## *CHAPTER II* BUSINESS ETIQUETTE

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| **Unit 1** |

# OFFICE MANNERS

If you really want to be a success as a businessman, promise yourself:

* to be so strong that nothing can disturb your peace of mind;
* to talk about health, happiness and prosperity to every person you meet;
* to make all your colleagues feel that there is something in them;
* to look at the sunny side of everything1 and make your optimism come true;
* to think only of the best and to work only for the best and expect only the best;
* to forget the mistakes of the past and press on the greater achievements of the future;
* to give so much time to the improvement of yourself that you have no time to criticize others;
* to be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

# YOUR OFFICE MANNERS

# Introductions

Introductions are usually made by your boss or the boss’ assistant or secretary in the formal business pattern.

When introducing people to each other, don’t worry about the technicalities of introductions2, just remember that:

* A man is always presented to a woman, not a woman to a man.
* The honored one’s name is said first, the name of the person being presented follows.
* «May I present?» or «May I introduce?» or «I have the honour to present». They are all correct, but they’re a bit stiff for modern usage. A plain and simple, «Mrs. Hamment, Mr. Crown» is enough — or, if you like, «Mrs. Hamment, this is Mr. Crown». And you needn’t go on to give each a biography.
* Present the young to the old, the lesser to the greater.

When you are introduced you stand, whether being introduced to a man or to a woman.

Please note: it is never correct to call anyone in business like «pal», «bud», «baby», ‘Honey» or «darling». Pet names are considered cheap.

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| *Don’t say:*  How are you? | *Do say:*  How do you do? (formal)  Hello. (informal) |

Only after this routine you can say «Pleased to meet you», «Nice to meet you».

# HINTS FOR THE OFFICE MANAGER, OR THE BOSS

Here are some suggestions:

* Don’t order, ask and be polite. It amounts to the same thing, but it sounds — and works — better.
* Remember that people work with you, not for you. They like to be spoken of as associates, not as slaves.
* Keep your promises3. It’s important to make a note of every promise — whether it is something important or something you think less important.
* Criticize, if you must, only in private4 — and do it objectively. Never criticize anyone in public or in anger.

# THE SECRETARY

Drawing room manners5 are out of place in an office, and you are not expected to jump to your feet and hold a chair for your secretary every time she comes into your office. But take care not to treat her as if she were nobody6. You should say a pleasant «Good morning» when you come in and «Please» and «Thank you» at every opportunity.

This is what you should expect from your secretary:

1. Polite handling of the telephone calls.
2. Courteous handling of the visitors.
3. Confidential treatment of the business and private affairs.
4. A business like air.

It means:

* calling you «Mr» in front of outsiders;
* wearing clothes suitable for the office;
* confining her personal phone calls to the minimum7;
* asking you if you will need her any longer before she covers her typewriter (computer).

# THE RECEPTIONIST

The receptionist should dress conservatively8, sit quietly9, and attentively, speak softly, address and refer to employees and visitors formally, and stay off the telephone except on matters of business. When the receptionist calls you to say that someone is there to see you, she should always speak in the third person: «Mr. Ross to see Mr. Wright» never «Mr. Wright, there’s Mr. Ross out here to see you».

Here are some «Don’ts» and «Do’s» for the receptionist:

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| *Don’t say:*  Wait a minute.  Who are you?  What do you want to see him about?  He’s busy. | *Do say:*  May I help you?  Let me ring his office to see if he is in.  Is he expecting you?  Mr. Wright’s secretary will be right out.  Won’t you sit down for a minute, please? |

# THE MAILROOM CLERK

Mail clerks should be asked to move around the office quietly and to avoid interrupting others with chit-chat as they make their appointed rounds. They should lay the mail on desks or in file boxes, not dump or throw it.

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| **Unit 2** |

# HINTS FOR THE BUSINESSMAN’S SOCIAL LIFE

Whether by choice or by chance there’ll be time when business and social lives are entwined, for business reasons.

That’s why there are essentials of everyday etiquette in everyday social life:

* Stand up whenever a woman enters a room if you are sitting, and keep standing until she sits or goes.
* Stand up for introductions, greetings and leave-takings.
* Stand up when someone, man or woman, is trying to pass in front of you while sitting in the theatre.
* Stand out of the elevator (and out of the way), when someone farther back wants to get out and you are blocking the door.
* Walk on the street-side of the sidewalk to «protect» your woman companion. Keep her on your right.
* Take off your hat when you are indoors, except in lobbies, corridors, department stores.
* Shake hands for all introductions and all goodbyes to men, but don’t offer your hand to a woman unless she extends hers first.
* You get off the bus first.
* Hold all doors for the woman.
* Hold all chairs for the woman when she sits and when she rises.
* Help her in and out of her coat.
* Relieve her of heavy things — suitcases, briefcases, books, etc.

#### AT A RESTAURANT WITH A BUSINESSWOMAN

You check you hat10 and coat first, then you offer to check her things.

* She goes ahead of you to the dining-room.
* First you repeat her order to the waiter, than you repeat your own.
* When speaking to the waiter, you must refer to her «the lady»: «Salad for the lady», not «she will have salad».
* When it’s time to go, you ask the waiter to bring the check.
* Once payment is made, you stand, walk around to help her, then allow her to precede you to the checkroom. You claim your hat and coat, ask the doorman to get you a taxi — and you are off.

# BASIC RULES OF SOCIAL ETIQUETTE

In public the best manners are the quietest. Try not to attract attention to yourself.

Be careful of compliments. Give them in private, whenever possible.

Don’t use a lot of foreign words and phrases.

Don’t say, «Huh?» or «What» when you mean «What did you say?» or «Sorry — I didn’t hear what you said».

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1. to look at the sunny side of everything — бадьоро дивитися на життя
2. technicalities of introduction — процедура знайомства
3. to keep promises — тримати слово
4. to criticize somebody in private — критикувати кого-небудь віч на віч
5. drawing room manners — світський тон
6. as if she is nobody — ніби вона пусте місце
7. confining to the minimum — звести до мінімуму
8. to dress conservatively — одягатись строго
9. to sit quietly — триматись скромно
10. to check the hat — здавати шляпу

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| 1. To disturb 2. Peace of mind 3. Noble 4. To permit 5. Formal pattern 6. To order 7. To be polite 8. Associate 9. Slave 10. Suggestions 11. Hint 12. At every opportunity 13. The receptionist 14. To speak softly 15. The mailroom clerk 16. To entwine 17. Leave-taking 18. Lobby 19. To shake hands 20. To relieve 21. The doorman 22. Social etiquette 23. To attract attention 24. In private | турбувати  душевний спокій  благородний, шляхетний  дозволяти, допускати  певні правила  наказувати  бути ввічливим  колега  раб  рекомендації  порада  при будь-якій нагоді  секретар в прийомній  говорити тихо  кур’єр  переплітатись  прощання  вестібюль  потиснути руки  звільняти  швейцар  етікет спілкування  привертати увагу  конфіденційно |

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***Exercise 1.* Fill in the blanks with the necessary words:**

1. Introductions are usually made by your boss or the boss’ assistant or secretary in the … … .

2. If you really want to be a success as a businessman, you must be so strong, that nothing can … your peace of mind.

3. There are some … for the businessman as a new employee.

4. Criticize, if you must, only in … .

5. … should dress conservatively and sit quietly.

***Exercise 2.* Complete the sentences:**

1. … … should lay the mail on desks or in file boxes, not dump or throw it.

2. The receptionist should dress … .

3. … … … are out of place in the office.

4. Confining your personal phone calls to the … .

***Exercise 3.* Translate into English:**

1. Запросіть, будь ласка, містера Брайта. — Одну хвилинку, я зателефоную йому.

2. Почекайте, будь ласка, хвилинку.

3. Зараз вийде секретар містера Брауна.

4. Не міг би він вам передзвонити?

5. Чим я можу допомогти вам?

6. Вставайте кожного разу, коли в кімнату заходить жінка.

7. Подивіться в люстерко перш ніж вийти з дому.

8. Задавайте питання, щоб підтримати бесіду.

##### PATTERNS

###### Dialogue I

*Secretary*: Mr. Wright’s office. Miss Brown’s speaking.

*Caller*: Mr. Wright there, please?

*Secretary*: Sorry, but he’s not available just now. May I help you? … or Is there anyone else you’d care to speak to?

*Caller*: No — when could I reach him?

*Secretary*: I expect to hear from him in about an hour. … or — He’s at a meeting which will probably last until lunch time. … or He has someone with him just now, I’m not sure how soon he’ll be free. … or — May I tell him who called?

*Caller*: Well, I’ll call again this afternoon.

*Don’t say «He’ busy» … or: «He’s tied up». It is impolite.*

# *Dialogue II*

*Caller*: Would you have him call Philip Ross, please?

*Secretary*: Will you give me the number please, in case Mr. Wright hasn’t it handy?

*Caller*: It’s 3-8-4-1-4-3-8.

*Secretary*: Thank you. I’ll ask him to call as soon as he’s free.

# TASK

**Make your own dialogue according to the patterns:**

*Caller*: This is Philip Ross. Do you know if he’s had any word on the computers deal yet?

*Secretary*: No, I don’t — but I know he’d want to speak to you about it. He’s at a meeting , but it ought to break up soon…

# ROLE PLAY

1. You are a secretary. Your boss has gone to another room. His friend is calling him.

2. You are at the restaurant with a businesswoman. You have to introduce her to your partner.

# DISCUSSION

**1. Discuss what you have learned from the text about the following:**

1. the manners of the manager,
2. the manners of the secretary,
3. the manners of the businessman at a restaurant,
4. the everyday etiquette in everyday social life.

**2. Think and answer the questions**:

1. What hints can you give for the businessman as a new employee?
2. What are the forms of address?
3. What are the hints for the receptionist?
4. What are the duties of the secretary?

#### *CHAPTER III* BUSINESS CONTACTS

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| **Unit 1** |

# MAKING CONTACTS

Making contact is very important in business. Numerous problems and complications of the business done with firms and companies make the use of different methods of business communications a necesssity.

You may use telex, telephone, telegraphic and SWIFT1 communi­cation for making contact. The growing use of the telephone and telegraph is reducing the need for letter writing. But the writing of letters continues in spite of all modern means of communication; in fact most of telephone and telegraph communications have to be confirmed in writing.

The telex is a very efficient method of making contact. It is as fast as telephone service, and as accurate as a typewriter. A major advantage of the telex is that a sender may transmit a message 24 hours a day, even if the machine is left unattended. The language of the telex message is similar to the language used in telegraphic services, with the same rules, but there are extra abbreviations and conventions. Usually, in companies or firms, there is a telex operator who will send messages for you. Sometimes, however, you may have to send an urgent telex yourself, in English.

Most people prefer phoning in their contacts. This method of communication is fast and simple. A few common expressions are enough for most telephone conversations in making contacts.

The day before the meeting you may want to call your contact to confirm the arrangement before arriving at the firm. But it is not always possible to follow your original plans.

You or your contact may want to change an appointment. If one wants to change the appointed date, it’s better to apologize and suggest another date.

If you make a «cold call»2, you could have difficulty in getting past the secretary of the person you want to see. You should know a few suggestions of things you might say to the secretary.

Before talking about the details of your business, there is usually a period of social conversation (small talk) which can be difficult. A good tactics is to ask questions for «breaking the ice»3. There are three reasons for this: most people like talking about themselves; it is easier for you to listen; you may learn something useful.

If the small talk continues too long, you may want to change the subject to business matters and talk about the reason you have arrived. After every visit to a company, it can be useful to keep in touch.

There are some ways «to keep the door open»: telexing contacts, writing to contacts, paying visits, sending a facsimile and so on.

Some contacts do not keep in touch, you have to telephone them to let them know that you still exist. The most difficult contacts say very little on the telephone. This can be because of their personality, their attitude to you, or their difficulty with English.

If they do not speak, you have to.

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1. SWIFT (Society for World-wide Interbank Financial Telecommunicati­on) — міжнародна міжбанківська електронна система платежів (СВІФТ)
2. to make a «cold call» — нанести візит без домовленості
3. «to break the ice» — зламати кригу, покласти початок (розмові, справі і т.п.)
4. «to keep the door open» — сприяти продовженню подальших контактів (зв’язків)

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| 1.Contact  Contacts  To contact (with)  To make contact | знайомий (звич. діловий)  амер. контакти, знайомства, зв’язки  бути в контакті  встановлювати зв’язок |
| 2. Complication | 1) ускладнення  2) заплутанність, складність |
| 3. Communication | 1) сполучення, зв’язок  2) засоби сполучення |
| 4. Necessity | необхідність, потреба |
| 5. To reduce | зменшувати, послаблювати, знижувати, скорочувати |
| 6. To confirm  Тo confirm an appointment | підтверджувати, підкріпляти  затверджувати зустріч |
| 7. Accurate | точний, правильний |
| 8. Sender | відправник |
| 9. To transmit | 1) передавати  2) відправляти, посилати |
| 10. Message | повідомлення, лист, послання |
| 11. Unattended | тут: без нагляду |
| 12. Extra | особливий, окремий, додатковий, позачерговий |
| 13. Abbreviation | абревіатура, скорочення (яке вживають у письмі і розмові) |
| 14. Convention | умовність, загальна згода, звичай, договір, угода, конвенція |
| 15. Urgent | 1) терміновий, негайний, настійний  2) дуже необхідний |
| 16. Arrangement | домовленість, угода, улаштування |
| 17. Apologise | перепрошувати, вибачатись |
| 18. To manage | 1) справитися, впоратися з, примудрятися  2) управлятися, керувати, завідувати |
| 19. To suggest  Suggestion | пропонувати, радити  пропозиція, порада, вказівка |
| 20. Original | новий, свіжий, справжній, первісний, початковий |
| 21. Call | 1) візит, відвідування, відвідини  2) виклик, телефонний виклик |
| 22. Past | мимо |
| 23. Social | світський, товариський, громадський, суспільний |
| 24. Tactic (s.) | тактика (вживається як у одн., так і у множ.) |
| 25. Touch  In touch with smb.  To get in touch with smb.  To keep in touch | контакт, спілкування, зв’язок  у контакті з кимось  зв’язатись з кимось  підтримувати контакт (зв’язок) |
| 26. Facsimile | факсиміле |
| 27. Attitude | відношення, позиція, ставлення |
| 28. Personality | особисті риси, особливості характеру, особистість |

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***Exercise 1.* Fill in the blanks with necessary words:**

1. Mr. Stock has got … with Mr. Brown for 10.30 tomorrow morning.
2. I’m afraid he is not in the office at the moment. Would you like to leave any … for him?
3. You may want to call your contact to … the arrangements you have made.
4. You have tried to … them by phone.
5. After every visit to a company it will be useful to keep in … .
6. … greets the visitor and finds out who he wishes to see.
7. Usually, in companies or hotels, there is telex … who will send messages for you.
8. Before talking about the details of your business, there is usually a period of … conversation which can be difficult.
9. The most difficult … say very little on the telephone.
10. The telex is a very efficient method of … .

***Exercise 2.* Complete the following sentences:**

1. Numerous problems and complications of the business done with firms and companies make … .
2. The writing of letters continues in spite of all modern means of communication, in fact … .
3. A major advantage of the telex is that … .
4. You should apologize for not managing the day arranged and then … .
5. If you make a «cold call», you can have difficulty in … .
6. If the small task continues too long, you may want to change the subject business matters and … .
7. There are some ways «to keep the door open» to … .
8. A good tactic for «breaking the ice» is … .
9. There are three reasons for this … .
10. Some contacts do not keep in touch, you have … .

***Exercise 3.* Translate into English:**

1. Якщо у вас є проблеми та ускладнення, зв’яжіться з нами.
2. Більшість телефонних та телеграфних повідомлень доводиться підтверджувати в письмовій формі.
3. Для встановлення контактів використовуються телексний, телефонний та телеграфний зв’язок.
4. Мова повідомлень телексу схожа на мову, яка використовується в телеграфному зв’язку. Але в ній існують особливі скорочення та умовності.
5. Більшість людей надає перевагу встановленню зв’язку по телефону зі своїми діловими партнерами.
6. За день до зустрічі можна зателефонувати діловому партнерові, щоб підтвердити домовленість.
7. Не завжди можливо дотриматися початкових планів. Іноді доводиться змінювати попередню домовленість.
8. Перші слова при зустрічі бувають найскладнішими. Потрібно вміти «зламати кригу», тобто покласти початок розмові.
9. Після кожного візиту до фірми корисно підтримувати зв’я­зок з цією фірмою.

# PATTERNS

**Make up your own dialogues according to the patterns**:

I. Confirming and Changing Appointments

*A:* Hello, Mr. Rossi? This is the Australian Chemical Bank. I’m Mr. Whitley’s secretary. I understand you have an appointment for 10 a.m. on Tuesday 13th. I’m afraid Mr. Whitley is rather tied up then. Could I suggest Monday instead?

*B:* Yes,I’m sure that will be OK.

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*A* Hello, Mr. Rossi? Tim Brown, your agent. Small problem. Our meeting for Friday is all right, but Monday afternoon is likely to be difficult: someone is coming to see us who might be a useful outlet for some of your range. Perhaps we could change our meeting to Tuesday afternoon?

*B*: Yes, OK. Right, that’s fine.

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*A*: Mr. Rossi? It‘s Jenny Kisella here. From B.I.G. I’m sorry, but my colleagues can’t all make it on Thursday afternoon. Could I suggest we meet on Tuesday instead?

*B*: Er…yes… why not? OK… Well, thank you very much.

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*A*: Hello again, sorry Tim Brown here again. I forgot; I have some other customers visiting on Friday morning. How about meeting on Thursday sometime, if that’s all right with you?

*B*: Right. Sorry to be difficult. Thanks a lot, Mr. Rossi. Bye now.

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*A*: Mr. Rossi? Good morning. I’m ringing for Mr Lund of Lund and Lund Associates. He’s very sorry, but he won’t be able to manage Wednesday afternoon. Could I suggest Friday afternoon instead?

*B*: Well, I think that should be all right. I’ll give you a call this afternoon to confirm. Thank you. Good bye.

II. At Reception

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| *Visitor*: | Good morning. My name’s Stock. I’m the new technical adviser. I’ve got an appointment with Mr. Hopkinson at 11.30. |
| *Receptionist*: | That’s right, Mr. Stock. Mr. Hopkinson is expecting you. Do take a seat, please.  Oh, Mr. Hopkinson, Mr. Stock’s here now. Oh, I see. Very good.  I’m sorry, Mr. Stock. Mr. Hopkinson’s at a meeting, but it’ll be over in a couple of minutes.  If you’d just like to wait over there, I’ll see if I can rustle up a cup of coffee for you. There are some magazines on the table over there. |
| *Mr. Stock*: | Thank you very much. I’m a bit early, actually. |
| *Receptionist*: | Reception. Very good, Mr. Hopkinson.  Oh, Mr. Stock, Mr. Hopkinson’s on his way down now. |

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| *Receptionist*: | Good morning, sir. Can I help you? |
| *Visitor*: | I’ve got an appointment with the Company Secretary. |
| *Receptionist*: | Yes, may I have your name, please? |
| *Visitor*: | McCluskey. I’m from Jonsons. |
| *Receptionist*: | Oh, yes, he’s expecting you. It’s on this floor. Go round past the lift to the left…do you see? It’s the first door on the left from here, just past the typing pool. |
| *Visitor*: | Thank you very much. |

##### III. Making a «cool call»

*Visitor*: I wonder if I might have a word with Mr. Rodgers?

*Secretary*: I’m afraid he can’t see you without an appointment.

*Visitor*: I’m sorry, I tried to ring in advance, but I could not get through.

*Secretary*: Sorry, but I can’t let you see him unless you’ve arranged a meeting.

*Visitor*: Would you tell him I’m here, please.

*Secretary*: Sorry, but I have my instructions.

*Visitor*: It should only take a few moments.

*Secretary*: Mr. Rodgers is a very busy man, you know.

*Visitor*: I don’t mind waiting until he’s free.

*Secretary*: He did ask me not to disturb him.

*Visitor*: I’m only here for a brief visit before I return home.

*Secretary*: I’m afraid he isn’t available at the moment.

*Visitor*: I’m sure he’d be sorry if we weren’t able to me meet.

*Secretary*: Very well, I’ll tell him you’re here.

# ROLE PLAY

Problem I

You want to call Mr. Smith to confirm the appointment with him for 10.15 tomorrow morning at his office.

Role I You call Mr. Smith to confirm the arrangement for 10.15 tomorrow morning at this office.

Here are the expressions you need:

I’m ringing to confirm our meeting tomorrow.

10.15 at your office, as arranged?

as we agreed?

as we said?

Role II You are Mr. Smith. You hear the telephone ring. You listen to caller and answer him using the expression:

Good. I look forward to seeing you. Good bye.

Problem II

You have already arranged another meeting for 10.15 tomorrow. You want to change this appointment. Your contact doesn’t want to change the order in which you visit him.

Role I You want to change the appointment for 10.15 tomorrow. First apologize for not managing the day he suggests.

To apologize say:

I’m afraid that..

I’m sorry…

To suggest another time say:

Could I suggest …?

What about …?

Perhaps…?

Role II You are Mr. Smith. You hear the telephone call, answer it. You don’t like the idea of changing this appointment, you say about it, but then you agree.

Use the expressions:

I’m very sorry. What could you suggest instead?

Would you give me a call to confirm?

Right. Thank you. Good bye.

Problem III

A visitor comes to the office without having arranged an appoint­ment. A secretary greets the visitor and finds out whom he wishes to see.

The visitor has a difficulty in getting past the secretary of the person he wants to see.

Role I: You are the secretary who greets the visitor and finds out whom the visitor wishes to see.

Use the following language:

Greeting: Good morning (afternoon). Can I help you?

Asking for some information: Can I have your name, please?

Do you have an appointment?

I’m afraid he can’t see you without an appointment.

He did ask me not to disturb him.

Very well, I’ll tell him you are here.

Role II: You are the visitor who has come to the office. You haven’t got an appointment. Try to obtain an interview with the Manager.

Use the following language:

Greeting: Good morning (afternoon).

Giving some information: My name is …

I’ve come to see …

I haven’t got an appointment with …

I’m from ….

I’m sorry, I tried to ring in advance, but   
 couldn’t get through.

I’m sure he’d be sorry if we weren’t   
 able to meet.

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1. What makes the use of different methods of business communi­cation a necessity?

2. Why does the writing of letters continue in spite of all modern means of communication?

3. What can you say about the language of the telex message?

4. What is a major advantage of the telex?

5. Why do most people prefer phoning their contacts?

6. What should you do if you want to change an appointment?

7. When could you have difficulty in getting past the secretary of the person you want to see?

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| **Unit 2** |

TELEPHONE

# Formal and Informal Telephone Conversation

The language used for speaking on the telephone is basically very similar to that of ordinary conversation, but limited in certain important respects1 by the special situation, which imposes a number of restrictions. Attention may be called to some of the chief differences between formal and informal telephone conversations. The most notable difference is that a formal telephone conversation is conducted at a much more formal level because the people speaking are taking care to maintain the high level of politeness usually felt appropriate in this kind of discussion. Another difference is that the formal discussion is very precise and factual, keeping to the point and never straying off2 into the chatty vagueness3 which is found at times in informal telephone conversation.

Finally, there is of course a considerable difference in the vocabulary, with more technical terms than one would expect to find in the average informal telephone conversation, and a mixture of formal and informal words and phrases. Informal chatty telephone calls usually take place between friends who have nothing in particular to discuss and are simply engaging in a bit of social pleasantness4. In this kind of telephone conversation there is a great deal of information idioms.

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1. in certain … respects — в певних відношеннях
2. straying off — відхилятись від теми
3. chatty vagueness — порожні балачки
4. a bit of social pleasantness — приємні розмови

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| 1. Telephone   e.g. May I use your telephone?  Are you on the telephone?  He is speaking over the  telephone now.  The telephone is quite dead.  I can’t get him on the phone. | Телефон  Дозвольте подзвонити по вашому телефону  У вас є телефон  Він зараз розмовляє по телефону  Телефон не працює  Я не можу додзвонитися до нього |
| 1. To telephone (to phone) smb., smth.   Syn. To ring smb.up; to call  smb.up; to call smb., to buzz  smb. (Am. colloq.) | Дзвонити по телефону комусь, кудись |
| 1. Call   e.g. There’s a call for you.  I’ll answer the call (I’ll answer the telephone | Телефонний виклик, дзвінок  Вам дзвонять.  Я підійду до телефону. |
| 1. To make a call   e.g. Where can I make a call?  Syn. To give a call; to give a  ring, to give a buzz (Am. colloq.) | дзвонити по телефону  Звідки можна подзвонити? |
| 1. Receiver   to lift the receiver Syn. To take up the receiver, to pick up the  receiver | телефонна трубка  підіймати телефонну трубку |
| 1. To replace the receiver   Syn. To hung up, to ring off | покласти телефонну трубку, скінчити розмову |
| 1. Dial | телефонний диск. |
| 1. To dial (dialled (Br.), dialed (Am.)   e.g. I have dialled the number twice but there is no reply | набрати (номер)  Я набрав номер двічі, але ніхто не підходить (не відповідає) |
| 1. Dialing tone | довгий гудок, що позначає, що можна набрати номер |
| 1. To listen to dialing tone | чекати на гудок |
| 1. Ringing tone | короткі гудки, що позначають, що лінія вільна, чекайте на відповідь |
| 1. The line is free   Ant. The line is engaged  (Br.), the line is busy (Am.) | номер не зайнятий  ант. номер зайнятий |
| 1. Engaged tone | часті гудки, що позначають, що лінія зайнята |
| 1. Number unobtainable tone | гудок, відсутність зв’язку |
| 1. A series of rapid pips | серія частих сигналів |
| 1. Coin-box telephone   Syn. Telephone booth, box phone | телефон-автомат |
| 1. Extension phone | паралельний телефон |
| 1. Extension | додатковий номер |
| 1. Switchboard | комутатор |
| 1. Switchboard operator | телефоністка |
| 1. Trunk-call   Syn. Long-distance call (Am.) | міжміський телефонний виклик |
| 1. Subscriber | абонент |
| 1. Subscriber Trunk Dialing   e.g.This city is not on STD | міжміський автоматичний телефонний зв’язок  з цим містом немає автоматичного телефонного зв’язку |
| 1. Telephone Directory   Syn. Telephone Book | телефонний довідник |
| 1. To pause | затримуватись, робити паузу |
| 1. Digit | цифра |
| 1. Private exchange | комутатор (фірми, установи) |
| 1. To clear   Syn. disconnect | роз’єднувати (абонентів) |
| 1. Recorded announcement | записане на плівку повідомлення або об’ява |
| 1. Caller | особа, що телефонує |
| 1. International Subscriber Dialing | Міжнародний автоматичний телефонний зв’язок |
| 1. To connect (Am.)   Syn. To put a call through (Br.)  e.g. I’m putting your call through | з’єднувати (абонентів)  Я з’єдную вас |
| 1. To hold on | не класти трубку, чекати |
| 1. To make a call through the operator | подзвонити через телефоністку |
| 1. ADC=advice duration and charge | повідомте тривалість та вартість розмови |
| 1. Personal call (Br.)   Syn. Person-to-person call (Am.) | розмова по телефону, замовлена на певну особу |
| 1. Station-to-station call | телефонна розмова, замовлена на номер абонента |
| 1. Transferred-charge call   Syn. Collect call | телефонна розмова за рахунок того, кого викликають |
| 1. Charge | плата (за телефонну розмову) |
| 1. Alphabetical directory | алфавітний довідник |
| 1. Fire department (Am.)   Syn. Fire brigade (Br.) | пожежна команда |
| 1. Ambulance | швидка допомога |
| 1. Telephone repair service | бюро ремонту телефонів |

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***Exercise 1.* Fill in the blanks with necessary words:**

1. I believe the … is out of order.
2. Something must be wrong with the …, it does not go back into position.
3. There was … for you this morning.
4. Can I book a … call in advance?
5. As he was walking along the street, he saw a … on the corner.

***Exercise 2.* Make up sentences of your own with the following word combinations:**

to have the wrong number; to leave a message; to call back; to wait at the receiver; to consult the telephone book; to make a call; to call smb.

***Exercise 3.* Translate into English:**

1. Зніміть телефонну трубку і чекайте гудок.
2. Наберіть номер.
3. Покладіть трубку.
4. Наш номер не зайнятий.
5. Дзвонити через комутатор.
6. Телефоністка.
7. Почекайте поки вам не дадуть відповідь.
8. Міжміський телефонний виклик.
9. Абонент.
10. Міжміський автоматичний телефонний зв’язок.
11. Номер зайнятий.
12. Цифра.
13. Об’ява записана на плівку.
14. Міжнародний автоматичний телефонний зв’язок.
15. Додатковий номер.
16. Подзвоніть телефоністці, і вас з’єднають.
17. Не кладіть трубку.
18. Розмова по телефону, замовлена на певну особу.
19. Розмова по телефону, замовлена на номер абонента.
20. Телефонна розмова за рахунок того, кого викликають.

**PATTERNS**

***Dialogues***

1. Making an Appointment

*Secretary*: Two-four-nine; double eight-double two.

*Mr. Ivanov*: I would like to make an appointment with Mr. Geffries. This is Mr. Ivanov speaking.

*Secretary*: Oh, yes, Mr. Ivanov. Good morning. I’ll get his schedule. Are you there?

*Mr. Ivanov*: Yes.

*Secretary*: When would you like to come, Mr. Ivanov?

*Mr. Ivanov*: Tomorrow, if possible.

*Secretary*: I’m afraid he’s tied up tomorrow. Is it urgent? If it is, perhaps we could fit you in somewhere.

Mr. Ivanov: No, it is not urgent. Is the day after tomorrow possible?

*Secretary*: What time would you like to come?

*Mr. Ivanov*: As late as possible in the afternoon.

*Secretary*: I’m sorry, that afternoon’s full too. How is Friday afternoon at five?

*Mr. Ivanov*: Yes, that’s perfect, thank you. Good bye.

2. Invitation to a Reception

*Operator*: Foreign Office. Good morning. Can I help you?

*Mr. Orlov*: I’d like to speak to Mr. Games Marsh, please. I think it’s extension forty-seven.

*Operator*: Who’s calling, please?

*Mr. Orlov*: Mr. Orlov.

Operator: Will you hold the line, please?

*Mr. Orlov*: Yes, thank you.

*Operator*: You are through now, Mr. Orlov.

*Mr. Marsh*: Marsh speaking.

*Mr. Orlov*: Good morning, Mr. Marsh. Orlov calling.

*Mr. Marsh*: Good morning. How have you been?

*Mr. Orlov*: Very well, thank you. And I hope you are well too.

*Mr. Marsh*: Yes, I’m fine, thank you.

*Mr. Orlov*: I’m calling to invite you and your wife to the reception to be held on the occasion of our holiday the 25th Anniversary of our Enterprise. It will take on October 7, at 6 p.m.

*Mr. Marsh*: Thank you very much. I’m delighted to accept your invitation.

*Mr. Orlov*: Good. I’ll get the invitation card in the mail late this afternoon then. I’m looking forward to seeing you. Good-bye.

*Mr. Marsh*: Bye-bye, Mr. Orlov.

3. A Hotel Reservation

*Receptionist*: Reception desk. Tavistock Hotel. Good morning.

*Mr. Serov*: Good morning. This is Intourist. We’d like to make a reservation for Mr. Kozlov.

*Receptionist*: Could you spell the name, please?

*Mr. Serov*: Yes, certainly. K-o-z-l-o-v.

*Receptionist*: Thank you. What accommodation do you require?

*Mr. Serov*: A single room with private bathroom, for three nights from the 7th of October.

*Receptionist*: Would you hold on a moment, please. I’ll see whether we have the accommodation available.

*Mr. Serov*: Thank you.

*Receptionist*: Yes, I can reserve a single room with bath, from the 7the of October, for three nights. It’s an inside room on the fifth floor.

*Mr. Serov*: Would you please see that’s a quiet room?

*Receptionist*: We will try.

*Mr. Serov*: Thank you. What will the charge be?

*Receptionist*: 10.50 daily, plus 12 % service charge, inclusive of break­fast. Would you please confirm this reservation in writing?

*Mr. Serov*: Yes, I’ll write you today.

*Receptionist*: Thank you. Good bye.

*Mr. Serov*: Good-bye.

# ROLE PLAY

1. You are making telephone call (to a friend, to an official).
2. You inquire about the telephone number of a person you need to speak with.
3. You want to change the appointment.

# DISCUSSION

Read the text and give your comments on the following rules of etiquette:

# Telephone etiquette

The techniques of telephoning are very much the same in all countries. Only remember your good telephone manners.

1. When talking on the telephone — speak clearly. Do not shout and take your cigarette out of your mouth.
2. Make sure that your conversation with a busy person is as brief as possible.
3. When calling a friend who does not recognize your voice — don’t play «Guess who». Announce yourself promptly.
4. When you get a wrong number don’t ask «What number is this?». It is good manners to ask «Is this two-three-four-five-six?». If not — apologize.
5. If a wrong number call comes through don’t lose your temper. Simply say: «Sorry, wrong number» — and hang up.
6. Always identify yourself when making a call, especially if you are calling on business, e.g. «This is Mr. Volkov of the Ukrainian Trade Mission. Could I speak to Mr. Gones…».
7. If you have a visitor, do not carry on a long chat while your visitor tries hard to avoid listening to your conversation. The best thing to do is to say you are busy at the moment and … May I call you back in a little while?». But don’t forget to do so.

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| **Unit 3** |

NEGOTIATIONS  
(BUSINESS TALKS)

# BUSINESS COMMUNICATION

# Skills of Negotiating

Most negotiations are conducted with a view to reaching a compromise agreement. Both parties together move towards an outcome which is to mutual benefit. This is a range of tactics which can help conduct negotiations. It’s no use immediately discussing business matters. The topic at the outset of negotiations should be neutral, non-business. It could be immediate experiences, the sort of journey the visitor has had; football, ice-hockey, the morning’s newspaper headlines, common interests, etc.

5 per cent of the negotiating time is devoted to breaking the ice. The two parties adjust their thinking and behaviour to one another.

If you want to follow the reaction of your visitor introduce in your speech the question — «Agree?».

At the very beginning of the talks get agreement covering the purpose, plan, agenda of a meeting.

Here is some advice to a negotiator:

1. First discuss major items, then minor items.
2. Follow the headlines of the plan one by one.
3. Come over to the next point after you have resolved the previous one.

If talks are difficult and you are in a deadlock, take time-out.

It will help you to build bridges yourself and your partner when you resume negotiations.

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| 1. To launch talks/debates | розпочати переговори/дискусію |
| 1. To disrupt/to break off/to interrupt business talks | припинити переговори, зірвати переговори несподівано |
| 1. To resume talks | поновлювати, резюмувати |
| 1. Resumption of talks | продовження (після перерви), поновлення |
| 1. To cancel talks | анулювати переговори |
| 1. Top-level/summit talks | переговори на вищому рівні |
| 1. Round-table talks | переговори за круглим столом |
| 1. Bilateral/multilateral talks | двосторонні/багатосторонні переговори |
| 1. The talks resulted in … | переговори закінчились з … результатом |
| 1. A deadlock in talks | мертва точка, безвихідь у переговорах |
| 1. To sidetrack the negotiations | відводити переговори від теми |
| 1. To talk to smb. from a position of … | вести переговори з кимось з позиції… |

##### I.The Beginning of Business Talks

|  |  |
| --- | --- |
| 1. Business talk | ділова розмова |
| 1. To have business talks | проводити ділові переговори |
| 1. To make an appointment | домовитись при зустріч |
| 1. To receive smb. | прийняти когось |
| 1. Card | візитна картка |
| 1. To offer some coffee | запропонувати каву |
| 1. To get down to business | переходити до справ |
| 1. Tо discuss some (a few) questions | обговорити декілька питань |
| 1. To need to have an interpreter | потребувати перекладача |

II. The Establishment of Business Contacts

|  |  |
| --- | --- |
| 1. To maintain business contacts | підтримувати ділові контакти |
| 1. To be interested in cooperation | бути зацікавленим у співробітництві |
| 1. Fruitful cooperation | плідне співробітництво |
| 1. To send a delegation | направити делегацію |
| 1. Personal contacts | особисті контакти |

III. Inquiry and Offer

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| --- | --- |
| 1. Inquiry for | запит на |
| 1. To send | направити |
| 1. To receive | одержати |
| 1. To study | розглядати |
| 1. To accept | приймати |
| 1. To confirm | підтверджувати |
| 1. To revise | переглядати |
| 1. To decline | відхиляти |

IV. Contracts

|  |  |
| --- | --- |
| 1. Order | замовлення |
| 1. General terms and conditions | основні умови |
| 1. To place an order for | розміщувати замовлення |
| 1. To make a contract | укладати контракт |
| 1. Small, big and trial order | маленьке, велике та пробне замовлення |
| 1. Standard contract | типовий контракт |
| 1. Standard terms and conditions | стандартні умови |
| 1. To offer terms and conditions | запропонувати умови |
| 1. To accept a contract | прийняти контракт |
| 1. To discuss a contract | обговорювати контракт |
| 1. Clause of a contract | пункт контракту |
| 1. Clause by clause | пункт за пунктом |
| 1. Draft contract | проект контракту |
| 1. Integral part of a contract | невід’ємна частина контракту |
| 1. Terms of delivery | умови постачання |
| 1. Time of delivery | строк постачання |
| 1. Guarantee period | гарантований термін (строк) |

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***Exercise 1.* Fill in the blanks with the necessary words:**

1. I don’t know English well enough, that’s why I need an … .
2. I’m glad you are not in a hurry and we … today.
3. Your idea sounds encouraging. We can get … .
4. Our manager would like … with you.
5. The bank makes a long term to clients, that’s why we … cooperation.
6. The number of new products is coming into the market. We will start market research and I think our cooperation will be … .
7. Your prices on these items are too high. That’s why we … .
8. We … you to start a car repair shop.
9. I think we’ll … your offer, because tape recorders are so popular unless the price is too high.
10. I’m not sure, that’s why we have to discuss the contract clause … .
11. We have already been discussing the … of the contract for 3 hours, but we have not come to any final decision yet.
12. We enclose a list showing the goods we require for … by the end of April.
13. It is so complicated to sell the … to a foreign company with different currencies.
14. We are always on the look out for products of good … .

***Exercise 2.* Complete the following sentences:**

1. I’m thinking of starting my own business that’s why I have to discuss … .
2. We’ll have a business talk with … .
3. We‘ll make an appointment … .
4. Fruitful cooperation brings … .
5. Our firm has established business … .
6. Whatever the reason, we are anxious to establish … .
7. We are interested in cooperation, because … .
8. Have you received … ?
9. We have to decline your offer, because … .
10. Our firm must pay a lot of money for delivery, that’s why we … .
11. The manager has signed a favourable … .
12. The time and the date of delivery are attached to the present contract, that’s why …
13. The firm has already fixed the price and total amount of the contract and … .
14. We have signed a standard contract, that’s why … .
15. The sellers will guarantee the quality of the sold goods for … .
16. Quality certificate issues … .
17. Clients can be made for the quality of the goods if it doesn’t … .

***Exercise 3.* Translate into English:**

1. Я погано розмовляю англійською, тому мені необхідно мати перекладача.
2. Прошу передати мою візитну картку містеру Н.
3. Чи може нас прийняти містер Н.?
4. Займайте свої місця , та давайте перейдемо до справи.
5. Представник нашої фірми має бажання обговорити з Вами декілька питань.
6. З якими країнами ви маєте торгові відносини?
7. Я сподіваюсь, що наші ділові контакти будуть плідними.
8. Ви зацікавлені в цьому співробітництві?
9. Ми тільки-но вийшли на ринок з цим товаром. (to introduce smth to …).
10. У нас великий досвід в експорті цього товару.
11. Ми відіслали Вам наш запит минулого тижня / в кінці місяця / на початку цього місяця / 10 квітня.
12. Ми змушені переглянути / відхилити / погодитись на цю пропозицію.
13. Пропозиція потребує вашого підтвердження.
14. Ви отримали наш запит на машини (меблі, обладнання).
15. Ми б хотіли обговорити контракт на поставки цього товару пункт за пунктом.
16. Цe наші стандартні умови постачання.
17. Ми можемо запропонувати вам товар високої якості.

###### PATTERN

# Dialogue

*Ted* — the manager of the purchasing department.

*David* — a student of economics and business.

*David*: Hello, Ted. How are you getting on?

*Ted*: Thanks, I’m fine and what about you?

*David*: Everything is all right. You know, I don’t know how to draft an order.

*Ted*: OK. I see. I have 10 minutes for you.

*David*: Last time I had a lot of problems. Could you help me?

*Ted*: Well, to make it clear, orders are simply the requests of one business organization for the goods or services, or both of another business organization. Orders may be either oral or written. Even when an order is oral it will usually be confirmed in writing at a later date.

*David*: Are there any rules that should be followed when preparing an order?

*Ted*: Sure, here are some of them. First, clearly state the exact quantity of the items you are ordering. Second, identify the catalogue number of the item. Third, list the catalogue price for the total price for the amount of goods ordered. Fourth, describe how the shipment is to be made.

*David*: Thank you for your information. It will be useful for me.

*Ted*: Not at all, David. I am always glad to help you.

# TASK

**Make your own dialogues according to the pattern above.**

# ROLE PLAY

Problem I

You are a manager of a firm. You want to make an appointment and have a business talk. Please, do it.

Problem II

You are a sales manager of «Sony» Company. Your firm sells high-quality TV-sets. You want to deliver TV sets. Discuss, please, the terms, the time and the guarantee period of delivery with representative of a big shop.

Problem III

You are a director of a shop. You don’t like the terms of delivery. Make an appointment to a sales manager and change the terms of the delivery.