effort/cooperation, the pity that the guest is leaving and the good wishes for the guest.



Building your skills

Task 2 When seeing off your clients, in order to help them go through boarding procedures, you need to get them to the check-in desk in good time. It is thus necessary to know the time for check-in and boarding. Fill in the following chart with information A~F.

	Flight CZ 1354		Flight BA 339	
Check-in				
Boarding				

A. Start 2 hours before take-off.

B. Start 1.5 hours before take-off.

C. Close 45 minutes before take-off.

D. Close 0.5 hour before take-off.

E. Close the boarding gate about 10~15 minutes before take-off.

F. Start boarding about 0.5 hour before take-off.

Task 3 Below is a farewell speech given to an expert from a British company giving technical support. State what each part with different numbers indicates. The first one has been done for you.

① Memories of the good days or fruitful cooperation with the person(s)

② Dear Dr. Brown,

② How time flies! ① It was here that we gave you our hearty welcome 2 months ago. We are now here again to bid you farewell. ② We regret to say good bye, ④ yet as you are to

②

③

④

return to London. I take the greatest pleasure of sending you, on behalf of all members of this company and in my own name, our good wishes for the future.

③ I must also express our thanks to you for the personal interest you have shown in our business over the past 2 months. As you know, we have established a close relationship with you. And, without your help, we could not possibly have set up a partnership between the 2 companies. ④ We appreciate your effort, and we sincerely hope our cooperation will continue for many years to come.

④ We wish you good health and every success in the future!

Wish you a pleasant journey hom!



Communicating with others

Task 4 Mr. Gordon's visit to your city is coming to an end. At the farewell reception, Ma Jun, the general manager is going to deliver a farewell speech to Mr. Gordon. Prepare a speech for Ma Jun and deliver it to the whole class.

Task 5 Pair work. Act out the following scenes.

Scene 1

On the day of departure, you see off Mr. Gordon and his buyer at the airport. (Make a checklist of what need to be done and paid attention to.)

Scene 2

On the day of departure, Ma Jun sees off Mr. Gordon at the hotel.

Culture Salon: English Pub Life

Pub life is one of the most important aspects of British culture. Ale, after all, existed in England long before tea. Pubs are social places where friends gather over a few pints and perhaps some food. It is said that each English village, no matter how small, has at least one pub. They are generally the centerpiece of village life, at least as much as the church is. It truly is the place to go if you really want to learn about English culture and get to know her people.

Pub is actually short for public house. There are over 60,000 of them in the UK. They serve, of course, a wide range of beers, wines and spirits. But food is also served. You can find everything from fish and chips to curries and lasagna. This is a relatively new development in pub history, as traditionally, they mainly served alcohol and perhaps a few bar snacks (pickled eggs, crisps, peanuts and pork cracklings). You can now dine as well at some pubs as you can at some restaurants.

Games and activities at pubs can include darts, pool, karaoke, video games, slot machines and quiz games. Tournaments may be held and major sporting events might be broadcast on the television.

Beer has a traditional British taste but there are many different flavors and varieties: light ale, pale ale, brown ale and bitter — to mention only a few. It's served from bottles or barrels in pints or half pints.

Most pubs have no waiters — you have to go to the bar to buy drinks. Pub culture is designed to promote sociability in a society known for its reserve. Standing at the bar for service allows you to chat with others waiting to be served. The bar counter is possibly the only site in the British Isles in which friendly conversation with strangers is considered entirely appropriate and really quite normal behavior.

British pubs are governed by many different laws and customs which sometimes take visitors by surprise. The times of day when beer can be served, for example, are strictly controlled but vary from place to place. Children under the age of 14 are not allowed in pubs at all and no one under the age of 18 may drink alcohol. Children are, however, permitted to go into pubs which are also restaurants.

Questions:

1. Do pubs in Britain have waiters to serve you? Why is it so?

2. Do pubs in Britain serve food? Are children under the age of 14 allowed to go into pubs?
3. What can people do inside pubs?

Project I : Receiving Foreign Guests

Task Group work. Conduct a project based on the given scenario and requirements.

Scenario

The marketing manager of the Perfect Dress, a garment importing company headquartered in UK, is planning a visit to your company, the Yushan Fashion (China) Ltd. to explore cooperation possibilities.

Requirements

1. Students are supposed to be either the host company's staff, or the visiting company's staff.
2. The host company's staff consist of the Chairperson, the secretary and the Marketing Director; the visiting company's staff include the Marketing Manager, Area Manager Asia, and the Marketing Manager's assistant.
3. The host company's staff arranges the whole trip for the visiting company's staff.
4. Students' performance is assessed by both the oral and written work.

Background information of the host company

Yushan Fashion (China) Ltd. is a big private enterprise, which mainly deals in the export of Chinese garments, textiles and fashion products. Its headquarter is in your city. The strength of the company lies in its production unit, which consists of ten manufacturing bases in China, the biggest one in XX city, which is of 1-hour driving distance from your city. In addition, it offers attractive prices and timely delivery, which has enabled Yushan to become very competitive in the international market.

Guidelines

Suggested steps for you to follow:

1. Work in groups of 6. Three work for the host company and the others work for the visiting company.
2. Allocate tasks within the group.
3. The visiting company staff write an email to inform the host company of the visiting details (approximate time, duration, purpose) and raise requirements concerning invitation letter, schedule arrangements and accommodations.
4. The host company staff reply the email with an invitation letter and a draft schedule.
5. The host company staff choose and book the hotel for the guests.
6. The host company staff welcome the guests at the airport and help them check into the hotel.
7. The host company hold a welcome dinner in honor of the guests.
8. The host company show the guests around the company and make a company introduction.
9. The host company take the guests to visit the production base in the nearby city.
10. The host company hold a cocktail party for the guests.
11. The host company staff bid farewell to the guests at the airport.

Language Folder I

Vocabulary File

Task 1 Match the English words on the left to the explanations on the right. (20%)

1. beverage

a. an official mark put on your passport by the representatives of a foreign country, that gives you permission to enter, pass

2. banquet

3. schedule

4. hierarchy

5. buffet

6. innovative

7. spirit

8. passport

9. turnover

10. mobility

11. courtesy

12. convenience

13. toast

14. dessert

15. customs

16. visa

17. reservation

18. accommodations

19. starter

20. boarding

through or leave that country

b. the rooms, food, services etc. that are provided in a hotel or on a train, boat**c.** a plan of what someone is going to do and when they are going to do it**d.** an arrangement made so that a place is kept for you in a hotel, restaurant, plane, etc.**e.** the place where your bag is checked for illegal drugs, guns, etc. when you go into a country**f.** the quality of being suitable, freedom from difficulty or worry**g.** first course of a meal**h.** a small official book given by a government to a citizen that proves who that person is and allows them to leave the country and enter other countries**i.** sweet food served after the main part of a meal**j.** a meal of cold food at a party or other occasion, in which people serve themselves at a table and then move away to eat**k.** an occasion when you ask all people to drink something in order to thank someone, wish someone luck, etc.**l.** polite behaviour that shows you have respect for others**m.** new, different, and better than those that existed before**n.** any sort of drink except water**o.** alcoholic drink**p.** organization with grades of authority from lowest to highest**q.** the amount of business done in a particular period, measured by the amount of money earned**r.** the act of getting on a ship, plane, etc. in order to travel somewhere**s.** the ability to move easily from place to place**t.** a formal dinner for many people on an important occasion

1. ____ 2. ____ 3. ____ 4. ____ 5. ____ 6. ____ 7. ____ 8. ____ 9. ____ 10. ____

11. ____ 12. ____ 13. ____ 14. ____ 15. ____ 16. ____ 17. ____ 18. ____ 19. ____ 20. ____



Sentence File



Task 2 Listen to the recordings and select the most appropriate answer to each sentence. (20%)

1. A. How are you?
B. How long have you been with the institute?
C. It's an honor to meet you, professor.
2. A. Oh, thank you. They're so lovely.
B. Oh, it's really small.
C. Sorry that I've not prepared anything for you.
3. A. No hurry. We still have plenty of time.
B. Of course, Mr. White. It's been a pleasure to have you with us today.
C. Your schedule is too tight.
4. A. I must be off now.
B. Thank you for those kind words.
C. You are so thoughtful.
5. A. Chinese food is always the best.
B. Yes, it is an expensive cuisine.
C. Thank you. I'm glad you enjoyed it.
6. A. There is a sharp increase between July and August.
B. About one million pieces.
C. We offer a whole variety of products.
7. A. We've got lots of big orders at hand.
B. I'm glad to hear that.
C. We are always confident about our quality control.
8. A. On behalf of the group, I'd like to say how sad we are to see you go.
B. I'm looking forward to meeting you soon.
C. I'm reluctant to go.
9. A. I'd like to invite you for dinner tonight. Do you think you'll have time?
B. Guangdong is the paradise for food. I'd like to treat you with a snake banquet tonight.
C. I've got some tickets of Beijing Opera! Do you want to go with us?
10. A. Please help yourself.
B. Let's raise our glasses to Mr. Johnson.
C. Let's drink to our successful cooperation.

Conversation File

 **Task 3** Listen to the recordings and fill in the blanks.

(60%)

A. Receiving clients at the airport

(W: a female manager with a Chinese company M: a male foreign client)

W: Excuse me, are you Mr. Martin?

M: Yes, I am.

W: My name is Zhang Fen, _____ 1 _____ of the Everbright Company. This is my business card.

M: Thank you. And this is mine. How do you do, Ms. Zhang? _____ 2 _____.

W: Glad to meet you, too. _____ 3 _____.

M: Thank you. That's very kind of you.

W: _____ 4 _____?

M: Yes, very good, thanks.

W: _____ 5 _____?

M: Thank you. They are a bit heavy.

W: My car is in the parking lot. This way, please.

B. Talking about schedule

(W: a female manager with a Chinese company M: a male foreign client)

W: Good afternoon, Mr. Martin. We have worked out _____ 1 _____ for your 4-day stay in China. I will explain it to you. If you have any suggestions on the details, please _____ 2 _____.

M: You are really thoughtful, Ms. Zhang.

W: At 7 o'clock this evening, there will be _____ 3 _____ at the hotel ball room. I leave tomorrow morning free because I guess you would need _____ 4 _____ to recover from the long journey.

M: It's really thoughtful of you.

W: You will meet Mr. Liu, the president at 2:30 tomorrow afternoon in his office.

M: Great. I've been looking forward to seeing Mr. Liu.

W: We will show you around _____ 5 _____ and the research center the day after tomorrow.

C. Making company introduction

Our company was set up in 1992 and is headquartered here in Shanghai. At present, there are more than 15,000 people in our company. We have built up _____ 1 _____ including mobile network, broadband network, and optical network. Our company _____ 2 _____ in providing competitive communication solutions and services for our customers.

After years of hard efforts, our company is becoming ____ 3 _____. Our products and solutions are deployed in over 100 countries and serve over one billion users worldwide.

In 2007, 72% of our contract sales were from ____ 4 _____, and we have set up more than 100 branch offices in order to provide quick services to our customers. Also, we have established 12 R&D centers around the world such as in the Silicon Valley and Dallas of the United States, and Stockholm in Sweden to ensure global R&D with outstanding people.

We firmly believe in localizing our ____ 5 _____ and make it a point to hire local employees. We plan to set up more training centers worldwide to help our customers and local people to study advanced management and technologies. This can not only enhance our understanding of ____ 6 _____, but also contribute to the local economy by ____ 7 _____, especially in less developed regions.

D. Talking about local cuisine

Chinese cuisine has a long history, and is one of ____ 1 _____. It is famous all over the world. ____ 2 _____ fine selection of ingredients, precise processing, particular care to the amount of fire, and substantial nourishment. Local flavors and snacks, and special dishes have formed according to ____ 3 _____ historical factor, and eating habits.

An emphasis on preserving ____ 4 _____ is the hallmark of Cantonese cuisine. Guangdong chefs would consider it a culinary sin of the highest order to produce a dish that is overcooked or too heavily seasoned. Clear-steamed fish is a typical Cantonese dish. Guangdong chefs put great stress on ____ 5 _____. They put in just a pinch of salt, and a few drops of rice wine to ____ 6 _____ the rank smell of the fish. They usually won't even put in soy sauce. The fish will be steamed just long enough for the flesh to turn white, just barely done.

E. Seeing off at the hotel

(W: a female manager with a Chinese company M: a male foreign client)

M: Good morning, Ms. Yang.

W: Good morning, Mr. Wright. Are you ready?

M: Yes. I'm going downstairs to the reception desk to check out.

W: OK. We should be at the airport ____ 1 _____ as you need time for check-in and customs formalities. ____ 2 _____?

M: Sure.

W: I'll call a porter to take your suitcase down. As I have a meeting this morning,
 _____ 3 _____ at the airport. Hope you don't mind. I've arranged a car to the airport.

M: Thank you. That's very kind of you.

W: Here comes the car. Let's go now.

F. Seeing off at the airport

(W: a female manager with a Chinese company M: a male foreign client)

W: I've checked the departure time. The plane will _____ 1 _____. We still have 40
 minutes. Let's wait at the departure lounge.

M: Thank you so much, Ms. Yang. _____ 2 _____ during my stay in your city.
 Without your help, I would have been at a loss.

W: It's my pleasure.

...

M: Now, time for boarding. _____ 3 _____, Ms. Yang.

W: My pleasure. I wish you a very pleasant journey.

M: _____ 4 _____ in your company. I'm terribly sorry I didn't have time to say
 goodbye to them all personally.

W: Sure. Don't worry about that. I hope you'll come to our company again.

M: I hope so. See you, Ms. Yang.

W: See you, Mr. Wright. Bon voyage!

Score: _____

Date: _____

Expression File

Welcoming visitors

Welcoming

- ◆ It's a great pleasure to welcome you to ...
- ◆ On behalf of ..., I'd like to welcome you to ...
- ◆ We've been looking forward to your visit.

Introducing yourself

- ◆ My name's ... I'm ... (title)
- ◆ Let me introduce myself. I'm ...
- ◆ How do you do? My name's ...
- ◆ I'm ... from ... (company)
- ◆ We haven't met. I'm ...

Introducing someone else

- ◆ I'd like to introduce you to ...
- ◆ Have you met ...?
- ◆ ..., this is ...

Responding to introductions

- ◆ How do you do? My name's ...
- ◆ Nice to meet you. Mine's ...

Making small talks

Talking about the travel

- ◆ How was your trip?
- ◆ Did you have a nice journey?
- ◆ Did you have any trouble finding us?
- ◆ It was fine/very smooth/horrible.

Talking about the weather

- ◆ How do you find the weather here?
- ◆ Do you like the weather here?
- ◆ It's lovely/sunny/warm.
- ◆ It's a bit too hot.

Talking about accommodations

- ◆ How do you like your hotel?
- ◆ Is everything all right?
- ◆ It's very comfortable/lovely.
- ◆ The service is excellent.
- ◆ The rooms are a bit cramped.

Talking about hobbies

- ◆ What do you do in the evenings/at weekends?
- ◆ Where do you spend your holidays?
- ◆ What do you do in your spare time?
- ◆ Do you like films/gardening/sports?
- ◆ What kind of music do you like?
- ◆ I'm impressed with your wide store of information. You must have read very much, don't you?
- ◆ Golf is my favorite sport.

Entertaining visitors

Toasting

- ◆ Here's to ...

Inviting

- ◆ We'd like to invite you to ...

- ◆ Let's raise our glasses to ...
- ◆ I'd like to propose a toast to ...
- ◆ I am very much impressed by the hospitality and warmth you have extended to us.
- ◆ I hope that XXX and our other friends will be able to visit our country/city in the future, so that we will have the chance to return some of your kindness.

- ◆ Would you like to come to ...
- ◆ We wondered whether you could come to ...?
- ◆ If you have no plans tomorrow night, what about ...
- ◆ If you like, I can show you some of the sights tomorrow.
- ◆ Why don't you join us for dinner?
- ◆ Would Wednesday evening suit you?

Bidding farewell

Closing remarks

- ◆ I'm afraid I must go; otherwise I'll miss my flight.
- ◆ Well, I'd better be off.
- ◆ We are all sorry to see you leave.
- ◆ Safe journey.
- ◆ Have a good/nice trip/flight.

Future contacts

- ◆ I hope we'll see you again soon.
- ◆ I'm sure we'll be seeing each other again soon.
- ◆ I look forward to seeing you next ...
- ◆ Keep in touch.
- ◆ Give me a ring next time you're in ...