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"САМАРСКИЙ ГОСУДАРСТВЕННЫЙ ЭКОНОМИЧЕСКИЙ УНИВЕРСИТЕТ"

# KEEP UP YOUR BUSINESS ENGLISH

*Учебное пособие*

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**Рецензенты:** доктор филологических наук, профессор кафедры английской филологии и межкультурной коммуникации ФГБОУ ВО "Самарский государственный социально-педагогический университет" В.М. Савицкий;  
кандидат филологических наук, доцент кафедры иностранных языков и русского как иностранного ФГАОУ ВО "Самарский национальный исследовательский университет имени академика С.П. Королева" М.В. Сергеева

**Авторы:** доктор педагогических наук, профессор Г.В. Глухов,  
кандидат филологических наук, доцент О.В. Белякова,  
старший преподаватель М.Е. Макарова,  
кандидат филологических наук, доцент Е.В. Черкасова

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Целью данного пособия является развитие навыков чтения и устной речи на иностранном языке. Пособие состоит из двух частей и 13 уроков-комплексов и включает тексты деловой тематики, диалоги, систему упражнений различного типа, ролевые игры, словарь, а также материал для самостоятельного внеаудиторного чтения (Supplementary Reading). Уроки могут быть использованы независимо друг от друга по усмотрению преподавателя.

Предлагаемое пособие предназначено для студентов очной формы обучения всех направлений подготовки бакалавриата, а также может применяться как ресурс для аудиторной и самостоятельной работы при изучении дисциплины "Деловой иностранный язык" (английский).

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# INTRODUCTION

**Keep Up Your Business English** is a course for students of business English. It has two key objectives:

- to help you to learn how to do business in English;
- to develop your knowledge of language you need to do it.

The course consists of 13 units based on topics of great interest to everyone involved in international business. The first part is called **Business Skills** and it deals with developing your technique in key areas of communication: presenting information, participating in meetings and negotiations, attending conferences, recruiting, telephoning. The second part is called **Hospitality Industry** and it deals with such topics as Staying at a hotel, Hotel business, Hotel management education, Marketing of hotels, Business travel, Visiting a restaurant.

The course is concerned with improving reading and speaking skills in business context. It also contains a wide range of essential business vocabulary. There are many opportunities for discussion and plenty of role plays. The discussion is partly designed to get you think about what makes communication effective. This is a chance to connect what you have studied with your own daily experience as a student. The skills learned from this course are useful for those preparing to start work.

A role play is the acting out of a given situation. The aim of role plays is to supply learners with certain conversational formulas for starting a conversation, carrying it on in a natural manner and developing ability to talk. It encourages interaction among the learners as they relate to each other through their new identities and roles.

Now we'd like to suggest you our step-by-step guide for making a successful role play.

## Step 1 - A Situation for a Role Play

To begin with, choose a situation for a role play, keeping in mind students' needs and interests. Teachers should select role plays that will give the students an opportunity to practice what they have learned.

## Step 2 - Role Play Design

After choosing a context for a role play, the next step is to come up with ideas on how this situation may develop. Students' level of language proficiency should be taken into consideration. If you feel that your role play requires more profound linguistic competence than the students possess, it would probably be better to simplify it or to leave it until appropriate.

## Step 3 - Linguistic Preparation

Once you have selected a suitable role play, predict the language needed for it. It is recommended to introduce any new vocabulary before the role play.

## Step 4 - Factual Preparation

This step implies providing the students with concrete information and clear role descriptions so that they could play their roles with confidence. Describe each role in a manner that will let the students identify with the characters. Cue cards with detailed instructions may help the students in this case.

## Step 5 - Assigning the Roles

It might be a good idea to plan in advance what roles to assign to which students. Sometimes, the students have role play exercises for the home task. They learn useful words and expressions, think about what they can say and then act out the role play in the next class. The role of the teacher is to be as unobtrusive as possible. It is recommended that the instructor avoids intervening in a role play with error corrections not to discourage the students.

## Step 6 - Follow-up

Once the role play is finished, spend some time on debriefing. This does not mean pointing out and correcting mistakes. After the role play, the students are satisfied with themselves; they feel that they have used their knowledge of the language for something concrete and useful. Follow-up means asking every student's opinion about the role play and welcoming their comments. The aim is to discuss what has happened in the role play and what they have learned.

So if you plan and run proper role play sessions, participants will often tell you they actually enjoyed the experience; that they forgot it was a role play, and found it the most powerful learning they've ever experienced!

## PART I. BUSINESS SKILLS

### Unit I. COMMUNICATION OVER THE TELEPHONE

#### Lesson 1. Telephoning (general information)

*I. Name 10 words related to the topic COMMUNICATION OVER THE PHONE:*

*Discuss the following questions:*

1. Have you ever made telephone calls in English? When? What for?
2. When is it better to make a phone call than to send an e-mail?
3. What problems can you have while talking in English on the phone?
4. Why is talking on the phone more difficult than talking face to face?
5. How can you prepare for telephone calls and what can you do to make sure there has been no misunderstanding?

*II. Read and be ready to discuss the text:*

#### **How to Effectively Communicate Over the Phone**

Speaking with someone over the phone is a convenient way to communicate. Whether talking to your family, at work or planning an event, you should learn how to speak to someone over the phone in a way that will maximize communication effectiveness and cut down on any miscommunication and misinterpretation.

Be in a quiet place. While sometimes it's unavoidable, you should try to be in an environment that has as little noise as possible. Each person on the phone will be able to hear clearly and without interruption.

Let the person on the other line know if you cannot understand them as soon as you can. That person may have a heavy accent, be on a cell phone with bad reception or be in a distracting environment. Whatever the reason is for any misunderstanding on your part, let the receiver know that you have a hard time understanding them. You do not want to miss any important information. In return, you can ask that person if they can under-

stand you. Sometimes the person on the other line may be too shy to let you know.

Be focused on the conversation on the phone. If you can avoid it, you should not be doing anything else. Taking notes or looking up information for the person is reasonable, but will get a lot more out of your conversation if you are focused on what is being said.

Ask permission if you can change the status of the phone call. This includes adding another person to the line, putting the conversation on speaker phone or recording the conversation. Many people will feel uncomfortable if you do these things without their permission.

Place calls at appropriate times. Business calls should be placed during a business day. Don't forget that those people may be eating lunch, too. Also, unless the person is expecting your call on a personal level, you should not call late at night or early in the morning. Calling during dinner can be a major nuisance for most people as well. Have some respect for the individual and only call at convenient hours for them.

If you keep missing the person you want to speak with, leave a message. Let that person know what times are the best to get a hold of you. It can be quite aggravating to keep putting off an important conversation just because your times aren't matching up.

### ***Tips & Warnings***

-Use your normal talking voice when on the phone.

-Use appropriate language when speaking with someone. You can get away with being silly or obnoxious with your friends or family, but other than that, you should be slightly more professional.

### *III. Give Russian equivalents of the following English words and phrases:*

planning an event, to maximize communication effectiveness, to cut down on miscommunication, as little noise as possible, to hear clearly, without interruptions, to have a heavy accent, a distracting environment, be too shy, to take notes, to look up information, to feel uncomfortable, to place calls at appropriate times, to call at convenient hours, aggravating, tips and warnings.

### *IV. Give English equivalents of the following Russian words and phrases:*

разговаривать с кем-то по телефону, удобный способ общаться, на работе, неизбежный, понимать, мобильный телефон, пропустить важную информацию, дать знать, сконцентрироваться на разговоре,

избегать, разумный, спрашивать разрешение, записать разговор, без разрешения, ожидать звонок, оставить сообщение.

*V. Are the following statements true or false:*

1. Be in a quiet place when you are speaking over the phone.
2. Let the person on the other line know if you cannot understand them.
3. You should not be doing anything else to communicate effectively on the phone.
4. Business calls can be placed not only during a business day but also late at night or early in the morning.

*VI. Answer the questions:*

1. Why should you learn how to speak to someone over the phone?
2. Can you change the status of the phone call?
3. Is it acceptable to call during dinner?
4. What can you do if you keep missing the person you want to speak with?

*VII. Study the following the phrases:*

**Introducing yourself**

Good morning, Aristo.

Hello, this is ... from... .

Hello, my name is ... calling from ... .

This is Ken.

Ken speaking

**Asking who is on the telephone**

Excuse me, who is this?

Can I ask who is calling, please?

**Asking for someone**

Can I have extension 321? (extensions are internal numbers at a company)

I'd like to speak to ... please.

Could I speak to...? (Can I - more informal / May I - more formal)

Could I have the ... Department, please?

Is Jack in? (informal idiom meaning: Is Jack in the office?)

Is ... there, please?

**Connecting someone**

I'll put you through (put through - phrasal verb meaning 'connect')

Can you hold the line? Can you hold on a moment?



### **How to reply when someone is not available**

I'm afraid ... is not available at the moment

The line is busy... (when the extension requested is being used)

Mr. Jackson isn't in... . Mr. Jackson is out at the moment...

### **Leaving and taking messages**

Could (Can, May) I take a message?

Could (Can, May) I tell him who is calling?

Would you like to leave a message?

Can I leave him/her a message?

Please tell him/her ...

Please ask him/her to ring me on ...

If you give me your number I'll ask him/her to call you later.

### **Offering to help in other ways**

Can anyone else help you?

Can I help you perhaps?

Would you like to speak to his assistant?

Shall I ask him to call you back?

### **Asking for repetition**

Sorry, I didn't catch (your name/your number/your company name).

Sorry, could you repeat your name (number)?

Sorry, I didn't hear that.

Could you spell (that/your name), please.

### **Acknowledging repetition**

Okay, I've got that now.

I understand.

I see, thank you.

- I'd like to speak to...

- Hello, my name's ... I 'm calling from ...

- Could you give him/her a message?

- Shall I take a message?

- I'm sorry he/she is not available

- I'm ringing to...

- Goodbye and thanks

- Would Thursday at 5 o'clock suit you?

- I'll just put you through.

- Could we fix an alternative?

VIII. Group the phrases from the previous exercise under the following headings:

1. Introducing yourself
2. Saying who you want
3. Stating the reason for a call
4. Connecting by the phone
5. Saying someone is not available
6. Leaving messages
7. Taking messages
8. Making arrangements
9. Changing arrangements
10. Ending a call

## **Lesson 2. Speaking over the phone (getting to the right person and making arrangements)**

I. Read the text and do some exercises after it:

### **Telephoning**

A lot of people find it difficult to make phone calls in a foreign language - and that is understandable. You can't see the person you are talking to, their voice might be unclear, and it might be difficult for you to find the right words.

When you make a telephone call, you lift the receiver. Then you dial the number. If you don't know the number, you can look it up in the telephone directory. Making a call to a place far away is called a long-distance call. For most countries you can phone direct; first dial the international code-number. If the person you want to call is already speaking to someone, the number is engaged. When you call a person you want to speak to and somebody else answers the phone, you can leave a message, or it may mean that you have dialed a wrong number.

You should learn some of the multi-word verbs that are commonly used in telephone conversations. *Hold on* and *hang on* mean "wait". Be careful not to confuse *hang on* with *hang up*. *Hang up* means "put the phone down". Another phrasal verb with the same meaning is *ring off*. The opposite of *hang up/ring off* is *ring up* - if you ring somebody up, you make a phone call. And if you pick up the phone, you *answer a call* when the phone rings.

If you are talking to a receptionist, secretary or switchboard operator, they may ask you to *hang on* while they *put you through* - connect your

call to another telephone. But if you can't get through to the person you want to talk to, you might be able to leave a message asking him/her to *call you back* - to return a call.

Another thing to think about when talking on the telephone is formality. It is important to use the right level of formality. On the one hand, if you are too formal, people might find it difficult to feel comfortable when they talk to you. On the other hand, if you are too informal, people might think you are rude. Generally speaking, if you are talking to someone in a business context, you should use *could*, *can*, *may* or *would* when you make a request: "Could I speak to John Smith, please?", "Can I take a message?", or "Would next Tuesday be okay?" You should also use *please* and *thank you* or *thank very much* whenever you ask for, or receive any information or help. It is important to show politeness by using words like *would*, *could*, *please*, *thank you*, etc. But it is also okay to use some of the features of informal English - short forms, phrasal verbs and words like *okay* and *bye* - in other words - everyday English. So phrases like *I'm off to a conference*, *No problem, bye!* and *Hang on a moment and I'll put you through* are perfectly acceptable, as long as the overall tone of the conversation is polite.

It is better to ask for help or clarification when you are having a telephone conversation than to pretend you understand something that you didn't. It is perfectly acceptable to use phrases like *Could you repeat that, please?*, *Could you speak a little more slowly, please?* and *Would you mind spelling that for me please?* Using phrases like these will help make sure that you have a successful phone call, and may save you from lots of problems later on. You could always say that *the line's very bad today* if you can't hear very well.

*II. Find English equivalents of the following Russian words and phrases:*

Поднять трубку, набирать номер, искать (номер) в телефонном справочнике, междугородный или международный телефонный звонок, звонить напрямую, номер занят, оставить сообщение, не класть трубку, положить телефонную трубку, ответить на звонок, ожидать (у телефона), соединить по телефону, перезвонить, принять сообщение, прояснение, приемлемый, произносить по буквам

*III. Are the following statements true or false?*

1. It is not difficult to make phone calls in a foreign language.
2. Making a call to a distant place is called a long-distance call.

3. *Hold on* means ‘put the phone down’.
4. Formality is not important when talking on the telephone.
5. You should ask for help or clarification when you are having a telephone conversation than to pretend you understand something that you didn’t.

*IV. Match the verbs and nouns:*

- |               |                     |
|---------------|---------------------|
| 1) to make    | a) direct           |
| 2) to phone   | b) a telephone call |
| 3) to dial    | c) politeness       |
| 4) to pick up | d) the phone        |
| 5) to show    | e) a wrong number   |

*V. Answer the questions:*

1. Why is it difficult for people to make phone calls in a foreign language?
2. What is required to make a phone call?
3. What multi-word verbs are used in telephone conversations?
4. Why is it important to use the right level of formality when talking on the phone?
5. What could you say if you can’t hear very well?

*VI. Read and translate dialogue 1:*

**Getting to the right person  
Dialogue 1**

Switchboard: A.T.B. Ltd. Can I help you?

John: Could I speak to Mr. Alton, please?

Switchboard: One moment, please (pause). I’m afraid his line is engaged.

John: I’ll hold the line on.

Switchboard: Thank you for holding, sorry to keep you waiting.

Secretary: Mr. Alton’s office.

John: Can I speak to Mr. Alton, please? It’s John Derek from Fenton Appliances.

Secretary: I’m afraid he is out. He is in a meeting. May I take a message?

John: I think it would be better if you call him later. Would you please tell me where he is going to be free?

Secretary: He’ll be free in about an hour.

John: Oh, thanks. Would you leave him a message, saying that I called him and I will call him back. It's in regards to our meeting next Monday.

Secretary: Ok. Could you give me your name again, please?

John: Yes, of course. John Derek.

Secretary: Could you spell that, please?

John: Yes. D-E-R-E-K.

Secretary: Thank you very much, Mr. Derek. I'll give Mr. Alton the message.

John: Oh, thank you very much. Bye-bye!

Secretary: Bye-bye!

(An hour later)

Switchboard: A. T. B. Ltd. Can I help you?

John: I'm calling back to Mr. Alton.

Switchboard: One moment, please. I'll put you through.

Secretary: Mr. Alton's office.

John: It's Mr. Derek. I'm calling again to Mr. Alton.

Secretary: I'm afraid Mr. Alton is not still in. Can I take a message?

John: Could you ask him to call John Derek. My number is 505 85 78 and my extension is 507.

Secretary: John Derek. 5058578, extension 507.

John: That's right.

Secretary: Thank you Mr. Derek. Good-bye.

John: Good-bye.

*VII. Give English equivalents of the following Russian words and phrases from the dialogue:*

Линия занята; линия свободна; не вешать трубку; заставлять ждать; отсутствовать; быть занятым на совещании; принять сообщение; перезвонить позже; освободиться; оставить сообщение; сказать по буквам; передать сообщение; добавочный номер.

*VIII. Answer the following questions:*

1. What is the name of the company?
2. Who does Mr. Derek want to speak to?
3. Who does he speak to after the switchboard?
4. What is the purpose of the call?
5. What is Mr. Derek's telephone number?
6. Did he manage to speak to Mr. Alton? Why?
7. Can you predict what Mr. Derek will do?

*IX. Read and translate dialogue 2:*

**Making arrangements on the phone**

**Dialogue 2**

Receptionist: Good morning, CPT. How may I help you?

Philippa Knight: It's Philippa Knight here. Could you put me through to extension 281, please?

Receptionist: Certainly. Putting you through.

Maria Bonetti: Hello. Maria Bonetti speaking.

PK: Hello Maria. It's Philippa Knight from The Fashion Group in New York.

MB: Hi Philippa, how are things?

PK: Fine thanks. I'm calling because I'll be in London next week and I'd like to make an appointment to see you. I want to tell you about our new collection.

MB: Great. What day would suit you? I'm fairly free next week I think.

PK: How about Wednesday? In the afternoon? Could you make it then?

MB: Let me look now. Let me check my diary. Oh yes, that'd be no problem at all. What about two o'clock? Is that OK?

PK: Perfect. Thanks very much. It'll be great to see you again. We'll have plenty to talk about.

MB: That's for sure. See you next week then.

PK: Right. Bye.

MB: Bye.

*X. Give English equivalents of the following Russian words and phrases:*

Чем могу помочь?

Не могли бы вы соединить меня по телефону с добавочным номером 281?

У телефона Мария Бонетти.

Мне бы хотелось договориться о встрече.

Какой день вам бы подошел?

Я буду свободен на следующей неделе.

Позвольте взглянуть.

Позвольте проверить записную книжку.

Как насчет двух часов?

Большое спасибо.

Увидимся на следующей неделе

*XI. Answer the following questions:*

1. Who is making a call to CPT?
2. Who is putting the caller to extension 281?
3. For what company does Philippa Knight work?
4. What is the reason of Philippa's call?

*XII. Study the following phrases:*

Useful language

**Answering the phone**

Hello, Erik Halse speaking.

Good morning, Madison Ltd.

**Making contact**

I'd like to speak to Anna Schilling, please.

Could I have the sales department, please?

**Identifying yourself**

This is/My name's Marta Blanco.

Marta Blanco speaking.

**Stating your purpose**

I'm calling about ...

The reason I'm calling is ...

**Making arrangements**

Could we meet on Monday at 10.30?

How/What about April 10<sup>th</sup>?

Is 11.15 convenient/OK?

**Changing arrangements**

I'm afraid I can't come on Friday.

We've got an appointment for 11.00, but I'm afraid something's come up.

Could we fix another time?

I can't make it on ...

**Responding**

That's fine/OK for me.

Sorry, I can't make it then.

No problem.

**Closing**

Good. So, I'll see you on the 8<sup>th</sup>.

Thank you. Goodbye.

Right/Ok then.

That's great, I'll see you...

*XIII. Read and translate dialogue 3:*

**Changing arrangements**

**Dialogue 3**

Receptionist: Good morning, CPT. How may I help you?

Philippa Knight: I'd like to speak to Maria Bonetti, extension 281, please.

R: Thank you. Who's calling, please?

PK: It's Philippa Knight, from The Fashion Group.

R: Thank you. I'm putting you through. ... Hello, I'm afraid she's engaged at the moment. Will you hold or can I take a message?

PK: I'll leave a message, please. The thing is, I should be meeting Ms Bonetti at 2 p.m., but something has come up. My plane was delayed and I've got to reschedule my appointments. If possible, I'd like to meet her tomorrow. Preferably in the morning. Could she call me back here at the hotel, please?

R: Certainly. What's the number, please?

PK: It's 020 7896 8743. I'll be leaving the hotel soon, so if she can't call me back, say, within the next quarter of an hour, I'll call her again in the morning. Is that OK?

R: Right. I've got that. I'll make sure she gets the message.

PK: Thank you for help. Goodbye.

R: Goodbye.

*XIV. Give Russian equivalents of the following English words and phrases:*

I'm afraid she's engaged at the moment.

Will you hold or can I take a message?

I'll leave a message.

Something has come up.

I've got to reschedule my appointments.

Could she call me back here at the hotel?

I'll make sure she gets the message.

*XV. Answer the following questions:*

1. Why does Philippa Knight want to speak to Maria Bonetti again?
2. What's her phone number at the hotel?
3. When will she call Maria Bonetti again if the latter can't call her back?



*XVI. Role play the following situations:*

1)

**Student A**

You are Mr. Alton. You are phoning Mr. Derek. Apologise for not being able to talk to him before. Ask him to postpone your meeting till next Monday because you will have to be away on business.

**Student B**

You are Mr. Derek. Accept Mr. Alton's apologies and say you will be able to put off the meeting till next Monday.

2)

**Student A**

You are John Gray. You call to Hip Hotels company to speak to Jane White. You should meet her at 3 p.m. tomorrow but something has come up. You want to arrange another time for the meeting. Your phone number is 0121 922 3933. If Jane is not available do not offer a message but ask to call you as soon as possible.

**Student B**

You are Jane White's receptionist. Student A calls to speak to Lane, but she is busy now (she is on the other line). Explain this and offer to take a message. If the caller wants Jane to call him, ask for his phone number.

3)

**Student A**

Call Student B to arrange a working lunch. This week you are busy, so try to fix it for the next week.

**Student B**

Student A will call you to arrange a working lunch. You are free this week but very busy next week.

4)

**Student A**

You can't make the lunch originally planned with Student B. Call again and ask if you can change it. Suggest another day/or time.

**Student B**

Student A will call you to change the lunch you had originally planned. You can't make the originally planned. You can't make the new day/time that Student A suggests, so suggest another.

5)

**Student A**

You are Yutaka Sumi, Product Support Development Manager from Hambol Systems. Your company is based in Washington DC. The full address is West Side Blvd 220-240, Washington DC 20500, USA. The phone

number is 120244879797. You call Hamwell Ltd. You want to speak to the Product Controller, Robin Freeley. Introduce yourself and your company. You want to arrange an appointment to talk about your products.

**Student B**

You are Robin Freeley, Product Controller from Hamwell Ltd. You are interested in cooperation with Hambol Systems. Arrange an appointment with the caller as soon as possible.

6)

**Student A**

You are Yutaka Sumi, Product Support Development Manager from Hambol Systems. Your company is based in Washington DC. The full address is West Side Blvd 220-240, Washington DC 20500, USA. The phone number is 120244879797. You call Hamwell Ltd. You want to speak to the Product Controller, Robin Freeley. Introduce yourself and your company. You want to arrange an appointment to talk about your products.

**Student B**

You are the secretary to Robin Freeley, Production Controller at Hamwell Ltd. Your boss is busy and cannot be disturbed. Deal with the caller and do not disturb your boss!

7)

**Student A**

Someone calls you about a visit to your company. You would like to meet the caller but cannot make any arrangements today - offer to call back tomorrow. Find out who the caller is and how you can reach him/her.

**Student B**

Choose one of the identities given below. Call your partner to ask if you can visit him/her and try to make an arrangement today. You want to talk about his/her products.

Helge Viktor Koberg  
Account Manager  
Hamsun S.A.  
P.O. Box 484  
N-4085 Hundvag  
Norway  
Tel. 47-4-863196  
Fax 47-4-890443

Chin Distribution Company  
Peter Chang  
Project Director  
CDC (Malaysia)  
Kota Kinabalu  
Sahab  
Malaysia  
Tel (6088) 243799  
Fax (6088) 245676

8)

**Student A**

You want to speak to Ms Braun about your account with her company, W&W. If Ms Braun isn't in the office, leave the following information:

Your name

Telephone number: 347-8910 (or use your own)

Calling about changing conditions of your contract with W&W

You can be reached until 5 o'clock at the above number. If Ms Braun calls after 5 o'clock, she should call 458-2416

**Student B**

You are a receptionist at W&W. Student A would like to speak to Ms Braun, but she is out of the office. Take a message and make sure you get the following information:

Name and telephone number - ask student A to spell the surname

Message student A would like to leave for Ms Braun

How late Ms Braun can call student A at the given telephone number

**Lesson 3. Problem-solving on the phone  
(dealing with problems by the phone)**

*I. Discuss the following questions:*

1. What kinds of problem can arise between companies and their suppliers? For example, in delivery, payment, quality control?
2. Have you ever needed to resolve a problem on the telephone? Was it a problem with a colleague (an internal problem) or with another company (an external problem)?
3. Did the problem involve a complaint?

*II. Read the text and do some exercises after it:*

**Telephone etiquette**

It is necessary to observe the telephone etiquette, especially if it is an official call that you are making or receiving. Read on to know what basic rules you should observe while on a call.

a) Allow time to answer: give the person you are calling enough time to reach his telephone; a little patience may save you a second call.

b) Speak distinctly and in a normal tone of voice: your lips should be about an inch away from the mouthpiece.

c) Answer promptly: try to answer your telephone on the first ring, otherwise the caller may hang up and you might miss an important message.

d) Identify yourself when you answer the telephone: do not merely say *Hello*; give your name, your telephone number, or the name of your firm.

e) Take messages for people who are not there: write down the name and telephone number of the person calling; place the message where it can be seen.

f) Hang up gently: slamming the receiver down is discourteous; be sure the receiver is always replaced properly, otherwise no calls can come through to you.

*III. Give Russian equivalents of the following English words and phrases:*

Observe the telephone etiquette, an official call, receive a call, basic rules, to be on a call, to give a person enough time to reach a phone, patience, to speak distinctly, a mouthpiece, to answer promptly, to miss an important message, to take messages, to write down the name, to hang up gently, discourteous.

*IV. Are the following statements true or false?:*

- 1 Give the person you are calling enough time to reach his phone
2. Try to answer your telephone on the first ring
3. Never identify yourself when you answer the phone
4. Take messages for people who are not here
5. Be sure the receiver is always replaced properly.

*V. Match the verbs and nouns:*

- |                  |                                      |
|------------------|--------------------------------------|
| 1. to receive    | a) yourself                          |
| 2. to speak      | b) distinctly                        |
| 3. to identify   | c) a call                            |
| 4. to take       | d) the name and the telephone number |
| 5. to write down | e) messages                          |

*VI. Answer the questions:*

1. Why is it important to give the person you are calling enough time to reach his phone?
2. What may happen if you don't answer your telephone on the first ring?
3. How should you identify yourself when you answer the phone?
4. Why should you hang up gently?

*VII. Study the following phrases:*

**Useful language**

**Stating the problem (the reason for calling)**

I wonder if you can help me. I've got a problem... .

Unfortunately there is a problem with ... .

I'm ringing about ... .

I'm ringing to complain about ... .

**Explaining the problem**

There seems to be a problem...

We haven't received ...

The ... doesn't work.

The quality of the work is below standard.

The specifications are not with accordance with our order.

**Referring to the previous problem**

It's not the first time we've had this problem.

This is the (third) time this has happened.

Three months ago ...

We had a meeting about this and you assured us that ...

**Requesting action**

Could you look into the matter?

Please can you check with...

**Threatening**

If the problem is not resolved...

- we'll have to reconsider our position.

- we'll have to renegotiate the contract.

- we'll contact other suppliers.

the consequences could be very serious.

**Handling complaints and other problems**

**1) offering to help**

How can I help?

I'll look into it right now and get back to you.

**2) asking for details**

Could you tell me exactly what ... ?

Can you tell me ... ?

What's the ... ?

**3) apologising/showing understanding**

I'm really sorry about that. I do apologise...

I'm sorry to hear that.

I understand how you feel.

**4) making suggestions**

Perhaps we could ...

Would it be possible to ... ?

**5) denying an accusation**

No, I don't think that can be right.

I'm sorry but I think you're mistaken.

I'm afraid that's not quite right.

I'm afraid that can't be true.

*VIII. Read and translate the following dialogue 1:*

*(C=Customer, S=Supplier)*

**Problem-solving on the phone**

**Dialogue 1**

C: Hello, Elena Roca here.

S: Hi, Elena. How's everything going?

C: Not too good, I'm afraid. We've got a problem with those air conditioners. They haven't arrived yet and our customer wants to know what's going on. What's happening, Martin? Why haven't we received them?

S: Sorry, Elena. I mean to call you. There's so much going on at the moment. We've got labour problem here. There's a dispute over pay rates. Our people refuse to work overtime and it's affecting production.

C: I see, but when can you get the goods to me?

S: I don't know, to be honest. You may get them by the end of the month, but I'm sorry, I can't promise anything.

C: End of the month? We can't wait that long. We've been one of your regular customers for years.

S: There is a solution. There is a German firm I know, they sell similar air conditioners to the ones you ordered. They can deliver within 2 weeks. They are very efficient.

C: Mmm, that's worth checking out. Can you give me a few details?

S: I don't have them to hand, but I could easily get them for you. Shall I call back in a few minutes' time?

C: Please do. I'll be waiting to hear from you.

*IX. Give Russian equivalents of the following English words and phrases:*

How is everything going?; we've got a problem with...; they haven't arrived; labour problems; to get the goods to smb; to be honest; regular customers; solution; similar; deliver within 2 weeks; that's worth checking out; to give smb a few details; I don't have them at hand; to call back.

*X. Answer the following questions:*

1. What is the customer's problem?
2. What solution does the supplier offer?

*XI. Read and translate dialogue 2:*

### **Business communication**

#### **Dialogue 2**

A telephone call from London to Egypt.

Winter: No, I can't pay that, Mr. Alawi. I'm willing to offer you \$ 325 per bale, but no more.

Mohammed Alawi: \$325? I don't think that's reasonable. What about a compromise? I'll accept \$330.

Winter: I'm afraid I couldn't possibly give you that. \$ 325 is my final offer.

M.A.: Well, Mr. Winter as you are a regular buyer I'll accept this.

Winter: Good. Now let's check through the other details. 250 bales will be shipped in April and 250 in May. The binnacle arrangements will be dealt with in the usual way.

M.A.: That sounds fine. Will you confirm those details by telex?

Winter: Of course. Thank you very much, Mr. Alawi.

*XII. Give English equivalents of the following Russian words and phrases:*

Тюк товара, разумный, последнее предложение, регулярный покупатель, доставить, договоренность, подтвердить.

*XIII. Answer the following questions:*

1. Has Mr. Winter done business with Mr. Alawi before?

2. How much cotton is Mr. Winter buying from Mr. Alawi?
3. When will the cotton be shipped?
4. What price per bale is Mr. Winter going to pay?

*XIV. Read and translate dialogue 3:*

**Helpline  
Dialogue 3**

Helpline: Thank you for calling the Superword helpline. Please hold the line.

Dean: Good morning. Dean speaking. How can I help you?

Customer: Oh, good morning. Yes, I'm afraid your program isn't working properly.

D: Oh, I'm sorry to hear that. What exactly seems to be the problem?

C: Well, the thing is, I can't put those automatic table thingies in my documents.

D: I'm sorry it's not a very good line. Could you speak up a little?

C: Yes, sorry. I'm on my mobile. Is that better?

D: Yes, it's much better, thank you.

C: All right. Anyway, I was just saying, I can't insert those tables.

D: Oh, I see. You're having trouble importing spreadsheets into a Superword document?

C: Yes, that's right.

D: All right, I'll put you through to our spreadsheet specialist.

C: Thank you.

D: Hello?

C: Yes?

D: I'm sorry the number's busy. Could I ask her to get back to you in a few minutes?

C: Yes, that's fine.

D: OK, then. So, you're on 0680 345675?

C: That's right.

D: And could I have your name please?

C: Wyndham. Delia Wyndham.

D: Is that Wyndham with a "y"?

C: That's right. W-Y-N-D-H-A-M.

D: Thank you, Ms Wyndham. I'm sure we'll be able to sort it out.

C: Thank you very much.

D: Not at all. Goodbye.

*XV. Find expressions that mean the same as:*

1. I'm just putting you on hold for a moment.



2. This is Dean.
3. What can I do for you?
4. Could you explain the problem you're having?
5. The line's bad.
6. Can you talk a bit louder?
7. I'll connect you to ...
8. The line's engaged.
9. Can I get her to call you back?
10. So, your number is ...
11. What's your name please?
12. You're welcome.

*XVI. Read this conversation aloud with your partner, then decide how the conversation could be improved and practice your improved version:*

Helpline: Yes?

Customer: Oh, hello. Is that Autosales?

Helpline: Yes.

Customer: Oh, good. Well, I'm calling about the new car I bought last week. It won't work.

Helpline: Oh.

Customer: Well, can you do something about it?

Helpline: I'm here. I don't know much about cars, actually.

Customer: Well, could you put me through to someone who does?

Helpline: No.

Customer: What do you mean, "no"?

Helpline: I mean, no, I can't. There's nobody else here.

Customer: Well, can I leave a message?

Helpline: Yes, all right. What's your name?

Customer: It's McCready. Alistair McCready.

Helpline: Er, McCready?

Customer: No, McCready. That's M-C-C-R-E-A-D-Y.

Helpline: Got it.

Customer: All right. Well, I'll be expecting your call. Goodbye.

Helpline: Don't hold your breath!

*XVII. Role play the following situations:*

1)

**Student A**

You work for Rod Engineering. You have received a consignment of widgets and related parts and supplies from Reliable Widget Supplies. However, the consignment you received does not correspond to the order you made by phone last week.

You ordered:

- PBX widgets: 10,000 units
  - widget sheets: 4,000 square metres
  - widget oil: 500 litres
  - Grade D widget powder: 10 tonnes
- You received:
- BVX widgets: 10,000 units
  - widget sheets: 1,000 square metres
  - widget oil: 5,000 litres
  - Grade E widget powder: 10 tonnes

**Student B**

You work for Reliable Widget Supplies (RWS).

- Note down the problems with one of your customers.
- Say you can't check A's order on screen because your computer network is down.
- Ask A to give details of the order for:
  - widgets,
  - widget sheets,
  - widget oil,
  - widget powder.
- Say you will phone back later when you've found out what went wrong.

2)

**Student A**

You are an Order processor for Office Universe Limited, a London-based stationery and office equipment company. A customer rings with a problem over an invoice.

Here is a copy of the invoice:

Office Universe Limited  
430-4 Upper Richmond Road  
London SW 15 STY England  
Telephone 0182 365 2876 Fax 0171 434 5286

INVOICE

Angus Ltd  
Galloway Industrial Estate North  
Side  
Unit 15  
Aberdeen AB24 STR

Your ref: OOU22.10  
Our ref:RG3472/5

Part ref	Qty	Item	Price
2356-1	100	A4 Zoom Copy Paper@ 2.20 pounds	220.00 pounds
4563-1	2	packs Market pens @ 5.80 pounds	11.60 pounds
2156-2	1	staples 5000 pack	5.20 pounds
2134-8	20	Rulers @ 0.80 pounds	16.00 pounds
3672-2	100	Coloured ring binders @ 2.10 pounds	210.00 pounds
3482-1	100	Pack of dividers @ 0.56	11.20 pounds

Sub-total 473.20 pounds  
 Less discount 5% 23.65 pounds  
 Sub-total 449.35 pounds  
 VAT @ 17.5 % 78.64 pounds  
 Sub-total 527.99 pounds  
 +Carriage and packing  
 20 pounds+3.50 pounds VAT @ 17.5% 23.50 pounds  
 TOTAL 551.49 pounds

Term: 30 days from invoice date.

*Thank you for your custom.*

*Telephone or fax your orders to Julie 24 hours a day, 365 days a year.*

**Notes:**

- You have checked with the original telephoned order and can find no mistake: the customer did order all the goods you have sent. You do sell cheaper copy paper and cheaper ring binders, but with different part reference numbers.

- You accept the customer should have received a 10 % discount and free carriage and packing - offer to send a new invoice.

- Your company recently altered its terms to 30 days for all customers and all were notified in a separate letter.

- You cannot take back the order but if the customer is unhappy he/she can return the goods and no fee will be charged.

- Offer to send different quality (standard, not laser quality) copy paper and different ring binders (plain coloured).

**Student B**

You have bought office equipment and supplies from a company called Office Universe Ltd. Unfortunately there have been problems with the service. Here is a copy of the invoice they sent you for the last order:

Office Universe Limited  
 430-4 Upper Richmond Road  
 London SW 15 STY England  
 Telephone 0182 365 2876 Fax 0171 434 5286

## INVOICE

Angus Ltd  
Galloway Industrial Estate North  
Side

Unit 15

Aberdeen AB24 STR

Your ref: OOU22.10

Our ref:RG3472/5

Part ref	Qty	Item	Price
2356-1	100	A4 Zoom Copy Paper@ 2.20 pounds	220.00 pounds
4563-1	2	packs Market pens @ 5.80 pounds	11.60 pounds
2156-2	1	staples 5000 pack	5.20 pounds
2134-8	20	Rulers @ 0.80 pounds	16.00 pounds
3672-2	100	Coloured ring binders @ 2.10 pounds	210.00 pounds
3482-1	100	Pack of dividers @ 0.56	11.20 pounds

Sub-total 473.20 pounds

Less discount 5% 23.65 pounds

Sub-total 449.35 pounds

VAT @ 17.5 % 78.64 pounds

Sub-total 527.99 pounds

+Carriage and packing

20 pounds+3.50 pounds VAT @ 17.5% 23.50 pounds

TOTAL 551.49 pounds

Term: 30 days from invoice date.

*Thank you for your custom.*

*Telephone of fax your orders to Julie 24 hours a day, 365 days a year.*

### **Note:**

- The company normally gives you 10% discount and normal terms are 60 days from invoice.
- The OU Catalogue offered ring binders at 1.50 pounds and A4 copy paper at 1.45 pounds.
- They do not usually charge for carriage or packing on orders of over 200.00 pounds.
- You did not order any staples.
- You have used OU in the past and have had problems with wrong deliveries.
- Ask for your order to be dispatched again the wrong order taken away.
- Ask for a new invoice.
- Be prepared to say you will use suppliers in future.

3)

**Student A**

You are Eric King, the Client Services Manager of Keene Investments. Your client Sandra Henson has phoned you. She expected Charles Heppel, a financial adviser to visit her yesterday. But nobody came. Call Charles Heppel.

**Student B**

You are Charles Heppel, a financial adviser. Eric King, the Client Services Manager of Keene Investments phones you to complain. Your client, Sandra Henson expected you to visit her yesterday. Respond that the client has made a mistake. The appointment is for the next week. Offer to call Sandra Henson.

4)

**Student A**

You work for Stella Communications PLC. A printer purchased 3 months ago has broken for a fourth time. Call to the company that sold you this printer to complain.

**Student B**

You work for AK Company, selling printers. A client phones you to complain about a printer that has broken down for a fourth time. Handle a complaint.

5)

**Student A**

You work for Central hospital. You ordered medicated gel a month ago. An order has not arrived yet. Call to the company where you ordered this gel to complain.

**Student B**

You work for Medical Supplies Company. A client from Central hospital phones you to complain about medical gel that was ordered a month ago but It has not arrived. Handle a complaint.

6)

**Student A**

You work for Berraondo Company. You ordered 20 printers from Tao Loon Company a month ago, but only 17 have arrived. This is second time you have received an incomplete delivery. Call to complain.

**Student B**

You work for Tao Loon Company. A client calls you to complain about an incomplete delivery (17 printers instead of 20). Suggest possible error in order administration. Promise quick delivery. Apologise.

## TOPICAL VOCABULARY

**accept** v принимать, допускать

**acceptable** adj приемлемый, допустимый

**accordance** n согласие, соответствие

**account** n счет, расчет

**accusation** n обвинение

**affect** v воздействовать, затрагивать

**apologise** v извиняться

**appointment** n свидание, встреча

**make an appointment** назначить встречу

**arise** v (arose, arisen) возникать, появляться

**arrange** v договориться, устроить, приходить к соглашению

**arrangement** n соглашение, договоренность

**make arrangements** договариваться (о чем-л.), организовывать  
(что-л.)

**assure** v заверять, убеждать, гарантировать

**available** adj доступный, имеющийся в распоряжении

**bale** n тюк товара

**call** n вызов, телефонный вызов

**long-distance call** междугородный или международный звонок

**make a call** позвонить

**call** v звонить, syn. ring up

**call back** перезвонить

**carriage** n перевозка, транспорт, стоимость перевозки

**catch** v (caught) уловить, понять

**charge** v назначать цену, просить (for - за что-л.)

**check** v контролировать, проверять

**clarify** v делать ясным, вносить ясность

**clarification** n прояснение

**complain** v выражать недовольство, жаловаться

**complaint** n недовольство, жалоба

**confirm** v подтверждать, подкреплять

**consequence** n последствие, вывод

**consignment** n груз, партия товаров, накладная

**contact** v связаться (с кем-л. по телефону)

**convenient** a удобный, подходящий

**correspond** v соответствовать, согласовываться

**cotton** n хлопок

**courteous** adj вежливый, учтивый

**deal** v (dealt) общаться, иметь дело (с кем-л.)

**delay** v откладывать, задерживать  
**department** n отдел, отделение  
**delivery** n доставка, передача, вручение  
**deliver** v доставлять, передавать  
**deny** v отрицать, отказывать(ся)  
**dial** v набирать номер (по телефону), звонить  
**dial the number** набирать номер  
**dial a wrong number** не туда попасть  
**directory** n справочник  
**telephone directory** телефонный справочник  
**discourteous** adj невоспитанный, невежливый  
**discount** n скидка, процент скидки  
**distinct** adj отчетливый, ясный, внятный  
**disturb** v беспокоить, мешать  
**engage** v занимать  
**the number/the line is engaged** номер занят/линия занята  
**be engaged** быть занятым  
**equipment** n оборудование  
**expect** v ожидать, надеяться  
**extension** n добавочный номер  
**external** a внешний  
**fix** v устанавливать, назначать  
**free** a свободный  
**be free** освободиться  
**goods** n pl товар, товары, вещи, имущество  
**happen** v случаться, происходить  
**hang on** v ожидать (у телефона)  
**hang up** v положить телефонную трубку, прекратить телефонный разговор  
**hold on** v не класть трубку  
**honest** a честный, искренний, настоящий  
**incomplete** a неполный, незавершенный, незаконченный  
**insert** v вставлять, помещать, вносить исправления  
**internal** a внутренний  
**invoice** n накладная, счет на оплату  
**involve** v вовлекать, включать в себя (in)  
**labour** a трудовой, рабочий  
**line** n линия (связи)  
**hold the line** не вешать трубку

**look into** v исследовать  
**look up** v искать (в телефонном справочнике, словаре)  
**manage** v справляться, суметь (сделать что-л.)  
**matter** n вопрос, дело  
**message** n сообщение  
**take a message** принять сообщение  
**leave a message** оставить сообщение  
**mistaken** p ошибочный, неуместный  
**be mistaken** ошибаться  
**misunderstanding** p неправильное понимание, недоразумение  
**mouthpiece** n микрофон  
**notify** v извещать, уведомлять  
**observe** v соблюдать, наблюдать, замечать  
**observe rules** соблюдать правила  
**offer** v предлагать, выражать готовность  
**order** v заказывать, назначать  
**overtime** adv сверхурочно  
**work overtime** работать сверхурочно  
**payment** n уплата, платеж  
**pick up the phone** снять телефонную трубку  
**postpone** v откладывать, отсрочивать  
**predict** v предсказывать  
**preferably** adv предпочтительно, лучше  
**previous** a предыдущий, предшествующий  
**price** n цена  
**production** n производство, продукция, производительность  
**promise** v обещать, уверять  
**prompt** adj быстрый, немедленный  
**properly** adv должным образом, правильно  
**purchase** v покупать, приобретать  
**purpose** n намерение, цель  
**put off** v откладывать  
**put through** v соединять (по телефону)  
**quality** n качество, свойство  
**rate** n норма, ставка  
**reasonable** a разумный, приемлемый  
**receiver** n телефонная трубка  
**lift the receiver** поднять трубку  
**reconsider** v пересматривать (заново)



**refer** v обращаться, иметь отношение, ссылаться  
**reschedule** v перенести что-либо на другое время, отсрочить  
**screen** n экран  
**ship** v перевозить, отправлять  
**similar** a подобный, похожий  
**solution** n решение  
**solve** v решать, разрешать  
**sort out** v распределять по сортам, рассортировывать  
**sound** v звучать, иметь смысл, произносить  
**spell** v произносить по буквам  
**suggest** v предлагать, советовать  
**suit** v устраивать, подходить  
**supplier** n поставщик, снабженец  
**switchboard** n коммутатор, оператор  
**trouble** n беспокойство, затруднение, неприятности  
**unfortunately** adv к сожалению  
**will** v хотеть, желать  
**wonder** v удивляться, интересоваться  
**I wonder** интересно знать  
**worth** a стоящий, заслуживающий  
**be worth doing** стоит сделать (что-л.)  
**write down** v записывать

### **Creative tasks**

1. Sit-back-to-back with a colleague and have a telephone conversation about any small talk topic. One of you should try hard to keep the conversation going. The other should politely try to get off the telephone.  
Reverse roles and repeat the exercise.
2. Work in pairs, A and B, to devise and practise two role plays. First, each of you should think about your own work or real life situation. Choose a situation where you need to call someone to arrange a meeting. Explain the situation to your partner. Then practise first one conversation, then the other, Remember to end the call appropriately.

## Unit II. RECRUITMENT

*I. Write 15 words related to the topic RECRUITMENT. Try to group them according to some criteria.*

*II. Discuss the following questions:*

1. Have you ever applied for a job?
2. Have you ever had a job interview? If you have had such experience describe a job interview you have had:
  - how you found out about the job;
  - how you applied;
  - what the interview was like.
3. Do you think an interview for a job is a good way to choose the right candidate?
4. Is it always necessary to make inquiries about the applicant?
5. Are references absolutely necessary when you are hired to a new job?

*III. Look at the factors considered when choosing your first job. Choose six factors which are important for you. Compare with your partner.*

I want to:

enjoy my work  
like the people I work with  
have enough money to afford the things I enjoy  
receive training  
find the work stimulating  
have an inspirational boss  
have a good social life  
have the opportunity to take professional qualifications  
work for a respected company  
have a position of responsibility  
be passionate about the industry I work in  
have job security  
be in control of what I do  
have a lot of freedom at work  
work for a well-known company  
not have to work overtime or at weekends  
have a job that will take me abroad  
have an excellent salary  
have other people think what I do sounds good

*IV. Match the following words and phrases:*

- |                         |                            |
|-------------------------|----------------------------|
| 1. Remuneration package | a) professional experience |
| 2. track record         | b) search for              |
| 3. seminars             | c) specific abilities      |
| 4. skills               | d) salary and benefits     |
| 5. seek                 | e) training sessions       |
| 6. leather accessories  | f) high-quality clothes    |
| 7. career prospects     | g) dependent companies     |
| 8. post                 | h) belts, handbags         |
| 9. subsidiaries         | i) professional future     |
| 10. fashion             | j) job                     |

*V. Complete the following sentences using the appropriate words from the words below:*

Apply application appointment candidates curriculum vitae references  
selection board selection list

1. When you see advertisement for a job, and you want to \_\_\_ for this job, you send in an \_\_\_\_\_ .

2. You usually enclose a \_\_\_\_\_ with your letter.

3. If there are a great many \_\_\_\_\_ for a single job, the company usually draws up a \_\_\_\_\_ .

4. Then the candidates are asked to come to an \_\_\_\_\_, which may take place before the \_\_\_\_\_ or with a single person.

5. The \_\_\_\_\_ is made on the basis of the interview and the \_\_\_\_\_ from people who know the candidate.

*VI. Read the text and do some exercises after it.*

### **RECRUITMENT**

Employees who leave a company are not always replaced. Sometimes the company examines the job description for the post, and decides that it no longer needs to be filled. On other occasions the company will replace the person who resigns with an internal candidate who can be promoted to the job. Or it will advertise the position in newspapers or trade journals, or engage an employment agency to do so. For junior management positions, employers occasionally recruit by giving presentations and holding interviews in universities, colleges and business schools. For senior positions, companies sometimes use the services of a firm of headhunters, who already have the details of promising managers.

People looking for work or wanting to change their job generally read the vacancies advertised in newspapers. To reply to an advertisement is to

apply for a job; you become an applicant or a candidate. You write a/an application or fill in the company's application form, and send it, along with your CV or resume. You are often asked to give the names of two people who are prepared to write a reference for you. If you have the right qualifications and abilities, you might be short-listed, i.e. selected to attend an interview.

It is not uncommon for the personnel department or managers responsible for a particular post to spend eighty or more working hours on the recruitment of a single member of staff. However, this time is well-spent if the company appoints the right person for the job.

*VII. Find English equivalents of the following words and phrases in the text:*

должностная инструкция, уходить с должности, штатный сотрудник, получить назначение на должность, младший персонал, искать работу, размещать рекламу в газете, подавать заявление о приеме на работу, претендент, резюме, написать характеристику, быть включенным в число возможных кандидатов, отдел кадров, сотрудник, назначать на должность.

*VIII. Are the following statements true or false?*

- a) Employees who leave a company are always replaced.
- b) For junior management positions, employers occasionally use the services of a firm of headhunters, who already have the details of promising managers.
- c) You are often asked to give the names of lots of people who are prepared to write a reference for you.
- d) The personnel department or managers responsible for a particular post spend about an hour on the recruitment of a single member of staff.
- e) If you have the right qualifications and abilities, you might be selected to attend an interview.

*IX. Match the verbs and nouns:*

- |                 |  |
|-----------------|--|
| 1. to reply to  | a) the right person                      |
| 2. to advertise | b) a/an application                      |
| 3. to use       | c) an advertisement                      |
| 4. to write     | d) the position                          |
| 5. to appoint   | e) the services of a firm of headhunters |

*X. Answer the questions:*

- a) Why aren't employees who leave a company always replaced?

- b) How do employers occasionally recruit for junior management positions?
- c) How many people are to write a reference for you?
- d) Does it take much time to recruit a single member of staff?

*XI. Read the text and do some exercises after it:*

### **WHERE DO YOU SEE YOURSELF IN FIVE YEARS? AVOIDING INTERVIEW CLICHES**

"Where do you see yourself in five years' time?" is one of the most infamous questions. Why are employers so keen on asking this? Probably because it's one of those sneaky interview questions to which your answer can reveal much more than you might imagine: from whether you've got a solid career plan and know what you want to do, to how well you understand the position you're applying for and how you define success.

For all these reasons, this question has a tendency of throwing interviewees into panic mode. Here are some pointers on what interviewers really want to hear. Employers will always be attracted to ambitious candidates - after all, nobody wants to an employee who feels apathetic about their job. That said, you need to be realistic in terms of how quickly you can rise through the ranks. For instance, if you say that you want to be leading a team of 20 within three years' time, and this would only usually happen within a 10-year period in the company you're talking to, you risk being perceived as a little arrogant and unprepared. To avoid voicing wildly unrealistic aspirations, do your research. Search the company website and the profiles of current employees before your interview to look for any hints about how long members of staff have taken to progress.

Another common mistake candidates make when answering this question is to talk about money or company perks. For example, "I want to be earning £50,000 or more, have a company car and a life-insurance policy". In the vast majority of careers, perhaps with the exception of recruitment or sales, motivation to make large amounts of money or get company perks isn't always going to be seen as an attractive quality. It will make an employer think you're more interested in the things that come with the career they can offer, rather than the career itself.

Instead, your answer should focus on your professional development. Speak in terms of skills you'd like to acquire or ones you'd like to be using, qualifications you'd like to have completed or responsibilities you'd like to have.

Giving a vague answer to is another familiar faux pas. For example, "I'm not sure, five years is such a long time away. I could see myself working my way up in marketing, but I'm also interested in finance".

Employers want to know that you know what you want. After all, hiring, training and developing people is an expensive business - if you're going to leave in six months, your employer will have lost both time and money.

While you certainly shouldn't lie about your plans, you can be less than candid if you're considering several options - only ever speak about your interest in the industry in which the company you're interviewing with operates.

Although specific aspirations will be well received, rigidity in your ambitions won't be, so choose your phrasing carefully. Rather than saying, "I need to have been promoted within a maximum of three years and I'll be really disappointed if I'm not working with high profile clients in five years' time", you could say, "I'd like to have more responsibility in the next three to five years, ideally I'd be working on some of this company's fantastic high profile accounts". The first answer implies that if the company can't fulfill your ambitions, you'll be dissatisfied, while the second answer suggests a little more compliance on your part.

Unless an interviewer specifically asks you to comment on your personal ambitions, the safest option is to avoid mentioning them altogether. Saying that you want to be captain of your local tennis team, to have visited Japan or that you hope to be married with two children may not be well received. Employers want to hear about where you see your work self in five years' time, anything else is irrelevant and can make you seem unprofessional and ill-prepared.

While at first glance the five years question seems like it is probing your ambitions and wants, you should never miss an opportunity in an interview to subtly emphasise what you can do for your potential employer. It can be shrewd to end your answer with something like: "Overall I want to be making a marked difference to X of your company, helping to secure and add to its current reputation as a leader within Y and contributing to the company's overall growth".

*XII. Find English equivalents of the following words and phrases in the text:*

собеседование при приеме на работу, работодатель, карьерный план, обращаться за работой, амбициозный кандидат, воспринимать, неподготовленный, наемный работник, персонал, достижения, ответственность, привилегии, зарабатывать, карьера, продажи, профессио-

нальное развитие, навыки, неопределенный ответ, дорогой, получить продвижение по службе, делать акцент.

*XIII. Are the following statements true or false?*

- a) A question "Where do you see yourself in five years' time?" can reveal much more about you than you might imagine.
- b) Employers don't like ambitious candidates.
- c) You should do some research before going to the interview.
- d) Instead of talking in terms of achievements and responsibilities talk about money or company perks.
- e) Giving a vague answer is a good idea.

*XIV. Match the verbs and nouns:*

- |               |                     |
|---------------|---------------------|
| 1. to do      | a) opportunities    |
| 2. to search  | b) skills           |
| 3. to acquire | c) responsibilities |
| 4. to have    | d) research         |
| 5. to miss    | e) a website        |

*XV. Answer the questions:*

- a) Why are employers so keen on asking a question "Where do you see yourself in five years' time?"
- b) What should you mention when you focus on your professional development?
- c) What suggestion is given to avoid voicing unrealistic aspirations?
- d) Why do employers want to know that you know what you want?

*XVI. Read and translate dialogue 1:*

**Dialogue 1**

James Goodman: Good morning. My name's James Goodman.

Peter Banks: Ah, good morning, Mr. Goodman. Nice to meet you. I'm Peter banks from Personnel Department. Do sit down.

JG: Thank you very much.

PB: Now, have you brought your curriculum vitae with you?

JG: Oh, my CV. Yes, here it is. There are copies.

PB: Have you brought your certificates as well?

JG: No, I haven't. I'm awfully sorry. Can I send them to you?

PB: Yes, that'll be all right. Now, let's talk about the post.

*XVII. Ask and answer:*

1. Which department does Mr. Banks work in?
2. What has Mr. Goodman brought with him?
3. Has Mr. Goodman forgotten something?

*XVIII. Read and translate dialogue 2.*

### **Dialogue 2**

Smith: Well, Eddy, I think it is time to discuss our matter.

Wallis: OK.

Smith: My client is a German company which wants to open its branch in the City of London. My job is to headhunt the best young talent in the City of London and to make them offers they can't refuse!

Wallis: Sounds interesting.

Smith: If you for my client, you'll have a starting salary of 80.000 pounds per year plus a bonus.

Wallis: How big is the bonus?

Smith: It depends. If you bring in new business of up to 1 million pounds, you'll get a bonus of 0.5% of the total. If you bring in more than 1 million pounds, you'll get a bonus of 0.75%.

Wallis: Sounds reasonable. What will be my title?

Smith: When you start, you'll be a senior executive vice-president.

Wallis: I like it. Will I have a car?

Smith: You'll get a BMW.

Wallis: Not bad. I'm interested in this job.

Smith: Good. Then I'll make you a formal offer in writing.

Wallis: Fine. I'll give an answer as soon as I can before Monday.

*XIX. Find in the text English equivalents of the following Russian words and phrases:*

обсудить наш вопрос, открыть отделение, деловой центр Лондона, делать предложения, отказывать, начальная зарплата, премия, разумно, название должности, быть заинтересованным в работе, сделать формальное предложение, дать ответ.

*XX. Explain the meanings of the following words in English:*

1. to headhunt
2. starting salary
3. a branch
4. vice-president



*XXI. Ask and answer:*

1. Who is Smith working for?
2. What salary does he offer?
3. What bonus does he offer Wallis?
4. What job does he offer Wallis?
5. Does Wallis accept the job?

*XXII. Work with your partner.* During an interview a candidate may be asked the so-called difficult questions:

1. Have you ever been in a situation in which you lose your temper?
2. How do you deal with difficult people?

*XXIII. Read and translate dialogue 3:*

Slim Gyms owns and operates 6 health and leisure clubs in Manhattan. Slim Gyms recently advertised for a General Manager. This is an interview with one of the candidates.

### **Dialogue 3**

Interviewer: Could you please tell me why you want to leave your present job, Mr. Chen?

David Chen: Right, I suppose, basically, I need a new motivation. I've achieved everything I can in my present job. The work's no longer challenging. I'm not stimulated any more. I'm a member of Slim Gyms; I've been going to your club for several years. I really like the one in my area, but I feel it could be better managed. So, I like the idea of working for you - it's a very attractive job.

I: OK. You've told us about your experience and qualities, what would you say is your main weakness?

DC: That's a difficult question. I probably have many weaknesses. I try to be polite and helpful at all times, but maybe sometimes I should be more forceful, more assertive when I give my opinions. I try to be pleasant with everyone; I don't like having arguments with people, even if I'm right. Maybe this is my weakness, I don't know.

I: Finally, could you summarise why we should offer you a job?

DC: I'd say I have a good combination of business and sports experience - that'd be useful for Slim Gyms. And my knowledge of Chinese culture, and the language, would be a big advantage. There are a lot of Chinese people in this city who would join the clubs if I were in charge. I think people like me and respect me. I'm a very fair and honest person.

*XXIV. Give Russian equivalents of the following English words and phrases:*

To own and operate health and leisure clubs; to advertise for a General Manager; to leave present job; to need a new motivation; challenging; to be better managed; an attractive job; experience and qualities; weakness; forceful; polite; helpful; assertive; to have arguments with people; to be pleasant; to give one's opinions; to offer a job; knowledge of Chinese culture; to join clubs; to be in charge; to respect; a fair and honest person.

*XXV. Answer the following questions:*

1. Why does Mr.Chen want to leave his present job?
2. What does Mr.Chen say about his main weakness?
3. What are his main strengths?

*XXVI. Study the following useful expressions for answering job interview questions:*

### **Useful expressions**

#### **Asking for clarification/reformulating**

I'm sorry, could you expand on what you mean by...

Do you mean how do I manage ...?

#### **Playing for time**

That's a very interesting question. I would say...

That's a difficult question to answer, let's just say that...

#### **Structuring your answer**

I'd like to answer that in two ways: firstly, ... secondly, ...

I think there are two important aspects to this question.

#### **Giving concrete examples**

Let me give you an example of what I mean.

Take time management, for instance.

#### **Validating your answer**

Is that what you wanted to know?

Does that answer your question?

*XXVII. Put the words in bold in the correct order:*

1. I applied **what learned I**.
2. I'm able **being unpopular with to cope**.
3. I see myself **performing as top a a employee company in leading**.
4. I plan **experience to gain new and skills learn**.
5. I would be ready **more a move to position up with to responsibility**.

6. I realized that knowing **well you're how motivated essential doing is to staying.**

7. I'm aware **there that on that areas are can I improve.**

*XXVIII. Read the quotation and mark the interview questions a)-h) as type 1 or type 2 questions:*

"The good news is that there are only two interview questions. That is, regardless of what you're asked, the employer really only wants to know".

1. What value can you add to my enterprise as an employee (and can you prove it)?

2. Why do you want this job?

a) What are your strengths and weaknesses?

b) Why do you want to work for us?

c) What is your greatest achievement?

d) How do you make sure things get done?

e) Why do you want to leave your present job?

f) Tell me about a time when you successfully handled a difficult situation.

g) What sort of environment would you prefer not to work in?

h) What are the most difficult kinds of decisions for you to make?

With a partner, ask and answer the questions using expressions from XIII and XIV, inventing any detail as necessary.

*XXIX. Role play the following situations:*

1)

**Student A**

You are Wallis. You want to work for the German company, but the terms and conditions could be better. Try to reach agreement with the bank but at the same time try to maximize your benefit.

**Student B**

You are Personnel Manager from a German company which wants to open its branch in the City of London. You want Wallis to work for you and are prepared to negotiate some points. Try to reach an agreement with Wallis but at the same time try to reduce his benefits as much as possible.

2)

**Student A**

You are personnel officer. You are interviewing student B.

Ask for a CV and his certificates. Ask a question about the candidate's present and past jobs.

**Student B**

You are a job applicant. Student A is interviewing you. You haven't got your CV with you. You have got your certificates. Answer questions about your present job and your career.

3)

**Student A**

You are interviewing Student B. You are looking for a sales executive who is:

1. fluent in English
2. interested in computers
3. willing to travel
4. experienced in organizing a team
5. willing to be paid in US dollars

**Student B**

You are a candidate at an interview. Student A is interviewing you. The post is for a sales executive in an American firm.

1. Your English is very good
2. Your special interest is business systems
3. You are free to travel anywhere
4. You have ten year's experience as a team manager.

4)

**Student A**

You are Sean Vernon, Personnel Officer for Renault UK LTD. You are going to interview a candidate (Student B) for a place on the graduate management programme. Read the curriculum vitae and a letter of application which Student B will give you, and think about the questions which you would like to ask.

**Student B**

You have been invited to attend an interview for a place on Renault's graduate management programme. You will be interviewed by Sean Vernon (played by Student A), Personnel Officer for Renault UK LTD. First give your CV and a letter of application to Student A and then prepare for the interview. Answer the questions.

5)

With a partner, take turns interviewing each other for a job.

**Student A**

You are interviewing Student B for a job at your sports club. Ask B the right questions to obtain the answers below. Score one point for each correct answer you receive.

1. At weekends.
2. Since I was at school.
3. Several years ago.
4. During the holidays.
5. No, only a few weeks.
6. The Economist.
7. For two years.
8. No, not yet.
9. In the next six months.
10. No, I haven't.

**Student B**

You are being interviewed for a job at Student A's sports club. Answer the questions.

6)

**Student A**

You are interviewing Student B for a job at your community arts centre. Ask B the right questions to obtain the answers below. Score one point for each correct answer you receive.

1. Yes, I am.
2. By bus.
3. three times a day.
4. Business English.
5. A long time ago.
6. Yes, almost.
7. Tomorrow morning.
8. Yes, several times.
9. No, not at all.
10. Since the beginning of the year.

**Student B**

You are being interviewed for a job at Student B's community arts centre. Answer the questions they ask.

7)

**Student A**

You are an interviewer. Interview the candidate for the job advertised. Invent any further information about the job as necessary. For each of your questions note whether the answer is satisfactory or not. At the end of the interview, give the candidate feedback on how well they performed.

**Leading consultancy** requires business graduates to train as **auditors** and **consultants**

Vacancies in London, Paris, New York, Tokyo.

Candidates should be analytical, independent and Able to develop a rapport with clients in all sectors.

Competitive salary and benefits.

Send CV to Jane O'Hara - janara@acc.job.org.

### **Student B**

You are a candidate. Let the interviewer lead the conversation initially, but try to develop an exchange by asking questions about the job and the organization.

8)

### **Student A**

You are an interviewer. Interview the candidate for the job advertised. Invent any further information about the job as necessary. For each of your questions note whether the answer is satisfactory or not. At the end of the interview, give the candidate feedback on how well they performed.

### **Multinational oil company**

seeks **future managers** to lead development teams for alternative energies in Norway, Malaysia and North America.

Strong leadership and communication skills essential.

Motivating compensation package.

For details visit [www.newenergy.com](http://www.newenergy.com)

### **Student B**

You are a candidate. Let the interviewer lead the conversation initially, but try to develop an exchange by asking questions about the job and the organization.

*XXX. Discuss these statements:*

1. At work appearance is more important than performance.
2. You should keep your private life totally separate from your work.
3. People don't change much during their working lives.
4. It is best to work as few companies as possible.
5. Everybody should retire at 50.

## TOPICAL VOCABULARY

**ability** n способность, умение

**abroad** adv за границей, за границу

**accessory** а добавочный, вспомогательный, второстепенный

**achievement** n достижение, выполнение

**advertise** v рекламировать, помещать объявление

**advertisement** n реклама, объявление

**afford** v позволить себе, давать, предоставлять

**appoint** v назначать

**applicant** n проситель, претендент, кандидат

**apply for** v обращаться за (работой, помощью и т.п.)

**assertive** n утвердительный, самоуверенный

**attractive** а привлекательный, заманчивый

**be in charge** заведовать, быть за старшего, командовать

**belt** n ремень, пояс

**benefit** n выгода, прибыль, пособие, пенсия

**branch** n филиал, отделение

**candidate** n кандидат

**internal candidate** кандидат на должность внутри организации

**certificate** n свидетельство, сертификат, аттестат

**cope with** v справиться, совладать

**curriculum vitae (CV)** автобиография

**dependent** а подчиненный, подвластный, зависимый

**employ** v нанимать на работу

**employee** n служащий, работающий по найму

**employer** n предприниматель, работодатель

**employment** n служба, занятие, работа

**employment agency** агентство по найму персонала

**enclose** v вкладывать (в письмо и т.п.), прилагать

**environment** n окружение, окружающая обстановка, среда

**excellent** а превосходный, отличный

**fair** а честный, незапятнанный, справедливый, законный

**fashion** n манера, фасон, стиль, мода

**forceful** а сильный, действенный, убедительный

**freedom** n свобода, независимость

**handbag** n дамская сумочка, (ручной) чемоданчик

**handle** v обходиться, управлять, иметь дело, торговать

**headhunt** v заманивать специалистов высоким жалованьем и дру-

гими льготами, подбирать кадры

**helpful** а полезный

**hire** v нанимать

**honest** а честный, правдивый, настоящий, подлинный

**improve** v улучшать, совершенствовать

**inspirational** а влиятельный, воодушевленный

**interview** v n собеседование, беседа, интервью; проводить беседу, собеседование

**attend an interview** присутствовать на собеседовании

**interviewer** n проводящий собеседование, берущий интервью

**interviewee** n интервьюируемый, дающий интервью

**job** n работа, труд, служба

**leisure club** клуб для отдыха, для развлечений

**lose one's temper** выйти из себя

**make inquiries** наводить справки

**opportunity** n удобный случай, благоприятная возможность

**passionate** а вспыльчивый, горячий, страстный

**personnel** n персонал

**personnel department** отдел кадров

**polite** а вежливый, любезный

**post** n должность, место, syn. position

**promote** v продвигать по службе

**prospect** n перспектива, надежда, планы на будущее

**reasonable** а разумный, рассудительный, приемлемый

**recruit** v брать на работу

**recruitment** n подбор персонала, кадров

**reduce** v уменьшать, сокращать, понижать

**reference** n ссылка, сноска, справка, рекомендация

**write a reference** написать рекомендацию

**regardless** а невзирая на, не считаясь с

**relate** v относиться, иметь отношение, состоять в родстве

**resign** v уйти в отставку

**respected company** компания, пользующаяся уважением

**responsibility** n ответственность, обязанности

**retire** v увольняться, уходить в отставку

**salary** n жалованье

**security** n безопасность, надежность, охрана, гарантия

**seek** v искать, пытаться, стараться

**shortlist** n v список кандидатов, выбранных для собеседования; составить список кандидатов для участия в собеседовании

**skill** n мастерство, умение, навык



**stimulate** v побуждать, стимулировать, поощрять  
**subsidiary** n дочернее предприятие  
**track record** послужной список, стаж (работы)  
**training** pres. p от train обучение, тренировка  
**vacancy** n вакансия  
**weakness** n слабость, недостаток, неубедительность  
**well-known** a известный, популярный  
**work overtime** работать сверхурочно, перерабатывать

## Unit III. MEETINGS

*I. Discuss the following questions:*

1. What makes a good meeting? Suggest what you think are the characteristics of a successful meeting.
2. What do you think the functions of the chairperson are during a meeting?

*II. Read the text and do some exercises after it:*

### **Meetings**

Meetings are an important part of doing business.

#### **Before the meeting**

With proper preparation and careful organization, a meeting can run smoothly. Setting goals and time limits, keeping to the agenda, and knowing how to refocus are the key components of an effective meeting.

There are a number of ways that you may call or be called to a meeting. Some meetings are announced by email, and others are posted on bulletin boards. The date, location, time, length, and purpose of the meeting should be included. It is important to have an agenda. The agenda should indicate the order of items and an estimated amount of time for each item. Everybody receives the agenda about a week before the meeting, along with the minutes of the last meeting.

#### **The reasons for having a meeting**

The reason for having a meeting is to inform or to make a decision. Information may be given in a presentation followed by questions or discussion, but it is to get a consensus that the meeting has been arranged in the first place. Achieving this in the most time- and cost-effective manner possible is a goal that everyone attending the meeting must share. The main aspect of decision making meetings is the necessity for participants in the meeting to be aware of one another's needs and perceptions. If these are not effectively communicated, if there is an insufficient degree of un-

derstanding of another's requirements, then an acceptable conclusion is unlikely to be reached.

### **A small talk**

Whether you are holding the meeting or attending the meeting, it is polite to make a small talk while you wait for the meeting to start. You should discuss things unrelated to the meeting, such as weather, family, or weekend plans. Once everyone has arrived, the chairperson should formally welcome everyone to the meeting and thank the attendees for coming.

### **The meeting**

The meeting is usually begun by signing a list of the people present, and the chairperson reads out a list of apologies received from people who can't come. If anyone at the meeting is new to the group, or if there is a guest speaker, this is the time when introductions should be made. Before beginning the first main item on the agenda, the speaker should provide a brief verbal outline of the objectives.

The first two items are usually to ask the meeting whether everyone approves of the agenda, and of the minutes of the previous meeting. Then the participants go through the items on the agenda. The last one is always A.O.B., or Any Other Business, so it is possible to add things that haven't been included on the agenda.

### **Voting**

When issues cannot be resolved or decisions cannot be easily made, they are often put to vote. Most votes occur during meetings. Votes can be open, where people raise their hands in favour or in opposition of the issue. Other votes, such as who should be elected to take on a certain role, are private or closed. During private votes, attendees fill in ballots and place them in a box to be counted. Most often votes are put to a majority. If there is a tie vote, the chairperson will often cast the deciding vote.

### **Closing**

During the meeting, participants will comment, provide feedback or ask questions. Regardless of the type of meeting (information or decision making), it is important to close with a restatement of objective, a summary of what was accomplished, and a list of agreed action that needs to be taken.

### **After the meeting**

After the meeting, it is essential to follow up with an action. A brief memorandum of conclusions should be written and distributed. Inform appropriate people who did not attend the meeting about essential decisions made.

Finally, each meeting should be viewed as a learning experience. Future meetings should be improved by soliciting evaluations and deciding what action is required to conduct better meetings.

*III. Give Russian equivalents of the following English words and phrases:*

To run smoothly, setting goals and time limits, to keep to the agenda, to indicate the order of items, the minutes of the last meeting, to get a consensus, time- and cost-effective manner, participants, to hold a meeting, to make a small talk, the chairperson, attendees, to read out a list of apologies, a guest speaker, the first main item on the agenda, to approve of the agenda, to cast the deciding vote, to provide feedback, a list of agreed action, to conduct better meetings.

*IV. Give English equivalents of the following Russian words and phrases:*

Проводить собрание (руководить собранием), придерживаться повестки дня, созвать собрание, пункт в повестке дня, протокол собрания, проинформировать или принять решение, присутствовать на собрании, принятие решений, участники, легкая светская беседа, председатель, одобрять повестку дня, разное (последний пункт в повестке дня), ставить на голосование, открытое голосование, закрытое голосование, список кандидатов для голосования, равенство голосов (поданных за двух кандидатов), иметь решающий голос.

*V. Are the following statements true or false?*

1. There are a number of ways that you may call or be called to a meeting.
2. It is not important to have an agenda.
3. You should discuss things unrelated to the meeting, such as weather, family, or weekend plans when you are making a small talk.
4. The last item on the agenda is sometimes A.O.B., or Any Other Business.
5. When issues cannot be resolved or decisions cannot be easily made, they are often put to vote.

*VI. Answer the questions:*

1. What is required to run a meeting smoothly?
2. What are the key components of an effective meeting?
3. What are the reasons for having a meeting?
4. Is it important to have a small talk before a meeting?
5. Do you know how to finish a meeting?

*VII. Study the phrases below:*

**Opening a meeting**

Good morning, everyone.

Thank you for coming...

If we are all here, let's start...

Any comments on the previous meeting?

**Welcoming and introducing participants**

We are pleased to welcome (name of participant)

It's a pleasure to welcome (name of participant)

I'd like to introduce (name of participant)

**Introducing the agenda**

You've all seen the agenda.

On the agenda, you'll see there three items.

There is one item to discuss...

**Stating the objectives**

We're here today to hear about plans for...

Our objective is to discuss different ideas ...

What we want to do is to reach a decision...

**Introducing discussion**

The background to the problem is...

This issue is about ...

The point we have to understand is...

**Calling on a speaker**

I'd like to ask Mary to tell us about ...

Can we hear from Mr.Passas on this?

I know that you've prepared a statement on your department's views..

**Stating opinion**

It seems to me ...

I tend to think...

In my view...

We think/feel/believe...

There's no alternative to ..

It's obvious that ...

Clearly/obviously ...

**Asking for opinion**

I'd like to hear from ...

Could we hear from ...?

What's your view?

What do you think about ...?

Do you have any strong views on ...?

### **Interrupting**

Excuse me, may I ask for clarification on this?

If I may interrupt, could you say ...?

Sorry to interrupt, but ...

Do you think so? My impression is ...

What? That's impossible. We/I think ...

### **Handling interruptions**

Yes, go ahead.

Sorry, please let me finish...

Can I come to that later?

If I may finish this point ...

That's not really relevant at this stage...

Can we leave that to another discussion?

### **Controlling the meeting**

Sorry Hans, can we let Mary finish?

Er, Henry, we can't talk about that.

### **Summarising**

So, what you're saying is...

Can I summarise that?

S, the main point is...

### **Moving the discussion on**

Can we go on to think about...

Let's move on to the next point.

### **Closing the meeting**

I think we've covered everything.

So, we've decided...

I think we can close the meeting now.

That's it. The next meeting will be ...

*VIII. Read and translate the following dialogues:*

#### **Dialogue 1**

Chairperson: If we are all here, let's get started. First of all, I'd like you to please join me in welcoming John Willows, our Southwest Area Sales Vice President.

John Willows: Thank you for having me, I'm looking forward to today's meeting.

Chairperson: I'd also like to introduce Jane Smith who recently joined our team. I'm afraid our national sales director, Rebecca Woods, can't be with us today. She is in Kobe at the moment, developing our Far East sales force.

## Dialogue 2

Chairperson: OK, we all agree we want to increase our revenue by licensing our "Luc Fontaine" product range. As you know, Susan Li, one of our contacts in Hong Kong, is very interested. Alain, how do you feel about this? Is she the right person for us?

Alain: Definitely. In my opinion, she's ideal. She's well-known in Asia, she's got an excellent reputation in the industry. She's got a modern factory and a large customer base. I'd say she's just what we're looking for.

Chairperson: Right. Valerie, what do you think?

Valerie: I agree because she's very good at marketing. I've met her several times. She'll work twenty-four hours a day to get a sale. Just the sort of person we want.

Chairperson: Barbara, you're shaking your head. What's your opinion?

Barbara: I'm afraid I can't agree. I don't think she's suitable at all. All her products sell at the lower end of the market. They're in the cheaper price ranges. But our "Luc Fontaine" range is exclusive. The male and female perfumes are for people who don't mind spending a lot of money to look good. They're not a good match for what she's selling.

Chairperson: So what do you suggest then?

Barbara: I think we should find someone else. I do have someone in mind. I met Hiroshi Takahashi recently. He's based in Nagoya. His health-care company is doing really well. He makes various skin products and sells them under well-known European labels. In my opinion, his company has a lot to offer. Why don't we meet him and see if he's interested?

## Dialogue 3

Chairperson: Can we move on to the next item on the agenda? This is a proposal to print a special catalogue for our multimedia products. What's everyone's reaction to this?

James: It's a terrific idea. Right now they've all mixed up with everything else in the main catalogue. Nobody notices them.

Catherine: I agree. But how much is it going to cost? I'd like to see some figures.

Chairperson: OK. So we need to work out the costs. Could you deal with that, James?

James: Sure.

Chairperson: How soon can you prepare some figures? By Friday?

James: Yes, OK.

Chairperson: Excellent. We can discuss this next Monday, then.

## Dialogue 4

Chairperson: Unfortunately, we're running short of time. We'll have to leave that to another time.

John Willows: Before we close, let me just summarise the main points:

- Our sales teams need more accurate information on our customers.

- A survey will be completed to collect data on spending habits in these areas.

- The results of this survey will be delivered to our sales teams.

Chairperson: Thank you very much, John. Right, it looks as though we've covered the main items. Is there any other business?

Andrew Gray: Can we fix the next meeting, please?

Chairperson: Good idea, Andrew. How does Monday in two weeks time sound to everyone? Let's meet at the same time, 9 o'clock. Is that OK for everyone? Excellent. I'd like to thank Jack for coming to our today. The meeting is closed.

*IX. Find in the dialogues English equivalents of the following Russian phrases:*

1. Я с нетерпением ожидаю сегодняшнее собрание.
2. Я сожалею, что Ребекка Вудз не сможет сегодня к нам присоединиться.
3. Подходит ли она нам ?
4. Что вы предлагаете?
5. Я думаю, нам следует подыскать кого-нибудь еще.
6. Мы можем перейти к следующему пункту в повестке дня?
7. Это потрясающая идея.
8. Джемс, ты можешь этим заняться?
9. К сожалению, у нас осталось мало времени.
10. Прежде чем мы закончим, позвольте мне перечислить основные моменты.

*X. Suggest phrases from the dialogues which could be used by a chairperson in the following situations in a meeting:*

1. to open a meeting
2. to welcome the participants to a meeting
3. to introduce a new employee
4. to ask for opinion
5. to move the discussion on
6. to close the meeting

*XI. Complete the dialogue using the words from below the line:*

**Dialogue 5**

A: So, how do staff meetings work in this department, then?

B: Well, we have them monthly, and everybody is supposed to (1)... . If we want to discuss something we tell the secretary beforehand, and she puts it on the (2) ... . We all receive this about a week before the meeting, along with the (3) ... of the last meeting. We begin the meeting by signing a list of the people present, and the Chair reads out a list of (4) ... received from people who can't come.

A: The Chair?

B: Yes. Since our head of department is a woman, instead of saying "Chairman," or "Madame Chairman," we just say "Chair". Some people say "Chairperson" but "Chair" is shorter. The first two items are usually to ask the meeting whether everyone (5) ... of the agenda, and of the minutes of the previous meeting. If necessary we then discuss matters (6) ... from the minutes. We then go through the (7) ... on the agenda. The last one is always A.O.B., or Any Other Business, so we can add things that haven't been included on the agenda. For important decisions, if we can't reach a (8) ... we have a vote. If there's a tie, if the votes are even, the Chair has a casting vote.

A: And if you can't be there, can you ask someone else to vote for you?

B: Oh. No. We don't have (9) ... votes. You have to be there. Especially as we need 50% of the staff to have a (10) ..., without which nothing can be voted on and no decisions can be taken.

A: And you only have them once a month?

B: Well, I suppose we could (11)... an emergency meeting if there was something urgent to discuss, but it hasn't happened recently. You know, most of us work individually, we have our specific jobs to do, and we don't need to discuss too many things with the whole department. We collaborate (12) ... when necessary, like we're doing now, and only have meetings to discuss things that concern everybody. Otherwise, meetings are a waste of time.

---

agenda apologies approves arising attend call consensus informally  
items minutes proxy quorum

*XII. Read the following statements and decide whether you agree or disagree with them. Then compare your opinions in small groups:*

1. Every meeting should have an agenda.



2. The agenda should be circulated in advance.
3. The chairperson is responsible for the success of a meeting.
4. In every meeting, there should be someone taking the minutes.
5. At the end of meetings, the participants should agree a list of action points.
6. All meetings should be for a fixed length of time.
7. If people are going to attend meetings, they should always prepare beforehand.
8. Everyone should have a chance to speak at meetings.

*XIII. Role play the following situations:*

**Situation 1**

Work in groups of four. Decide on a chair and have a brief meeting using one of the situations below. After a few minutes' preparation, the chair starts the meeting, introduces the agenda, invites the first speaker to make his/her proposal, prevents interruptions, brings in other speakers, summarises, etc.

Situation 1

Meeting

To identify ways to reduce company costs.

Time:

Place:

Participants:

Agenda

1. Staff cuts.
2. Reducing the research budget.
3. Cutting salaries and running costs.

**Situation 2**

Work in groups of four. Decide on a chair and have a brief meeting using one of the situations below. After a few minutes' preparation, the chair starts the meeting, introduces the agenda, invites the first speaker to make his/her proposal, prevents interruptions, brings in other speakers, summarises, etc.

Meeting

To decide on training needs and how to spend 100,000 dollars on training.

Time:

Place:

Participants:

## Agenda

1. Decide priorities: marketing/information technology/languages.
2. Allocate costs.
3. Decide outline programme.

### Situation 3

Work in groups of four.

Ash & Whitebeam is a manufacturing company. The Board has decided to set up a subcommittee to examine the four problems.

#### **1. Paper recycling**

Annual volume of waste paper: 50, 000 tons

Increasing pressure to recycle.

Present situation:

- Production Dept. does recycle/chaotic/no supervision
- Human resources Dept. - irregular quantities
- little interest to local recycling companies.

We need company policy.

Benefits: financial, good public relations.

#### **2. High turnover of staff in Daycare Centre**

Total employees: 300

170 women

45 are mothers with young children.

Company daycare facilities for children are used:

1. after school before end of working day (5 p.m.)
2. school holidays.

Mothers unhappy because:

- very high turnover of staff in Centre
- no continuity
- poor organization of Centre.

#### **3. Unauthorised use of company fax and telephone lines**

Accounts; Big phone bills/unauthorised use of phones/fax. Solutions?

- enforce a total ban on personal use of faxes/phones?
- produce a statement about their use?

How to reduce costs without creating bad feelings?

#### **4. Driver with bad accident record**

Karl Stutt - 20 years lorry driver with Ash&Whitebeam

- always excellent service.

Recently:5 accidents in one year.

Police charge of dangerous driving re last accident: 90 km/hour in 50 km/hour zone near a school.

No injuries so far.

What action to take?

## Situation 4

Work in groups of three. Hold a meeting to decide how to promote your new sandwich bar.

**Student A:** chair the meeting. It is your job to follow the agenda, make sure everybody gives their opinions, and agree each point.

Bread 'n' butter

### AGENDA

Promotional mix

1. Advertising \_\_\_\_\_
2. Personal selling \_\_\_\_\_
3. Sales promotion \_\_\_\_\_
4. Public relations \_\_\_\_\_
5. Direct marketing \_\_\_\_\_

**Student B:** Suggest, develop and defend the ideas on the noted Bread 'n' butter

### AGENDA

Promotional mix

1. Advertising advertise in local newspapers and on local radio (expensive but effective); attractive posters for offices and shops
2. Personal selling call staff representatives in large companies to offer special prices to their staff
3. Sales promotion discounts, vouchers, BOGOF (buy one, get one free)
4. Public relations contact TV, radio, newspapers, magazines, etc.
5. Direct marketing send mailshots by mail and email

**Student C:** Suggest, develop and defend the ideas in the notes. Bread 'n' butter

### AGENDA

Promotional mix

1. Advertising too expensive; word of mouth is more effective. Just need a neon to sign on the shop and an interactive website.
2. Personal selling not appropriate for a sandwich bar
3. Sales promotion discounts are bad for company image; events, competitions, free samples
4. Public relations use social media, Twitter, Facebook, blogs, etc.
5. Direct marketing mobile messaging; give out flyers in the street

### **Situation 5**

Form a team to work out solutions to the business problems below:

1. You own a chain of supermarkets. Every week, hundreds of shopping carts are stolen.
2. You sell jewellery online. But customers typically like to try on items before they buy.
3. You manage a customer helpline. Staff turnover is high, so you keep losing good people.

Appoint a chairperson who use the draft agenda to structure your meeting.

#### **AGENDA**

1. Welcome the group.
2. Outline the purpose of the meeting and get the team to define the problem.
3. Invite team members to take a few minutes to note down their individually. Make sure they take the logistical and budgetary constraints into account.
4. Throw the meeting open for discussion by getting the team to share their ideas. Emphasize that they should use the P.P.R. technique.
5. Take a vote on the best idea or combination of ideas.
6. Discuss how your solution will be implemented and who will be responsible for what.

### **Situation 6**

Work in groups of four. Study the background and instructions below. Each student should take one of the roles. Study your role for a few minutes and decide what you will say at the meeting. Hold a meeting to discuss the problem.

#### ***Background***

You work for a large company which specializes in manufacturing and supplying high-technology medical equipment to hospitals and patients in a number of countries in your region.

Last year, the sales department's budget for travel (for example, for sales personnel to visit hospitals, health authorities, etc.) was 2 m dollars. The finance department has asked whether it would be possible to save money on this, and an initial meeting has been called to discuss the problem.

In this meeting, you will have to exchange ideas and opinions, but you needn't reach a firm decision.

## **Finance Director**

You think:

- significant savings could be made using email and video conferencing to talk with customers, especially for routine visits by sales staff to existing customers.

- you would like sales staff to use economy class and low-cost airlines where possible. This could reduce travelling costs by up to 50%.

- when visiting different cities, you would prefer sales staff to go for one day only instead of staying in a hotel overnight.

## **Sales Director**

You think:

- face-to-face meetings are essential, both to meet potential new customers and to show existing customers new products and innovations.

- it is difficult to get high-quality sales staff who know the very specialized products which you sell, and it is important to treat them well, for example, by allowing them to fly business class.

- your staff try, as far as possible, to make several visits to different customers when they are in a different city, and this may involve a stay of several days.

## **Marketing Director**

You think:

- new technology (video conferencing, etc.) could replace some visits by sales staff - there are many routine visits which do not result in increased sales.

- it should be possible to reach agreements with certain airlines and hotels to arrange discounts for sales staff who use them.

- sales staff should state the objectives of each visit before they make them, so that managers can decide whether the visit is worth the cost.

## **Senior Sales Manager**

You think:

- your clients (doctors, hospital managers, etc.) are very busy people, and unless you actually visit them, they don't have time to look at your products.

- you spend a lot of time travelling - at least 150 days a year - and it's important to do so in comfort.

- you work in a very competitive sector where you know sales people from other companies visit your clients regularly.

- the products you sell are highly technical and very expensive. Sales staff have to make high-quality presentations and answer detailed technical questions, face-to-face are essential.

## TOPICAL VOCABULARY

- Absent** adj отсутствующий  
**absentee** n участник, отсутствующий на собрании  
**action points** руководство к действию, план действий  
**adjourn** v отложить собрание  
**agenda** n повестка дня  
**approve of the agenda** одобрить повестку дня  
**keep to the agenda** придерживаться повестки дня  
**put on the agenda** внести в повестку дня  
**Annual General Meeting (AGM)** n ежегодное собрание акционеров  
**AOB (Any Other Business)** разное (последний пункт в повестке дня)  
**apologies** n извинения  
**read out apologies** зачитать извинения  
**send apologies** отправить извинения  
**attendee** n присутствующий на собрании  
**ballot** n избирательный бюллетень,  
список кандидатов для голосования  
**brainstorm** v проводить коллективное обсуждение  
**chairperson (chair)** n председатель  
**collaborate** v сотрудничать  
**conference** n конференция  
**i-conference** собрание, проводимое с использованием сети Интернет  
**conference call** собрание, проводимое между тремя и более участниками, находящимися в разных местах  
**teleconference** телеконференция  
**videoconference** видеоконференция  
**confidential** adj конфиденциальный  
**consensus** n согласие, единодушие  
**reach a consensus** достичь согласия  
**count** n v счет, подсчет; считать, подсчитывать  
**take the count of votes** подсчитать число (проводить подсчет голосов)  
**deadline** n предельный конечный срок  
**meet the deadline** закончить к назначенному сроку  
**decision** n решение  
**make a decision** принять решение  
**reach a decision** прийти к решению  
**efficient** adj эффективный  
**goal** n цель

**set goals** устанавливать цели  
**implement** v внедрять  
**interrupt** v прерывать  
**item** n пункт в повестке дня  
**go through items** просмотреть пункты повестки дня  
**meeting** n собрание  
**business meeting** деловая встреча  
**emergency meeting** экстренное собрание  
**formal/informal meeting** официальная/неофициальная встреча  
**meeting in camera** совещание при закрытых дверях  
**meeting on the go** собрание по пути  
**plenary meeting** пленарное заседание  
**problem-solving meeting** собрание, посвященное решению проблем  
**project meeting** собрание, посвященное определенному проекту  
**address a meeting** обратиться к собранию  
**attend a meeting** присутствовать на собрании  
**call a meeting** созвать собрание  
**call off a meeting** отменить собрание  
**chair a meeting** председательствовать на собрании  
**conduct a meeting** проводить собрание  
**dissolve a meeting** закрыть собрание  
**hold a meeting** проводить собрание  
**put off a meeting** отложить собрание  
**run a meeting** проводить собрание; руководить собранием  
**schedule a meeting** назначить собрание  
**open a meeting** открыть собрание  
**motion** n предложение на собрании  
**put the motion to vote** поставить предложение на голосование  
**minutes** n протокол собрания  
**objective** n цель  
**overhead projector** проектор  
**participant** n участник  
**introduce a participant** представить участника  
**welcome a participant** приветствовать участника  
**point out** v указывать  
**productive** adj продуктивный  
**propose** v предлагать  
**proposal** n предложение  
**punctual** adj пунктуальный  
**quorum** n кворум

**to have a quorum** иметь кворум, быть правомочным  
**recommend** v рекомендовать  
**resolve** v решать, решать голосованием  
**second** v формально поддержать предложение  
**small talk** легкая светская беседа  
**successful** adj успешный  
**speaker** n оратор  
**guest speaker** приглашенный оратор  
**staff** n персонал  
**vote** n v голосование, голос, право голоса, количество проголосовавших; голосовать  
**casting (deciding) vote** решающий голос  
**open vote** открытое голосование  
**tie vote** равенство голосов (поданных за двух кандидатов)  
**private (closed) vote** закрытое голосование  
**proxy vote** голосование по доверенности  
**unanimous vote** единогласно  
**cast a vote** проголосовать  
**put to the vote** ставить на голосование  
**have a vote** проголосовать

## Unit IV. NEGOTIATING

*1. Read a short text and answer the questions after it:*

Negotiation is a business discussion between people who have different interests. During a negotiation they try to solve a problem or reach an agreement. In the world of business, negotiating skills are used for a variety of reasons, such as to negotiate a salary or a promotion, to secure a sale, or to form a new partnership. Here are a few examples of different types of negotiations in the business world:

Manager and Clerk: Negotiating a promotion

Employer and Potential Employee: Negotiating job benefits

Business Partner A and B: Making decisions about investments

Company A and Company B: Negotiating a merger

Customer and Client: Making a Sale

1. What is negotiation?

2. What sort of negotiations do you take part in your job?

3. What sort of negotiation will you participate in the future?



*II. Here are some three pieces of advice for people who are entering a negotiation. Do you agree with them?*

1. If you can't agree, try approaching the problem from a different angle.
2. Don't get emotional. Be objective.
3. Prepare carefully beforehand.

What tip do you think is least useful and which is most useful? Think of three more useful tips for negotiating. Discuss them with your partner.

*III. Read the text and do some exercises after it.*

### **Negotiations**

The term "negotiation" means "an act of negotiating, talking with another person or group in order to try to come to an agreement or to settle an argument".

There are different types of negotiations. A business negotiation can be similar to a discussion between friends fixing a social engagement. Two parties have a shared objective: to work together in a way which is mutually beneficial. Proposals and counter proposals are discussed until agreement is reached. Both sides hope for repeat business. This is an agreement-based negotiation, sometimes referred to as a win-win negotiation. Two other types of negotiation are less founded on mutual benefit, but on gaining the best deal possible for your side. In the second type, both teams negotiate to independent advantage. This means that each team thinks only about its own interest. In this type a seller typically seeks to sell a product but is less concerned about repeat business. A third type is the negotiation to resolve conflict, for example in a contractual dispute. Here, it is possible that each party regards the other as an opponent and seeks to win the argument. This is a win-lose negotiation.

To make negotiating effective it is necessary to have a clear understanding of what for you are the most important issues and at the same time what for you are less important. Try to identify aspects in the second category where the other side will be very happy to gain concessions. Give what is not so important for you, but is valuable for the other side. If there are big differences between the two parties, you have a choice of these options: to accept, to reject, or to carry on negotiating.

Your bargaining should be governed by three principles: be prepared, think about the whole package, and be constructive. In preparing, you must identify the issues, and prepare your bargaining position. You need:

- an essential conditions list - issues where you cannot concede anything;

- a concessions list - issues where you can make concessions;
- to grade the concessions from the easiest to the most difficult, where you need most in return.

As for the package, you must look for agreement in principle on a broad front. When the time comes for compromise, each party will concede on one issue if they win a concession on another.

The final principle is to be positive and constructive. You should be fair and cooperative, even during difficult bargaining. This approach is most likely to move the negotiation towards a settlement that both sides feel is to their advantage. A key principle in negotiating is to give a little and get a little at the same time.

Conflict may sometimes be unavoidable step on the road towards agreement. However, in some cases conflict leads to the breakdown of negotiations as one or both sides realise that agreement is not possible. In many cases this is better than agreeing to something which would be against the interests of the people concerned.

When conflict arises, there are several possible actions which may help to resolve conflict in a negotiation:

- leave the problem, go on to a different topic and return later to the point at issue;
- summarise progress and areas of agreement;
- emphasise the benefits available to both sides;
- emphasise the loss to both sides of not reaching agreement;
- change the package;
- offer conditional concession;
- change negotiator;
- bring in a third party (mediator)
- consider walking away.

After the negotiation it is necessary to compare the result with your objectives, targets and limits and to examine the process of the negotiation: the planning - the strategy - team roles -the issues. If something went wrong it's important to identify weaknesses and errors. If the negotiation is a success, the people are praised and teamwork and partnership are developed.

*IV. Find English equivalents of the following Russian words and phrases from the text:*

приходить к соглашению, переговоры, особо обратить внимание на положительные (отрицательные) стороны, отказаться от перегово-

ров, заключение торговой сделки, срыв переговоров, добиться уступок, список обязательных условий, взаимовыгодные переговоры, пригласить третью сторону (посредника).

*V. Match the parts and make up sentences:*

- |  |   |
|--|---|
| 1. A business negotiation can be                 | a) the breakdown of negotiations as one or both sides realise that agreement is not possible. |
| 2. If the negotiation is a success               | b) until agreement is reached.  |
| 3. When conflict arises                          | c) each party will concede on one issue if they win a concession on another.                  |
| 4. Conflict may sometimes be                     | d) it's important to identify weaknesses and errors.  |
| 5. If something went wrong                       | e) to be positive and constructive.   |
| 6. When the time comes for compromise            | f) there are several possible actions which may help to resolve conflict in a negotiation.    |
| 7. The final principle is                        | g) similar to a discussion between friends fixing a social engagement.                        |
| 8. Proposals and counter proposals are discussed | h) unavoidable step on the road towards agreement.  |
| 9. A key principle in negotiating is             | i) the people are praised and teamwork and partnership are developed.                         |
| 10. However, in some cases conflict leads to     | j) to give a little and get a little at the same time.  |

*VI. Are the following statements true or false?*

1. The term "negotiation" means "an act of negotiating, talking with another person or group in order to try to come to an agreement or to settle an argument".

2. The bargaining should be governed by two principles.

3. If the negotiation isn't a success, the people are praised and teamwork and partnership are developed.

4. When conflict arises, there is the only possible action which may help to resolve conflict in a negotiation.

5. You should be fair and cooperative, even during difficult bargaining.

*VII. Answer the questions:*

1. What is it necessary to make negotiating effective?
2. How many principles should your bargaining be governed by?
3. What is the key principle in negotiating?
4. What is it necessary to do after the negotiation?

*VIII. Study the phrases below:*

### **Useful language**

#### **Starting positions**

We'd like to reach a deal with you today.

Right, let's try to get 10% off their list price.

#### **Exploring positions**

Can you tell me a little about ...?

What do you have in mind?

#### **Making offers and concessions**

If you order now, we'll give you a discount.

We'd be prepared to offer you a better price if you increased your order.

If necessary ...

#### **Checking understanding**

What do you mean?

Have I got this right?

If I understand you correctly...

You mean, if we ordered ... would ...?

Are you saying ...

#### **Refusing an offer**

I'm not sure about that.

That's more than we usually offer...

That would be difficult for us.

#### **Accepting an offer**

Sounds a good idea to me. As long as we...

Good, we agree on price, quantity, discounts ...

#### **Playing for time**

I'd like to think about it.

I'll have to consult my colleagues about it.

#### **Closing the deal**

I think we've covered everything.

Great! We've got a deal.

## Following up the deal

Let me know if there are any problems.  
If there are any other points, I'll e-mail you.

*IX. Read and translate dialogue 1:*

### Dialogue 1

*The negotiation between the Commercial Director of a car manufacturer and the General Manager of a business equipment firm.*

Director: We're willing to give you a 12 % discount on our list price if you buy over 30 vehicles -that's OK. It'll mean you'll be paying just under 14,400 pounds for each vehicle. But that's providing you don't have any special requirements which cost more money.

Manager: Special requirements? What do you mean exactly?

Director: Oh, I don't know if you want the interior of the car to be changed, for example. The price we've agreed is for our standard model. Or if you wanted a modification which costs money, more storage compartments, for example.

Manager: Right. It's true, some of our top sales staff can be fussy. I don't know though, we'd still like a 12% discount, given the size of our order.

Director: Mmm, OK, let me make a suggestion. We give you 12 % but if someone wants extras or a modification, we'll offer you a 10% discount on that car. That's fair enough, isn't it?

Manager: OK, so you're saying you will modify the car if we ask you to?

Director: Exactly.

Manager: Right then, let's see what we've got. The price will be 14,400 pounds, providing there are no extras or modifications to the interior. You'll make small changes if we ask you to, but reduce the discount by 2%.

Director: That's it. OK, Let's talk about delivery now.

*X. Give English equivalents of the following Russian words and phrases:*

предоставить скидку, прейскурант, средство передвижения, специальные требования, стоить дороже, иметь в виду, цена, стандартная модель, торговые представители, размер заказа, делать предложение, достаточно справедливо, внести небольшие изменения, модифицировать автомобиль, снизить скидку, доставка.

*XI. Answer the following questions:*

1. What discount is offered at the beginning of a meeting?
2. What is meant by special requirements?
3. What will be the price according to the final agreement?

*XII. Read and translate dialogue 2:*

### **Dialogue 2**

The CEO and the production Manager of a small but successful PC lap top firm are discussing some sudden news from their Sales Manager, Steve Andrews. Steve has been negotiating an important contract.

CEO: I've got bad news from Steve about that contract he's been negotiating with Ambros plc. He's heard that another company's putting in their own bid in three days' time.

Manager: Oh no! We're counting on that contract. What can we do?

CEO: Well, we're going to fight it. Our rivals say they'll match us for price and beat our deadlines so we'll have to concentrate on those two issues. Steve says we're going to beat them on every other detail, but price and deadlines are the crucial items.

Manager: Well, you can make the decision to cut prices but, in terms of deadlines, our assembly lines are already working to capacity except at the weekends.

CEO: I know. I can cut prices slightly but do you think you can beat our rival's deadlines?

Manager: Well, the union meets later this afternoon for their regular monthly meeting. I'll raise this with them as a matter of priority.

CEO: Can you persuade them to work extra hours at the weekend?

Manager: Yes, I think so. Can you authorize overtime payment in advance so it's not an issue when I'm talking to the union?

CEO: Yes, I'll do that once we finish this meeting. What else?

Manager: We have to contact Steve so he can tell Ambros that we're going to respond with an improved bid. We've only got two days to prepare.

CEO: Right. You prepare for the meeting. Tell the staff that we're relying on their cooperation. I'll authorize the overtime payments.

*XIII. Translate the following words from English into Russian:*

Put on one's bid; in three days' time; to count on a contract; rivals; to match smb for price; to beat deadlines; crucial items; to make a decision; to cut prices; assembly lines; to work to capacity; a union; a matter of pri-

ority, to work extra hours; to authorize overtime payment in advance; an issue; to respond, an improved bid, to prepare for a meeting, a staff; to rely on cooperation.

*XIV. Answer the following questions:*

1. What bad news is mentioned at the beginning of a meeting?
2. On what two issues should a company concentrate to beat their rival?
3. How often does the union meet?
4. What will be offered to the staff to make them work extra hours at the weekend?

*XV. Study the following comments made during negotiations. What is wrong with them?*

5. More credit? - No way!
6. Give us a discount.
7. Delivery in one week? - Pay on delivery, then.
8. Lower our prices more? Sounds like a bad joke.
9. We want you to alter the specifications.

*Match these phrases with more diplomatic ways of making these comments given below:*

- a) I'm afraid I'm not in a position to give you more credit.
- b) I was wondering whether you could alter the specifications.
- c) Could you give us a discount?
- d) If you pay on delivery, we could process your order in a week.
- e) I'm sorry but we cannot possibly consider lowering our price even further.

*XVI. Read this conversation with a partner. Notice the customer's questions. They use conditional forms to suggest compromises:*

Customer: If we order 1,000, will you include free delivery?

Supplier: Yes, we could agree to that.

Customer: And if we paid in advance, would you increase our discount?

Supplier: I'm afraid that wouldn't be possible.

*Work with a partner. Make up similar conversations using these ideas:*

1. Customer and supplier  
order today, deliver by Friday?  
pay in advance, reduce the price by 2%?
2. Landlord and tenant  
employ more security staff, sign a 5-year lease?

- lower the rent, pay for building repairs?
3. Sales representatives and management accept higher sales targets, increase our commission? not reach our targets, still pay our bonus?
  4. Bank and client pay a higher rate of interest, give us the loan? not offer our home as security, still lend us the money?

*XVII. Here are some business problems where a solution needs to be negotiated. Act them out with a partner. Take different sides and try to negotiate an agreement. Perhaps you find a compromise solution.*

1. Every Christmas a company gives its customers gifts ranging from diaries and calendars to cases of scotch whisky. The financial manager says it's too expensive and wants to stop. The sales manager disagrees.

2. The management of a company wants its staff to refuse all gifts from suppliers, no matter how small they may be. They are worried that the buyers will be put in compromising positions. The buyers say this would not happen and feel the management is being unreasonable.

3. A manager feels overworked and in need of more help, particularly in busy periods. They want to take on a full-time assistant. Their boss, however, is under pressure to reduce costs and is unwilling to agree,

4. The management of a company wants to make its security staff redundant and contract the work out to an independent operator. It would save money but the unions don't like it.

5. A large automotive company wants one of its small suppliers to make deliveries daily and with only two hours' notice. The supplier says this means they will have to carry much larger stocks, which they can't afford to do.

*XVIII. Role play these negotiations:*

1)

**Student A**

You are a supplier. You want to increase the list price of your sports bag model PX7by 10%. You also want to change your delivery times.

**Student B**

You are a buyer. You can only afford a 2% increase. You offer to buy a larger quantity of sports bags at a lower increase. You want the delivery times to stay the same. You also want to change the length of your contract with the supplier.



2)

**Student A**

You are a company employee. You think you should have a 10% salary increase.

**Student B**

You are the employee's boss. You think the company can only afford a 2% increase.

3)

Government officials for an east European country are negotiating with a German car company that wants to build a plant there.

**Government officials**

Senior managers: At least five of ten senior managers should be recruited locally.

Number of workers: The plant should employ 10,000 workers.

Improvement in road and rail links: The car company should pay 20 % of the cost of improving road and rail links to the plant.

Local content: Cars built in the plant should pay 50% of their components made by local component manufacturers.

Tax breaks: You are willing to offer a tax holiday for three years after the opening of the plant.

**Car company managers**

Senior managers: All ten senior managers should come from the company's headquarters in Germany.

Number of workers: You plan to employ 5.000 workers.

Improvement in road and rail links: You think the government should pay 100% of the cost of these as your company will not be the only one to benefit from them.

Local content: You plan that cars built in the plant will have 20% of their components made by local component manufacturers.

Tax breaks: You want a tax holiday for seven years after the opening of the plant.

4)

This is a continuation of the previous negotiation. This is the situation the negotiators had reached the last time that they met.

Senior managers: Seven of the ten senior managers will be recruited locally.

Number of workers: The plant will employ 8.000 workers.

Improvement in road and rail links: The car company will pay 10 % of the cost of these.

Local content: Cars built in the plant will have 40 % of their components made by local component manufacturers.

Tax breaks: The government is offering a tax holiday for 5 years after the opening of the plant.

You should try to win further concessions from the other side in order to reach agreement.

5)

**Student A**

You work for a translation agency. You translate legal contracts into English language:

- cost: \$ 300 per 1.000 words
- a job of more than 5.000 words will take a week
- if it is more urgent than a week, the cost will be a lot higher.

**Student B**

You want a legal contract translated into English:

- it is 6.000 words long
- you expect to pay between \$ 1.200 and \$ 1.500.
- You need it in two days - three days maximum.

6)

**Student A**

You are in Hamburg. You urgently need to rent four vans from a local car and van rental company:

- you expect to pay about 180 euros per van
- you have to have vans today or tomorrow.

**Student B**

You are a car and van rental company in Hamburg:

- van rental costs 200 euros per day
- 10% discounts for orders over 1.000 euros.
- no vans are available today and only two tomorrow.

7)

**Student A**

You are a shop owner. You are placing an order with a chocolate manufacturer.

- You want to order 50 boxes of deluxe chocolate at the quoted price.
- You want a 20% discount.
- You want 30 days' credit.
- You want delivery in two weeks.

**Student B**

You are a chocolate manufacturer.

- You get a bonus if the order is over 100 boxes.
- You don't give a discount for orders of less than 100 boxes.
- You want payment on delivery.
- You can deliver in three weeks.

8)

A financial manager learns that he/she has been posted to one of the company's subsidiaries in a developing country. He/she does not really want to take up the posting but cannot refuse because it will improve his/her career prospects. He/she meets the Personnel Director to negotiate better financial terms for the posting.

**Student A (Financial Manager)**

You do not really want the posting for these reasons:

- In your opinion, the salary offered is far too low. Your present salary is \$80.000 p.a. You will receive \$90.000 p.a. in your present posting.
- The position has come at an inconvenient time. You have just bought an expensive apartment which you are currently re-decorating.
- Your partner will have to give up a good job to accompany you.
- You have a ten-year-old child who is a slow learner and needs to attend an expensive private school.
- The climate is very hot and humid in the country you have been posted to. You think it will almost certainly damage your health.

Try to persuade the Personnel Director to offer a high salary and financial compensation for the problems you face as a result of the posting.

**Student B (Personnel Director)**

You know that the Financial Manager is unwilling to take up the posting. You expect him/her to ask for financial compensation for the inconvenience caused by the posting. Be sympathetic and helpful, but bear in mind the following:

- The local salary rate for the position of Financial Manager is \$60.000 p.a.
- The company will consider any request for financial compensation if the request is reasonable. However, it expects staff to make some sacrifices when they take up a posting.
- Overseas postings are essential for staff who wish to fill senior positions in the company. They are a testing ground to find out whether managers have the mental and physical strength for top jobs in the organization.

## TOPICAL VOCABULARY

**agree on** v договариваться, улаживать

**agreement** n договор, соглашение

**angle** n точка зрения, сторона (вопроса, дела и т.п.)

**approach** v приближаться, подходить, делать предложения

**an assembly line** сборочный конвейер

**assistant** n помощник, ассистент, заместитель

**authorize** v уполномочивать, поручать, разрешать

**beat (beat, beaten)** v побеждать, побивать, превосходить

**beforehand** adv заранее, вперед, преждевременно

**benefit** n выгода, польза, прибыль

**bid** n предложение цены, предлагаемая цена

**capacity** n вместимость, способность, мощность, производитель-

НОСТЬ

**concentration** n концентрация, сосредоточение

**count on** v рассчитывать на что-л., на кого-л.

**cover** v покрывать, охватывать, распространяться

**crucial** a решающий, критический

**cut (cut)** v урезывать, сокращать, снижать

**deadline** n крайний срок

**deal** n сделка, соглашение

**except** prep за исключением, кроме

**fair** adv честно, любезно, учтиво

**gift** n подарок, дар, способность, дарование

**interior** n внутренней (разг.)

**investment** n капиталовложение, инвестиция, вклад

**issue** n выпуск, издание, спорный вопрос, предмет спора

**item** n отдельный предмет (в списке), пункт, статья (счета), вопрос

**joke** n шутка, острота

**a list price** прейскурант

**lower a price** снизить цену

**make a suggestion** внести предложение

**manufacturer** n предприниматель, производитель

**match for a price** подходить по цене

**mean (meant)** v намереваться, означать, иметь значение

**merger** n поглощение, слияние, объединение

**modify** v видоизменять, модифицировать

**negotiation** n переговоры, обсуждение условий

**participate in** v участвовать, пользоваться (чем-л.)

**partnership** n участие, товарищество, партнерство

**persuade** v убеждать, склонить, уговорить  
**priority** n приоритет, старшинство  
**promotion** n продвижение, поощрение, содействие  
**reach** v достигать, доходить, доезжать до, устанавливать контакт  
**reduce** v понижать, уменьшать, сокращать  
**redundant** a чрезмерный, лишний, многословный  
**rely on** v полагаться, доверять, быть уверенным  
**respond** v отвечать, реагировать  
**rival** n соперник, конкурент  
**sale** n продажа, сбыт  
**secure** v охранять, гарантировать, обеспечивать  
**skill** n искусство, мастерство, умение  
**slightly** adv слегка, немного  
**staff** n штат служащих, служебный персонал  
**storage** n хранение, склад, хранилище  
**sudden** a внезапный, неожиданный, поспешный  
**target** n цель, мишень, задание, план  
**tax** n налог, пошлина, сбор  
**tip** n чаевые, намек, совет  
**useful** a полезный, пригодный  
**vehicle** n транспортное средство

## Unit V. CONFERENCES

*I. Read the following text and get ready to discuss it:*

### **Attending a conference**

Conferences range in size and importance. The smallish local ones tend to attract anywhere from a few dozen to a few hundred people, and the big ones can attract thousands. In general, it is safe to say that the bigger the conference, the more prestigious it is to present there.

No matter what the size is, though, all conferences have certain features in common: their purpose is to facilitate the exchange of ideas, and all of them, even the smallest, manage to meet that goal. That's why we participate: to get feedback on our ideas, to give feedback to others, and to meet others in our field.

Conferences are oral events. Although many speakers do read their presentations verbatim, the best presenters are good orators who establish a lively rapport with the audience.

Speakers are generally grouped into sessions. A session consists of anywhere from one to six or seven speakers. The most common kind of session is the "panel": three speakers who talk for about twenty minutes each with time for Q&A afterward. Other common session formats include forums, roundtables, and workshops. Medium- and larger-sized conferences have "concurrent sessions," meaning more than one session is held at the same time.

There is often a small registration fee to attend.

Of course, conference attendance costs money. Registration, transportation, food and accommodation can cost from 500 to 1000 dollars per conference, and more if an expensive international flight is involved.

To present at a conference, you must submit a proposal (a short description of what you would say) by a certain deadline. The deadline and other important information on how long the proposal should be are included in the "call" for the conference (the notice that advertises the conference and solicits proposals).

When writing your proposal, think about your audience. If the conference is related to a society that has a journal, look at the kinds of things presented in the journal, to find out what current issues are among that group. Look at websites or literature for the previous year's conference and look at the titles and abstracts.

Also consider the topic. You want to make it sound interesting to the people who will attend the conference, and the people who are screening proposals. The proposal needs to have a specific argument, and is usually related to the conference theme (if the conference has a theme). Use language and references that the community members are likely to know (and explain those they might not know). Make sure it sounds like something that can reasonably be delivered in 20 minutes or less .

When your moment comes, speak directly to the person farthest from you and project your voice clearly to that distance. Establish eye contact with the audience and pay attention to their level of engagement. Scan equally from left to center to right. If making eye contact makes you really nervous, try looking just over their heads. It looks like you're looking at them, but you're not.

Keep your voice at an audible level, your diction clear, and your tempo lively but not too fast or slow. Many presenters inadvertently speed up out of nervousness; resist that temptation. Focus on getting each sentence out one at a time, at a good pace and momentum. In the Q&A period most of the questions will be supportive, but some might sound self-serving, aggressive or downright incomprehensible. All of them are poten-

tially useful since this is roughly the same audience that will read future publications. Take a few moments, if you need, to compose an answer, then respond, politely and briefly, so that others can ask questions too. It's fine to say, "I don't know." If you don't have an answer, admit it and suggest that the question is an important one that ought to be explored further. This allows you to be honest while also appearing knowledgeable. Thank people, including the chair of the panel, for their interest and attention.

When it's over, take a deep breath, drink another glass of water, and enjoy the rest of the conference.

*II. Find English equivalents of the following words and phrases in the text:*

от нескольких десятков до нескольких сотен; чем больше, тем престижнее; содействовать; встречи; круглые столы; семинары; регистрационный взнос; проживание; международный перелет; подать заявку; срок подачи заявки; установить зрительный контакт; "тараторят"; непреодолимое желание; непонятный; вежливо и кратко; требует дальнейшего исследования.

*III. Are the following statements true or false?*

a) The smaller the conference, the more prestigious it is to present there.

b) The best presenters establish a lively rapport with the audience.

c) There is no registration fee to attend.

d) You don't care if your topic sounds interesting or not to the people who will attend the conference.

e) You don't need to speed up out of nervousness.

*IV. Match the verbs and nouns:*

- |                  |                          |
|------------------|--------------------------|
| 1. to facilitate | a) at a conference       |
| 2. to present    | b) eye contact           |
| 3. to establish  | c) the exchange of ideas |
| 4. to resist     | d) a few moments         |
| 5. to take       | e) that temptation       |

*V. Answer the questions:*

a) How many people do conferences tend to attract ?

b) What is the most common kind of session?

c) Why is it important to establish eye contact with the audience ?

d) Does it take much time to compose an answer in the Q&A period ?

*VI. Read dialogue 1 and do some exercises after it:*

### **Dialogue 1**

A.: Excuse me, Dr Smith, do you have a moment?

B.: Of course, what can I do for you, Robert?

A.: I want to change the topic of my paper. You know I was writing about Apollo 11, but now I want to write about something else.

B.: I'm surprised. On Monday, you showed me all the pictures of the moon landing you'd found on the Internet.

A.: Well, yesterday my friend introduced me to her uncle, who was an astronaut at NASA up until a year ago. I'd like to write about him if that's okay.

B.: Yes, that sounds like it'll be a fascinating paper. Make sure you include some historical facts, though; this gentleman's job must have been very interesting, but don't forget the historical context or background.

A.: I've got some books about the American space programme.

B.: That sounds like a good start. You could talk a little about the European and Russian space programmes, too.

A.: I'll do that. I'll see you next week, Dr. Smith. Thank you!

B.: Bye, Robert. I look forward to reading your paper.

*VII. Find in the dialogue English equivalents of the following Russian words and phrases:*

можно Вас на минуточку...; научная работа; высадка на луну; предпосылки; для начала неплохо; сказать немного о...; ждать с нетерпением.

*VIII. Explain the meanings of the following words in English:*

- a) the topic of my paper
- b) Apollo 11
- c) fascinating paper
- d) the historical context

*IX. Read dialogue 2 and do some exercises after it.*

### **Dialogue 2**

A.: I'm going to Seattle on Monday. There is a conference there. It's called WebVisions.

B.: What is the schedule like?



A.: As soon as I arrive, the keynote speech begins.

B.: ... and after that?

A.: When the keynote ends, we'll have two hours for other presentations and an hour for discussions.

B.: Are you making any presentations?

A.: No, I'm just attending this conference.

B.: Is Sam Wilson presenting?

A.: No, but he's giving a workshop on Wednesday.

B.: When are you coming back?

A.: I'm flying back on Thursday morning.

B.: Remember you are meeting with Trevor on Friday morning at nine o'clock sharp!

A.: Oh, thanks! I forgot about that.

B.: Have a good trip!

*X. Find in the dialogue English equivalents of the following Russian words and phrases:*

программа конференции, вступительная речь, присутствовать на конференции, семинар, ровно в девять, всего хорошего.

*XI. Explain the meanings of the following words in English:*

- a) WebVisions
- b) the schedule
- c) presentation
- d) a workshop

*XII. Role play the following situations:*

### **Situation 1**

#### **Student A and B**

You meet your groupmate/colleague and talk about:

- a) the topic of the conference you are going to attend;
- b) the way your paper to be presented at the conference;

### **Situation 2**

#### **Student A and B**

You meet your lecturer and talk about:

- a) choosing a topic of your paper;
- b) submitting your paper.

### Situation 3

Work in pairs. You are at a conference. You have never met before, but you have a mutual business friend, Frank Parker. Before you start speaking to each other, study your role and think about some of the things you can say.

#### Student A

- Introduce yourself.
- Say how you know Frank Parker (you used to work together).
- Ask Student B how he/she knows Frank.
- Tell Student B you are interested in talking to someone who can find places for your company to advertise on the Internet.
- Respond to Student B's suggestions.

#### Student B

- When Student A introduces him/herself, say you've heard about him/her from Frank Parker.
- Say how you know Frank Parker (one of your best customers).
- Ask if Student A is enjoying the conference.
- You have a lot of contacts in the advertising industry, and one of your specialities is web-based advertising.
- Suggest a meeting somewhere else at another time to organize the advertising.

### Situation 4

Work in pairs or groups of about three. Your company has decided to hold a two-day conference for people from your company and you have been asked to help plan the conference.

Discuss the situation together, and decide:

- what kinds of activities should be organized for the main part of the conference
- what entertainment could also be provided
- where the conference should be held.

## TOPICAL VOCABULARY

**abstract** n аннотация, краткое изложение, краткий обзор; тезис; резюме, конспект

**academic** adj n университетский, академический; профессор или научный

сотрудник высшего учебного заведения

**accommodation** проживание

**article** n статья (в печатном издании); пункт, параграф

**ascertain** v устанавливать, выяснять, удостоверяться, убеждаться  
**call for papers/abstracts** приглашение (к участию в конференции)  
и публикации статей (докладов)/тезисов  
**conference** n конференция  
**academic conference** научная конференция  
**conference proceedings** материалы и доклады конференций, научные труды  
**attend a conference** посетить конференцию  
**participate in a conference** участвовать в конференции  
**concise** adj краткий, сжатый, сокращенный  
**conclude** v выводить заключение, делать вывод, заключать; закончить  
**conclusion** n заключение, завершение  
**deadline** n крайний (конечный) срок  
**deadline for papers** крайний срок предоставления статей (докладов)  
**keep (meet) a deadline** предоставлять (укладываться) в установленные сроки  
**deep breath** глубокий вдох  
**take a deep breath** сделать глубокий вдох  
**display** v показывать, демонстрировать, выставлять  
**due to** prep благодаря, вследствие  
**event** n событие  
**eye contact** зрительный контакт  
**establish eye contact** установить зрительный контакт  
**facilitate** v содействовать  
**findings** n полученные данные  
**findings of the conference** выводы конференции  
**international flight** международный перелет  
**keynote speaker** основной докладчик  
**last** v продолжаться, длиться  
**learned society** научное общество  
**orators** n ораторы  
**outline** v наметить в общих чертах, обрисовать, сделать набросок  
**panel discussion** обсуждение какого-либо вопроса группой специалистов  
**paper** n статья  
**academic paper** научная статья, научный доклад  
**proposal** n заявка, предложение  
**submit a proposal** подать заявку  
**rapproach** n взаимопонимание

**range** n в ряд, серия, диапазон, интервал, предел; колебаться (находиться) в пределах, простирается  
**registration fee** регистрационный взнос  
**references** рекомендации  
**roundtable** n круглый стол  
**scholar** n ученый, преимущественно в области гуманитарных наук  
**scientist** n ученый, преимущественно в области технических наук  
**speed up** v "тараторить"  
**statement of the problem** постановка задачи/проблемы  
**temptation** n непреодолимое желание  
**resist a temptation** сопротивляться непреодолимому желанию  
**tend** v иметь тенденцию, иметь склонность  
**workshop** n семинар, секция

## Unit VI. PRESENTATIONS

*I. Discuss the following questions:*

- Have you ever made any presentations?
- What types of presentations do you know?
- What is the purpose of giving oral presentations?
- Do you know how to structure a presentation?
- Are visual aids useful for making presentations?
- Is practice an important part of preparation for a presentation?

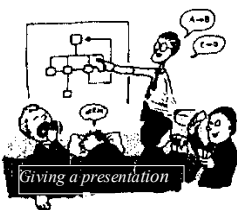
*II. Read the following text and do some exercises after it:*

### Making a presentation

A presentation is the practice of showing and explaining the content of a topic to an audience or learner. Presentations come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, interviews, status reports, image-building, and of course, training sessions.

Although individuals most often think of presentations in a business meeting context, there are countless occasions when that is not the case.

For example, a school district superintendent presents a programme to parents about the introduction of foreign-language instruction in elementary schools; an artist demonstrates decorative painting techniques to a group of interior designers; a police officer addresses a neighborhood association about



initiating a safety programme. Students are often asked to make oral presentations. These can be delivered to other students in a seminar or tutorial. You might have been asked to research a subject and use a presentation as a means of introducing it to other students for discussion, or you might be asked to outline a project in which you have been involved. When looking at presentations in the broadest terms, it is more important to focus on their purpose. There are three basic purposes of giving oral presentations: to inform, to persuade, and to build goodwill.

A good presentation starts out with introductions and may include an icebreaker such as a story, an interesting statement or a fact, or an activity to get the group warmed up. The introduction also needs an objective, that is, the purpose or goal of the presentation. This not only tells you what you will talk about, but it also informs the audience of the purpose of the presentation.

Next, the body of the presentation comes. Do not write it out word for word. All you want is an outline. By jotting down the main points on a set of index cards, you not only have your outline, but also a memory jogger for the actual presentation. There are several options for structuring the presentation.

1. Timeline: arrangement in a sequential order.
2. Climax: the main points are delivered in order of increasing importance.
3. Problem/Solution: a problem is presented, a solution is suggested, and benefits are then given.
4. Classification: the important items are the major points.
5. Simple to complex: ideas are listed from the simplest to the most complex; it can also be done in a reverse order.

Audiences believe that presenters who use visual aids are more professional and credible than presenters who merely speak. Visual aids help presenters to emphasize the key points your audience will understand and remember. The following visual aids should be selected with respect to the needs of your audience and specific portions of your presentation: tables, bar/line graphs, diagrams, pie/flow/organizational charts. The presentation vehicles are based upon the audience's seating arrangement: overhead projectors, easels, handouts, slides, models, and computer screens. A presentation program Microsoft PowerPoint is often used to generate the presentation content.

After the body, comes the closing. This is where you ask for questions, provide a wrap-up (summary), and thank the participants for attending.

And finally, the important part is practice. The main purpose of creating an outline is to develop a coherent plan of what you want to talk about. You should know your presentation so well that during the actual presentation you should only have to briefly glance at your notes to ensure you are staying on track. This will also help you with your nerves by giving you the confidence that you can do it. Your practice session should include a live session by practicing in front of co-workers, family, or friends. They can be valuable at providing feedback and it gives you a chance to practice controlling your nerves. Another great feedback technique is to make a video or audio tape of your presentation and review it critically with a colleague.

*III. Find English equivalents of the following Russian words and phrases in the text:*

устная презентация, исследовать тему, уделить особое внимание ключевым вопросам, решение проблемы, наглядные пособия, главная цель, аудитория, основная часть презентации, заключение, метод обратной связи.

*IV. Match the nouns on the left with a suitable item on the right:*

- |                            |                                      |
|----------------------------|--------------------------------------|
| 1. The solutions           | a) shows the exam results.           |
| 2. The handouts            | b) eye contact                       |
| 3. A presentation easel    | c) the exchange of ideas             |
| 4. Goodwill                | d) a few moments                     |
| 5. An overhead projector   | e) that temptation                   |
| 6. The table               | f) were printed for my presentation. |
| 7. The aim                 | g) displays images to an audience.   |
| 8. The content             | h) was built with my colleagues      |
| 9. Presentation techniques | i) were suggested to do it better.   |
| 10. The speaker            | j) holds a chart.                    |

*V. Answer the questions:*

1. What is presentation?
2. What are the options for structuring presentation?
3. What role do visual aids play in the presentation?
4. What is the important part of the presentation?

*VI. True or False?*

1. There are very few forms of presentations.
2. A good presentation starts out with introductions and may include an icebreaker such as a story, an interesting statement or a fact, or an activity to get the group warmed up.

3. There are two basic purposes of giving oral presentations.
4. Audiences believe that presenters who use visual aids are less professional and credible than presenters who merely speak.
5. After the closing of the presentation, comes the body.

*VII. Study these expressions:*

### **Useful language**

#### **Introducing yourself**

Good morning, everyone.

Hello everyone, welcome to...

Good morning, ladies and gentlemen!

We haven't all met before, so I'd better introduce myself, I'm ...from...

On behalf of myself and Focus Advertising, I'd like to welcome you. My name is Sven Larsen.

Hi everyone, I'm Dominique Lagrange. Good to see you all.

#### **Introducing the topic**

I'm here to tell you about ...

I'd like to tell you about...

I'm going to be talking about...

I'm going to tell you about the ideas we've come up with for the ad campaign.

This morning, I'd like to outline the campaign concept we've developed for you.

#### **Structuring the presentation**

I'm going to divide my talk into four parts.

Firstly, I'm going to tell you ...

Then/Next I'll look at...

Finally, I'll talk about...

First, I'll give you... After that,... . Finally,... .

I've divided my presentation into three parts. Firstly, I'll give you the background to the campaign. Secondly, I'll discuss the media we plan to use. Finally, I'll talk you through the storyboard for the TV commercial.

My talk is in three parts. I'll start with the background to the campaign, move on to the media we plan to use, and finish with the storyboard for the commercial.

#### **Inviting questions**

If you have any questions, don't hesitate to ask.

I'll be glad to answer any questions (at the end of my talk).

If there's anything you're not clear about, go ahead and ask any questions you want.

If you have any questions, please don't hesitate to interrupt me.

I'd like to ask you to keep any questions you may have for the end of the presentation.

### **Giving background information**

I'll give you some background.

Let's start with the background.

### **Referring to the audience's knowledge**

As you know,...

As you are aware,...

### **Changing the topic**

Right, let's move on to...

OK, I'll now look at...

### **Referring to visuals**

Have a look at this slide.

This graph/diagram/table/slide shows...

Can everybody see that?

If you look at the graph...

Could I draw your attention to the chart?

### **Checking understanding**

Is that clear?

Are you with us?

OK so far?

### **Concluding**

To sum up,...

To summarise,...

Before closing I'd like to summarise the main points again.

I'd like to quickly go over the main points of today's topic.

### **Ending**

Thanks very much. Any questions?

Well, that's all I have to say.

Thank you for listening.

*VIII. Read a sample presentation. Study its structure and standard phrases to be used in business presentations. Translate the italicized phrases into Russian.*

**Good morning, and welcome to the Adelphi Hotel.** Thank you all very much for coming; some of you have travelled a long way to hear us



today, and I hope you've all had good journeys. So **let me introduce myself**: my name's Peter Furlong and this is my partner Mark Davies.

**The purpose of this presentation**, as you know, is to **explain our business plans to you** and hopefully to get you interested in investing in Clock Options Express.

In my presentation, **I aim to do three things**. **First, I'll give you a short summary of our main business idea**. **Then I'll tell you the findings of the market research that we've been conducting**, and **finally I'll outline our financial requirements and plans**, which should show you what a sound and exciting investment Clock Options Express represents. **If you have any questions you'd like to ask, I'll be happy to answer them at the end of the talk**.

**So, let's start with my first point - our main business idea**: information and advertising display panels. This idea arose from the observation that in this city and in surrounding towns, there's a definite need for reliable and accurate information to drivers and other travelers concerning the time, traffic conditions, parking and the public-transport situation, and that this information could be displayed on public display panels strategically situated on main road accesses to the city, at railway stations...

...Which would be paid for by leasing advertising space on the same public display panels. **Now to move on to my second point: market research**. We started last year by conducting a survey of over 2,000 motorists who travelled in this area over a two-month period. Simultaneously, we commissioned a study of public-transport users. **The findings of these two investigations can be seen on this chart**, which clearly shows not only that the display panels would attract interest arising from travellers' need for reliable information, but that they would also be a major focus for advertisers who would be prepared to pay premium rates for leasing space...

...as you can see, our products have considerable market potential. I think that just about covers the market research, so now **let's deal with the third part of my presentation**, which is to explain our financial requirements and plans. In this chart, you can see a breakdown of our initial costs into five main areas: suppliers, premises, equipment, staff and marketing costs. Now, you will notice that although we have tried to keep our requirements to a minimum...

...and I hope you'll agree that our concept is very valid and represents an extremely interesting investment opportunity. Now, if **I can summarise the main points** again, they are these: first, we have an interesting and useful product which, in this area, is not on the market at the moment. Sec-

ond, our market research both travelers and potential advertisers shows a clear demand for our product and a readiness to buy into it. Finally,

*IX. Practise dialogue 1:*

**Dialogue 1**

A.: Betty, can I run the new presentation by you?

B.: Certainly, I'd love to hear some of the new concepts.

A.: OK, here goes ... On behalf of myself and ABC Company, I'd like to welcome you. My name's Andrew Dyson. This morning, I'd like to outline our new campaign concepts.

B.: Excuse me, who was invited to this conference?

A.: Our sales representatives from our branch offices were asked to come. I think a number of upper-management representatives were also invited.

B.: That's good. Our marketing approach is going to be completely revamped.

A.: And that's why we need everyone to be informed. So, I'll continue. You'll be given the background and I'll talk you through the results of some of our recent market studies.

B.: How many surveys were completed?

A.: I think about 100,000 were returned to the company. Our marketing team was very pleased with the response.

B.: OK, continue.

A.: The presentation has been divided into three parts. First, our past approach. Secondly, present changes that will be made. Thirdly, future forecasts.

B.: That sounds good.

A.: If you have any questions, please don't hesitate to ask. At the end of this presentation, a short advertisement will be shown to give you an idea of where we are going.

B.: Good job, Andrew. I hope your graphics are being put together by Tim.

A.: Of course, they are.

B.: I know he's the best!

*X. Using the above dialogue as a guide, make up dialogues of your own:*

Situations. You meet your groupmate/colleague and talk about:

- a) the structure of your presentation;
- b) the language of your presentation;
- c) practicing your presentation.

*XI. Complete this presentation introduction with words from the list:*

talk about	look at	points of view
questions	brief	finally
hear	act as	go along

Good afternoon and thank you for making the effort to be here with us today. My name's Rachel Rawlins and I'm responsible for public affairs. What I'd like to do today is \_\_\_\_\_ our recent corporate campaign. This \_\_\_\_\_ talk will hopefully \_\_\_\_\_ a springboard for discussion. I'm going to \_\_\_\_\_ the corporate campaign from three \_\_\_\_\_: firstly, the customers; secondly, the financial institutions; and \_\_\_\_\_, the shareholders. If you have any \_\_\_\_\_, just interrupt me as I \_\_\_\_\_. Your point of view may well be different, and we'd like to \_\_\_\_\_ from you.

*XII. Prepare and give the introduction to these presentations:*

1. Audience: Company employees

Subject: Salary freeze:

- reasons

- implementation

Purpose: to inform

Time: 10 minutes

2. Audience: Visitors

Subject: Company overview

Purpose: to describe

Time: 20 minutes

3. Audience: colleagues

Subject: Change in organization

Purpose: to discuss

Time: 5 minutes

4. Audience: Boss

Subject: Your salary increase

Purpose: to persuade

Time: 1 minute

*XIII. Put these stages of a typical presentation in a proper order:*

a) Conclude and invite questions.

b) Give the main part of your talk.

c) Greet audience and thank them for coming. (1)

- d) Introduce your talk.
- e) Introduce yourself (and your colleagues)
- f) Outline what you are going to say in your talk and suggest people leave their questions to the end.
- g) Summarise the main points you have made.

1. Greet audience and thank them for coming.
2. ...
3. ...
4. ...
5. ...
6. ...
7. ...

*XIV. Complete the main body of the presentation with words and phrases from the list:*

look at	brings me to my next point	think
firstly	go back to my earlier point	secondly
finally	see	emphasise

Now \_\_\_\_\_, as you know, we have had a gap in our softdrink product range for the last two years; we have been manufacturing mixed-fruit drinks and lemon drinks two years ago. I \_\_\_\_\_ we all agreed that there was room on the market for a completely new orange-flavoured drink. \_\_\_\_\_, the market research indicated that more and more consumers are using soft drinks as mixers with alcohol so, in other words, the market itself has expanded. This \_\_\_\_\_ which is that we have a rather new customer-profile in mind. I must \_\_\_\_\_ emphasise that this product is aimed at the young-professional, high-income market. At this point we must consider the importance of packaging and design, and if you look at the video in a moment, you will see that we have completely revamped the container itself as well as the label and slogan. So to \_\_\_\_\_, this is a totally new concept as far as Food and drinks Corporation is concerned. As you \_\_\_\_\_ we are using both the new-size glass bottle and the miniature metal cans. \_\_\_\_\_, let's \_\_\_\_\_ the major attractions of the product. In spite of the higher price it will compete well with existing brands. The design is more modern than any of the current rival products, and the flavor is more natural. It's low calorie, too.

*XV. The information below is a part of a Product Manager's notes for a presentation on an advertising mix for a new range of beauty products, with the brand name Cheri. He is talking to a marketing team set up to promote the new range. Use the notes to prepare the main body of the presentation:*

### **Advertising mix for Cheri products**

Above-the-line advertising:

- television commercials
- newspaper advertising
- magazines

Below-the-line advertising:

- in-store (free samples, displays)
- on-pack (coupons, competitions)
- targeted mailing

### **Begin as follows**

**I'd like to talk about the advertising mix for the new Cheri range of beauty products. We are planning two categories of advertising, above-the line and below-the line. I'll talk first about ...**

*XVI. Complete the ending of the presentation with words and phrases from the list.*

answer summarize listening closing that's all I have today questions

So just before \_\_\_\_\_, I'd like to \_\_\_\_\_ my main points again. We have Frutti, a new design concept, aimed at a relatively new age and income groups. .... Well, \_\_\_\_\_ for the moment. Thank you for \_\_\_\_\_. Now if you have any \_\_\_\_\_, I'd be happy to \_\_\_\_\_ them.

*XVII. Give the end of a presentation on a topic of your choice from exercise. Include either a summary or a conclusion and move to questions and/or discussion.*

*XVIII. Choose one of the situations below and prepare a short presentation:*

1. A research project you are working on - a project description, research progress, some results, and an action plan.
2. The company you are working with: you want to introduce some changes in the company's features - background to the company, the reasons for changes, their effects, and an action plan.
3. The product or a service of your company.
4. Your organization or the university you go to.
5. A city you know well.
6. The course you are doing.
7. Your own business

8. The company you are working for: products/services, main customers, locations (factories, branches), size (number of employees/turnover), main strength, current projects, other information.

*XIX. Make a role-play:*

Work in pairs. You have an idea for a new business start-up, but you need to raise finance in order to make your dream a reality (it might be one of the ideas in the photos). One possibility is to get financial support from a "business angel" - a private investor who specializes in putting money into new enterprises.

A group of angels are meeting at a hotel in your areas to listen to presentations from would-be entrepreneurs like yourselves. Your job is to prepare a presentation, rehearse it and give it to the agenda.

Use your own ideas.

Follow these steps:

1. Decide what your business idea is, i.e. what kind of company you want to start up, your product, the size of the company to start with, your location and the premises you need.

2. Imagine you have carried out some market research and invent some results to present to the investors.

3. Decide how much money you need from investors. Invent a few financial details such as your sales and profit forecasts, your projected return on investment, etc.

4. Prepare the presentation which you are going to give together. Write notes to work from. Decide which of you is going to give each part of the presentation.

5. Rehearse your presentation together.

6. Imagine that the other members of your class are business angels. Give your presentation to them.

7. While you are listening to other people's presentations, think of the one or two questions you would like to ask them at the end.

## TOPICAL VOCABULARY

**Aid** n помощь, содействие, поддержка

**aids** n вспомогательные средства, пособия

**visual aids** наглядные пособия

**arrange** v приводить в порядок, располагать в определенном порядке, систематизировать; договариваться, приходить к соглашению; урегулировать

**audience** n аудитория

**body of the presentation** основная часть презентации

**closing** заключение

**confidence** n уверенность, доверие

**content** n основное содержание, суть

**coworkers** n сослуживцы

**emphasize key points** уделять особое внимание ключевым вопросам

**feedback technique** метод обратной связи

**glance** n v быстрый взгляд; мельком взглянуть, бросить взгляд,

быстро посмотреть

**give a glance (at)** взглянуть (на)

**introduction** n введение

**objective** n цель

**overhead projector** диапроектор

**easel** n подставка; стенд, выставочный стенд

**handout** n раздаточный материал

**presentation** n презентация

**oral presentation** устная презентация

**make a presentation** делать презентацию

**research a subject** исследовать тему

**reverse** adj противоположный, направленный в обратную сторону

(о движении)

**in reverse order** в обратном порядке

**sequential** adj последовательный; являющийся продолжением

**in sequential order** идущий по порядку

**solve** v решать проблему

**solution** n решение проблемы

**suggest solutions** предлагать решения

**stay on track** следить за ходом, развитием чего-либо

**table** n таблица

**graph** n график, диаграмма

**bar graph** гистограмма (диаграмма в виде столбцов)

**line graph** диаграмма в виде ломаной линии

**chart** n диаграмма, схема, таблица, план, график

**pie chart** секторная диаграмма

**flow chart** график последовательности операций; технологиче-

ская карта; блок-схема

**organization(al) chart** схема организационной структуры

**valuable** adj ценный, дорогостоящий

**invaluable** adj неоценимый, бесценный

**with respect to** что касается

## PART II. HOSPITALITY INDUSTRY

### Unit VII. HOSPITALITY INDUSTRY (GENERAL INFORMATION)

*I. Read the following text and get ready to discuss it:*

#### **Hospitality in historical perspective**

Hospitality industry is a current term to refer to a wide range of businesses, dedicated to the service of people away from home. The industry is concerned with their accommodation (provision of places to stay), provision of fare (food at table), transportation (travelling and tours), and recreation (relaxation and entertainment).

The first institutions of hospitality industry, taverns, had existed long before the word was coined. In Ancient Rome they were located on the main roads, to provide food and fresh horses and overnight accommodation for officials and couriers of the government with special documents. After the fall of the Roman Empire, public hospitality travelers became the province of religious orders. In these days, the main purpose of travelling was pilgrimage to the holy places. The pilgrims preferred to stay in the inns located to religious sites or even on the premises of the monasteries. As travel increased during the Middle Ages, so did the number of wayside inns.

The institutions of hospitality industry have undergone long evolution from the Roman and Greek taverns to modern restaurants, from the Medieval inns to the modern five-star palace hotels, from the Persian khans (combination of stables for camels and sleeping places for people) to modern motels which provide accommodations for motorists.

Services at these establishments has also undergone changes from discriminatory feeding (different meals served to the guests of different rank), the table d'hote ("table of the host" at which the guests had to eat with the landlord and his family at a nominal cost) to the ordinaries (eating places that served a fixed menu at a fixed price). The nineteenth century established a custom of eating out (having a good meal at a restaurant as a treat) and created concepts such as a la carte (dishes cooked to order and priced individually), catering (arranging food and drink functions for big groups of people at a restaurant), institutional food service (serving members of particular societal institutions, such as schools, offices, industrial enterprises, etc).



Advanced technology of the twentieth century has brought great changes in hospitality industry. People expect a wide range of accommodation and rates: B&B (bed and breakfast) (a rate that combines a night's accommodation with a breakfast the following day), American plan (a rate that includes three meals a day), and European plan (an accommodation-only rate that includes no meal). People also expect a wide range of dining choices from full-service restaurants (restaurants that cook to order more than a dozen main-course items) to cafeterias (self-service restaurants where food is displayed on a counter and the guests can pick what they like). The institutional food service establishments of this type are usually called canteens. The fast-paced century created fast food industry (quick-service restaurants that offer limited menus) and a great variety of tourist and leisure facilities, both commercial (which compete for their customers in the open market) and non-commercial (financed from the state budget).

*II. Find in the text English equivalents of the following Russian words and phrases:*

индустрия гостеприимства, проживание (в гостинице), пища в ресторане, таверны, Древний Рим, курьеры, постоянные дворы, греческий, современные рестораны, караван-сарай, гостиницы для автомобилистов, меню типа табльдот (предлагающее выбрать одно из нескольких однотипных блюд по фиксированной цене), порционные блюда, предоставление ночлега и завтрака, оплата по-американски (проживания и трехразового питания), оплата по-европейски (только проживания, без питания), полносервисный отель (т.е. высшего класса).

*III. Are the following statements true or false?*

1. Hospitality industry is concerned with their accommodation (provision of places to stay), provision of fare (food at table), transportation (travelling and tours), and recreation (relaxation and entertainment).

2. The institutions of hospitality industry have undergone long evolution from the Roman and Greek taverns to modern restaurants.

3. The table d'hote is a "table of the host" at which the guests had to eat with the landlord and his family at a nominal cost.

4. American plan is a rate that includes three meals a day.

5. Commercial tourist and leisure facilities are financed from the state budget.

*IV. Answer the following questions:*

1. What is hospitality industry?

2. What were the first institutions of hospitality industry?

3. What was the most important function of a Roman tavern?
4. What changes were introduced in the nineteenth century?
5. What has brought great change in hospitality industry on the twentieth century?

*V. Discuss the following points in pairs or small groups:*

1. The values of hospitality that existed in the past and are still valued today.
2. The concept of modern hospitality.
3. How has the tendency for globalization affected hospitality industry?

## **Unit VIII. STAYING AT A HOTEL**

### **Lesson 1. The notion of a hotel**

*I. Write 15 words related to the topic HOTELS. Try to group them according to some criteria.*

*II. Read the text and give the title to it.*

Hotel is a building that provides overnight lodging for the public. Its basic service is to provide a room to sleep in. But most hotels also have other facilities such as restaurants, rooms and services for meetings, and some have shops and offer entertainment.

Hotels range in size from large buildings with more than 3,000 rooms to small inns that have 8 to 10 rooms. Small hotels do not offer services provided by large hotels. However, rooms and meals at most small hotels generally cost less than those at large hotels.

Most hotels occupy multistory buildings that have a central lobby on the main floor. Guests reach their rooms through a lobby.

**History.** The earliest inns were established about 3000 B.C. Most of them were private homes whose owners provided rooms for travelers. Many early innkeepers did not keep the rooms clean, and they provided only crude meals for their guests. Several travelers usually shared the same room and sometimes even the same bed. The quality of inns, especially of those in England, improved during the A.D. 1700's, when more people began to travel for pleasure.

Early hotels had many beds, no locks on room doors, and no lobbies. Guests usually entered a hotel through a bar. In 1829, the Tremont House in Boston became the first hotel to provide private rooms with locks. The Tremont was also the first hotel to have a lobby and to offer indoor plumbing.

Hotels expanded their services in early 1900's. During that period, Ellsworth M. Statler, an American hotel operator, opened hotels that included many new features. For example, Statler's hotels provided private baths and full-length mirrors in each room.

*III. Find words in the text which mean the following:*

1. something, esp. a public performance, that entertains;
2. a wide hall or passage which leads from the entrance to the rooms inside a public building;
3. a person who is lodging in a hotel;
4. a person on a journey;
5. a person who owns or runs an inn;
6. all the water pipes, containers for storing water;
7. to increase in size, number, volume, degree etc.
8. a piece of glass that reflects images showing all of a person, from their head to their feet

*IV. Answer some questions based on the text:*

1. What is a hotel?
2. What is its basic service?
3. When were the first inns established?
4. What were the conditions in these hotels?
5. What was the first hotel to provide rooms with locks?
6. What is Ellsworth M. Statler famous for?

*V. Discuss these questions with your partner:*

What other information do you know about hotels?

What would you like to know?

## **Lesson 2. Hotel types**

*I. Discuss the following questions:*

1. What hotel types are you familiar with?
2. What are their peculiarities and where can they be situated?

*II. Read the following text and get ready to discuss it:*

### **Hotel types**

There are several types of hotels.

1. **Luxury hotel** - it provides every facility a wealthy guest might need.

2. **Resort hotel** - it is situated in a place where tourists like to stay, often near the sea, lake or in the mountain. Resort hotels feature golf, skiing, swimming and other outdoor activities that attract vacationers. Guests usually book it in advance and stay for periods ranging from a weekend to several weeks.

3. **Commercial hotel** - it is situated in a town centre, and provides accommodation for traveling businessman, staying only one or two night. Many commercial hotels provide luxurious surroundings and a wide range of services.

4. **Congress hotel** - it provides everything necessary for large meetings and conferences, with a lecture theatre and exhibition facilities.

5. **Airport hotel** - it provides accommodation for people going to or coming from other countries, usually only staying for one night.

6. **Boat hotel (boatel)** - it is situated near the river or a sea and have quays for boats.

7. **Country house hotel** - it is situated in pleasant scenery and provides comfortable but informal accommodation for people who want to relax in a quiet place.

8. **Guest house** - it provides low-priced accommodation, usually on a small scale, for holiday visitors or for long-stay guests. They resemble apartment buildings but also offer meals and maid and valet services.

9. **Motel** - it is built specially to provide a service to motorists. They provide accommodation with parking space near the guest's room. Guests can enter their rooms directly from a parking lot.

10. **B&B** - it is a small hotel, a kind of boarding-house, which provides home-like low-priced accommodation and the morning meals for visitors. The letters B&B stand for "bed and breakfast".

11. **Chalet** - it is a small cottage or cabin specially built for holiday-makers.

12. **Inns** (Britain) - they are similar to pubs but also offer good accommodation which is often cheaper than hotels. They are usually beautiful old buildings.

*III. Give English equivalents of the following Russian words and phrases from the text:*

роскошный отель, курортный отель, зарезервировать заранее, коммерческий отель, предоставлять проживание, отель для проведения встреч и конференций, лекционный зал, выставка, отель возле аэ-

ропорта, гостиница для путешественников на лодках, загородный отель, дом для гостей (пансион), мотель, шале, небольшой отель, предоставляющий ночлег и завтрак, постоялый двор.

*IV. Look through the text and choose three types of hotels you would prefer to stay at. Explain your choice.*

*V. Discuss with you partner:*

What are the hotels you would not like to stay at? Why?

### **Lesson 3. Hotel categories and rates, room types**

*I. Read the text and do some exercises after it:*

#### **The classification of hotels**

Choosing a comfortable hotel to stay at is very important. You can find a lot of good hotels conveniently located for major business centres. There are hotel chains consisting of several hotels controlled by one company. While choosing a hotel you should take into account different factors such as rates, location, cuisine, facilities, service, discounts. Therefore hotels can be classified according to location, category, prices and type of services offered.

By virtue of their location, hotels may be **central** (situated in the city centre), **resort** (in exotic locations), **airport** (for air passengers), and **free-way** (on the highways).

There are five hotel categories:

1. **5-star hotel**: luxury hotels offering the highest international standards.

2. **4-star hotel**: hotels offering a high standard of comfort and service with all bedrooms providing a private bathroom/shower with a lavatory.

3. **3-star hotel**: hotels offering a higher standard of accommodation 20 percent of bedrooms containing a private bathroom or shower with a lavatory.

4. **2-star-hotel**: hotels with more spacious accommodation, with two thirds of the bedrooms containing a private bathroom/shower with a lavatory, fuller meal facilities are provided.

5. **1-star hotel**: hotels and inns generally of small scale with good facilities and furnishing, adequate bath and lavatory arrangements.

By virtue of prices hotels can be classified into **luxury, up-scale, mid-scale** and **budget**. According to the room rates the following categories can be distinguished:

1. **Full board or pension** - it is a room and all meals included.
2. **Half board or demi-pension** - this includes the room, plus breakfast and one other meal (lunch or dinner).
3. **Bed and breakfast or continental plan** - it is the rate that includes the room and breakfast (The breakfast itself may be "English" or "continental").
4. **European plan** - it is the rate for a room alone with no meals included at all.
5. **American plan** - it is the rate for a room and three meals a day.

By virtue of services offered, hotels can be classified into **full-service** (with all sorts of services), **economy** (offering clean, reasonably sized and furnished rooms), **residential** (for long-term guests), **all-suite hotels** (rooms with adjacent lounge and kitchenette area).

As far as room types are mentioned these are:

1. **Single** room - it is a room occupied by one person.
2. **Double** room - it is a room with one large bed for two people.
3. **Twin** room - it is a room with two single beds for two people.
4. **Triple** room - it is a room with three single beds, or a double bed and a single bed, suitable for occupation by three people.
5. **Family** room - it is a room with four or more beds, particularly suitable for a family with children.
6. **Lounge** or **sitting** room - it is a room not used as a bedroom but where guests may read, watch television.

## *II. Translate the following words from English into Russian:*

Business centre, hotel chain, to be controlled by one company, to take into account, rates, cuisine, services, discounts, by virtue of, to include, furnished rooms, long-term guests, adjacent rooms, kitchenette area, to be occupied by, single room, twin room, double room, triple room, family room, lounge.

## *III. Match English words and phrases with corresponding Russian definitions:*

- |                          |                            |
|--------------------------|----------------------------|
| 1. up-scale hotel        | a) апартаментный отель     |
| 2. European plan         | b) дешевая гостиница       |
| 3. continental breakfast | c) пансион                 |
| 4. budget hotel          | d) дешевый отель           |
| 5. full board            | e) фешенебельный отель     |
| 6. half board            | f) легкий утренний завтрак |

- |                    |  |
|--------------------|--|
| 7. economy hotel   | g) полупансион   |
| 8. all-suite hotel | h) оплата по-американски<br>(проживания<br>и трехразового питания) |
| 9. American plan   | i) оплата по-европейски<br>(только проживание, без питания)        |

*IV. Are the following statements true or false?*

1. The main factor while choosing a hotel is its cuisine.
2. Freeway hotels are situated in the city centres.
3. 5-star hotels offer the highest international standards.
4. The prices in budget hotels are lower than in up-scale hotels.
5. Continental breakfast includes only the rate for a room with no meals.
6. Twin room is a room with one single bed.

*V. Answer the following questions based on the text:*

1. What should you take into account while choosing a hotel?
2. How can hotels be classified by the virtue of location?
3. What are the main hotel types according to their prices?
4. What categories can be distinguished taking into account the room rates?
5. Can hotels be classified by virtue of services offered?
6. What types of rooms are to be found in hotels?

*VI. Present the text as a diagrammatic display or as a table or a graph.*

*VII. Discuss the following questions with your partner:*

What are the advantages and disadvantages of the following categories: continental plan, European plan, American plan? Which do you prefer?

*VIII. Role-play the following situation:*

You travel a lot. A friend of yours wants you to help him (her) to choose a hotel. Tell him about different hotel types and what should be taken into account while choosing a hotel.

## **Lesson 4. Staying at a hotel (general information)**

*I. Discuss the following questions:*

1. Have you ever stayed in a hotel? How did you like it?

In what way is staying in a hotel different from staying at your friend's?

2. What do you know about the procedure of checking-in and checking-out of the hotel?

*II. Read the following text and see if you were right:*

### **Staying at a hotel**

Staying at a hotel consists of several stages. Firstly you need to choose a hotel. You can get information about hotels in Yellow Pages in the section HOTEL, MOTEL AND LODGING. The information can also be obtained in any airport, at a bus station or at a railway station. It's also possible to use the unlimited resources of the Internet. When the hotel is chosen the best way is to call and make a reservation.

If you book a room by phone, ask for confirmation number and also ask at what time you should arrive. The matter is that after a definite hour your room will not be kept. Cancellations must be made prior to 6 p.m. on arrival date to receive a full refund.

When you arrive at the hotel the doorman who is stationed at the entrance to the hotel will help you out a taxi. The porter who is in charge of the entrance will assist you with your luggage and you go to the reception desk and confirm your reservation. The check-in procedure takes a few minutes. You are given a registration card to fill out in the name and address, the passport number for foreign nationals. The receptionist enters the guest's room number, the room rate and the arrival and departure dates into the computer. He will tell you which is your room, what floor it is on and will give you the key. In smaller hotels you simply sign the visitor's book and give your permanent address. It should be mentioned that modern hotels have electronic locks on the doors. They are opened with a plastic card with magnetic code. The codes are usually changed every day.

If you are told to pay a hotel bill in advance it can be done in different ways. Besides cash, credit cards are universally accepted. In fact, many hotels require their guests to provide a credit card when registering. Otherwise a cash deposit is required.

When all the formalities are over the bellboy will take your luggage up in the lift to your room.

Then the bellman shows you your room. He shows where the light switches are and explains the use of room appliances, such as the television set and air conditioning. He can also run errands for you. The room is cleaned by a chambermaid. If you have some problems you can also apply



to a hostess (a person in charge of keeping order on the one of the floors of a hotel) or to the assistant manager.

While staying at a hotel you can use its services. Big hotels usually have a lot of facilities and offer a wide range of services to their residents. Most hotels have restaurants, ranging from coffee shops to elegant dining rooms. There are also inquiry offices or service bureaus where it's possible to order a taxi or rent a car, book train and air tickets in advance. This activity is supervised by a concierge who can not only arrange transportation, make onward travel arrangements, but also can advise on restaurants and evening entertainment. Besides hotels may have room service which is the service of food or beverages in guest's rooms. Hotels also provide laundry and valet services (shoe shining and clothes dry-cleaning and pressing) for their visitors. In your room you will find a list of laundry and valet services. You can tick off on it if you are afraid that your clothes may lose shape or colour after washing. When you retire for the night you can put your shoes outside the bedroom door so that the boot-boy can clean them.

Visitors can make phone calls from their rooms. Local phone calls are usually free, long distance calls are added to the room bills and are 2 or 3 times more expensive than from a pay-phone down in the lobby. Guests can change money in hotels but it will cost them more than in banks because they'll have to pay commission.

Hotels can provide guests with secretarial assistance, interpreters, translators, a temporary office or a private meeting room ideal for important meetings, discreet negotiations, presentations, seminars and training sessions. The hotel's catering department provides meals and snacks for such events. Shops in hotels (mainly commercial ones) include clothing stores, gift shops and newsstands. Some hotels have barber shops and beauty salons, and many have swimming pools and health spas.

There are also some other services and facilities that are not so frequent as the above mentioned but they are met in a number of hotels. These are live entertainment, including disco, carnivals and nightly performances, baby-sitting facilities, post-office counter etc.

If you need you can extend the stay in a hotel for some days. To do this ring up the receptionist.

You must warn the reception clerk in advance when leaving (checking out), because your bill should be made out by certain time. You can also give instructions to wake you up early, to send your luggage to the station and to order a taxi.

*III. Match English words and phrases with their Russian definitions:*

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| 1. catering                           | a) газетный киоск                    |
| 2. to be in charge                    | b) парикмахерская                    |
| 3. register                           | c) обслуживание обедов               |
| 4. barber shop                        | d) отвечать за что-либо              |
| 5. newsstand                          | e) отвечать за что-либо              |
| 6. local phone calls                  | f) постоянный адрес                  |
| 7. permanent address                  | g) оборудование, средства устройства |
| 8. facilities                         | h) принимать кредитные карты         |
| 9. to accept credit cards             | i) предлагать широкий спектр услуг   |
| 10. to offer a wide range of services | j) зарегистрироваться                |

*IV. Give English equivalents of the following Russian words and phrases:*

состоять из, выбрать отель, зарезервировать, забронировать комнату по телефону, просить номер подтверждения, отмена заказа, дата прибытия, получить полную компенсацию, швейцар, носильщик, помочь с багажом, стойка администратора в отеле, вселение в отель, заполнить регистрационную карту гостя, администратор, дата выбытия, сделать запись в книге посетителей, заплатить по счету заранее, наличные, кредитная карточка, коридорный, выполнять мелкие поручения, горничная, дежурная по этажу, справочное бюро, вызвать такси, дежурный администратор по бронированию билетов в театр, на поезд и т.д., обслуживание номеров, услуги по стирке одежды, по чистке обуви, химчистке и глажению одежды, чистильщик обуви, постоялец гостиницы, переводчик, временный офис, комната для частных встреч, тайные переговоры, продлить пребывание в отеле, выписаться из отеля.

*V. Match words denoting hotel staff with their definitions:*

- |                         |  |
|-------------------------|--|
| 1. receptionist         | is a male servant who cleans shoes                                   |
| 2. doorman              | is a person in charge of money and payments in a hotel               |
| 3. porter               | is a female servant employed to clean and tidy rooms in a hotel      |
| 4. concierge            | is someone who serves meals in a room                                |
| 5. bell-boy (Br.E page) | is someone who welcomes the guests, registers their stay, extends it |

- |                     |  |
|---------------------|--|
| 6. chambermaid      | is a boy or a young man, usually in uniform, employed in a hotel to carry cases, take messages etc.  |
| 7. cashier          | is someone who is in charge of the entrance to a hotel and carry bags  |
| 8. boot boy (boots) | is someone who is stationed at the entrance to the hotel, helps people, assists them in and out taxis, directs them to restaurants, shops              |
| 9. hotel manager    | is someone who manages a hotel   |
| 10. room waiter     | is someone who supervises the hotel's information desk, helping visitors to book train   |
| 11. hostess         | is someone who supervises the hotel's information desk, helping visitors to book train or air tickets, rent a car, make reservations for theatres etc. |

*VI. Answer the questions:*

1. What are the main stages of staying at a hotel?
2. What are the sources of information about hotels?
3. How can one reserve a room?
4. Why is it important to ask for confirmation number while booking a room by phone?
5. What does check-up procedure consist of?
6. What are the ways to pay a hotel bill?
7. Can you name the hotel staff and their functions?
8. What are the services and facilities provided by hotels?
9. Have you ever stayed at a hotel in this country or abroad? What services were available?
10. Should a visitor warn a reception clerk in advance when leaving?

*VII. Are the following statements true or false?*

1. It's not necessary to make a reservation in a hotel.
2. The doorman helps visitors with their luggage.
3. The check-in procedure takes a few minutes.
4. The only way to pay a hotel bill is by cash.
5. It is a receptionist who shows visitors their rooms.
6. Most hotels have restaurants and inquiry offices.
7. Long distance calls from guests' rooms are cheaper than from a pay-phone down in the lobby.

8. The reception clerk should be warned in advance about the guest's departure time.

*VIII. Read the descriptions of three hotels. Then read what the people say. Which hotel would each person prefer? Explain why you think so.*

### **THE WALDORF**

#### ***Greenwich, London WC2B 5DD***

Recently restored to its original Edwardian splendour, this elegant hotel stands on the crescent of Aldwych, where London's West End meets the City, and just on the fringe of Covent Garden. Built in 1908, its famous Palm Court Lounge retains the gracious ambience of the turn of the century, and Covent Garden Underground station is on hand.

325 bedrooms & 40 suites, Waldorf Restaurant, Aldwyeh Brasserie;

Club Bar, Footlights Bar, Palm Court Lounge, hair-drier, trouser press, individually controlled air-conditioning, satellite TV; 24-hour room service, public pay car park in vicinity, Family (baby-sitting, notice required).

From 79 pounds.

### **FORTE CREST**

#### ***Simpson Road, West Drayton, Middlesex, UB70JU***

This modern hotel stands just off Junction 4 of the M4, - and within easy reach of Heathrow by courtesy bus service and Underground link to Central London. Royal Windsor it and Hampton Court are both just a short trip from the hotel:

456 bedrooms & 5 suites, 5 restaurants, including Chinese and Italian;

3 bars, lounge, hair-drier, trouser press, overnight service, satellite TV;

24-hour room service, free car park, use of local Health and Fitness Center;

(baby-sitting, play area).

From 55 pounds

### **GROSVENOR HOUSE APARTMENTS**

#### ***Park Lane, London W 1 A 3 AA***

Built in 1928, the GROSVENOR House Apartments were originally designed as a separate block of luxury service apartments on Park Lane. Incorporated into the main hotel one year later, the Apartments have been since, and are today, one of London's most prestigious and comfortable addresses. The Apartments are served by a private entrance and separate reception, resulting in unusual privacy and tranquillity, as well as an unri-

valled level of service from the dedicated Apartments staff and management. Ranging in size from one to five bedrooms, ideal for families, the Apartments all have a spacious sitting-room, bathroom, hall, and kitchenette. All the hotel facilities are close at hand and included within the rate, such as the Health club with its 65-foot swimming-pool and gymnasium. Children under 16 stay free in their own room.

From 139 ponds.

" I work for one of the large tour operators, so I spend most of my time travelling. In my opinion, hotels need to be efficient; the phones should work and there should be an overnight laundry service. I think a good range of restaurants is important, because I don't have time to go out in the evening. As far as I'm concerned, atmosphere isn't very important."

a) Sally Jerkins would like the...

" We have a small family business in Spain, and when we travel to England on business we like to take the children with us. I don't think the big hotels look after small groups very well - they often put you on different floors, and you can only see each other in the restaurant. On the other hand, self-catering apartments aren't very good because there aren't enough facilities. If you ask me, there should be more hotels that offers mixture of both facilities."

b) Michael Morgan would like the. . .

" I don't travel to London very often, but I sometimes go for the weekend. For me, the ideal hotel needs to be near the theatres and cinemas. If you ask me, the best hotels are old-fashioned ones with a lot of atmosphere, but of course they should have a good range of facilities too. For me, staying in a modern hotel would be an unpleasant experience."

c) Agatha Browns would like the...

(Business English. Travelling (hotels, meals, transport, tourism))

*IX. Compose a hotel advertisement of your own.*

## **Lesson 5. The stages of staying at a hotel**

*I. Study the following expressions showing the main stages of staying at a hotel:*

*Useful expressions*

### **Finding information about hotels and making reservations**

<i>I'm looking for somewhere to stay</i>	<i>Я ищу, где можно остановиться.</i>
<i>Where can I get information about hotels?</i>	<i>Где можно получить информацию об отелях?</i>

<i>I'd like to stay at a hotel not far from...</i>	<i>Мне бы хотелось остановиться в отеле недалеко от...</i>
<i>- the city centre</i>	<i>- центра города</i>
<i>- the underground</i>	<i>- метро</i>
<i>I want an inexpensive hotel.</i>	<i>Мне нужен недорогой отель.</i>
<i>My name is...</i>	<i>Меня зовут...</i>
<i>I'd like to have a reservation for...</i>	<i>Я хотел бы забронировать номер</i>
<i>-three days</i>	<i>- на три дня</i>
<i>- from...to</i>	<i>- с...до</i>
<i>I need a single/double room for two nights.</i>	<i>Мне нужен одноместный/двухместный номер на 2 дня.</i>
<i>I'd like a double room with an air-conditioning for four nights.</i>	<i>Мне бы хотелось двухместный номер с кондиционером на два дня</i>
<i>I need a room on the first (top) floor.</i>	<i>Мне нужен номер на первом(последнем) этаже.</i>

### Check-in procedure

When you enter the hotel, ask for a receptionist. If you have a reservation, you say:

**My name is... . I have a reservation. It's for ... nights. A single (double, twin) room with a shower (a bath) and a toilet.**

You may also say:

<i>I hope the room is not noisy.</i>	<i>Я надеюсь, номер не шумный.</i>
<i>Let me have a look at the room first.</i>	<i>Позвольте мне сначала посмотреть комнату.</i>
<i>Is the room with private bath (a TV set, a balcony, a shower, a hair-dryer, an air conditioner)?</i>	<i>В комнате есть ванна (телевизор, балкон, душ, фен, кондиционер)?</i>
<i>Which floor is the room on?</i>	<i>На каком этаже номер?</i>
<i>How much is the room per night/ week?</i>	<i>Сколько стоит номер на сутки/неделю?</i>
<i>What does the price include?</i>	<i>Что входит в стоимость номера?</i>
<i>Should I pay cash or by credit card?</i>	<i>Мне платить наличными или кредитной карточкой?</i>
<i>Can you help me to fill in this form?</i>	<i>Не могли бы вы помочь мне заполнить формуляр?</i>
<i>Where should I put a signature?</i>	<i>Где поставить подпись?</i>
<i>Should I leave the key at the desk when I go out?</i>	<i>Должен ли я оставлять ключ у администратора, когда ухожу?</i>

If you don't have a reservation and there is no room available, you may need to ask:

*Could you possibly direct me somewhere?* Не могли бы вы направить меня куда-нибудь?

*Could you give me the address of the nearest hotel?* Не могли бы вы сообщить мне адрес ближайшего отеля?

*Could you call to your chain hotel?* Не могли бы вы позвонить в другой отель вашей группы?

### **In the room**

*Can you show me to my room, please?* Не могли бы вы показать мне комнату?

*How often do you change the sheets?* Как часто меняется белье?

*How to use a TV set?* Как пользоваться телевизором?

*Where does the light switch on/off?* Как свет включается / выключается?

*How do I call a chambermaid?* Как вызвать горничную?

*How do I order breakfast in my room by phone?* Как заказать завтрак в номер по телефону?

*May I leave these valuables in the hotel safe?* Можно оставить эти ценности в сейфе гостиницы?

*Do you have room service?* У вас есть обслуживание номеров?

*Is there a baggage check room?* Есть ли у вас в гостинице камера хранения?

### **Checking-out**

*I'd like my bill be ready by 8am* Я хотел бы, чтобы счет приготовили к 8 утра.

*I'll sign out tomorrow.* Завтра я выеду из гостиницы

*I'm leaving this evening.* Я уезжаю сегодня вечером.

*I want to settle the account* Я хочу рассчитаться.

*My luggage must be taken to the station.* Надо отправить мой багаж на станцию.

*I don't need the room any longer..* Номер мне больше не нужен.

*Have my luggage brought down, please* Снесите мой багаж вниз, пожалуйста.

*Call a taxi, please.* Вызовите такси

## II. Read and translate dialogues 1-5:

### Making reservation

#### Dialogue 1

**Receptionist:** Good morning. Queen's Hotel.

**P:** Hello. I'd like to make a reservation, please.

**R:** Certainly, sir. Can I have your name, please?

**P:** Yes. The name is Nashville.

**R:** Right. So it's Mr Nashville. When would you like the reservation for?

**P:** It's for three nights, from the 26<sup>th</sup> to the 28<sup>th</sup> of October.

**R:** Is that a single or a double room?

**P:** A single please.

**R:** Right.

**P:** Could you tell me the price, please?

**R:** Certainly. That's 65 pounds per night. That's including breakfast.

**P:** I see. OK...

**R:** Could I have the address and phone number, please?

**P:** Certainly. It's 45... Nunthorpe Road, York.

**P:** OK. And the telephone number?

**R:** It's 7548574388943.

**P:** 754874388943.

**P:** Right.

**R:** Right. So that's a single room for Mr Nashville from the 26th to the 28th of October.

**P:** That's right, yes.

**R:** Ok then, Mr Nashville. Thank very much for calling.

**P:** Thank you. Good-bye.

**R:** Good-bye.

### Checking-in

#### Dialogue 2

**Receptionist:** Good afternoon, sir. What can I do for you?

**B:** Good afternoon, madam. Reservations were made to accommodate 4 people from ...

**Receptionist:** Oh, yes, sir. Two double rooms.

**B:** I hope the rooms are not noisy.

**R:** They are very quiet, they face the garden.

**B:** Are all the rooms with private baths?

**R:** All rooms are with private baths, telephones and TV sets. Here are your keys.

**B:** Thank you.



## **In the room**

### **Dialogue 3**

**Bellboy:** Your room, sir.

**B:** Thank you.

**Bellboy:** If you want to order anything, you may use the telephone. All numbers are on the list beside the phone. You can have room service day and night.

**B:** Thank you. I don't think I'll have drinks or breakfast in my room. And when do you serve breakfast in the breakfast room?

**Bellboy:** From 7 till 9, sir. If you want to have a full breakfast, you must fill in a breakfast order and hand it to the waiter in the breakfast room or put it on the door handle outside the room.

**B:** Thank you.

### **Extending the stay**

## **Dialogue 4**

**Receptionist:** Good morning, Ms Duval. How can I help you?

**Ms Duval:** Well, I would like to extend my stay for another night if I can.

**Receptionist:** Yes, I think that'll be all right. Let me just check the computer. Ah, you are in Room 346, is that right?

**Ms Duval:** Yes, 346. Is there a problem?

**Receptionist:** No, not really. It's just that Room 346 is already booked.

**Ms Duval:** I don't mind moving to a different room if necessary.

**Receptionist:** No, that's not necessary. I'll just alter this other booking to Room 347. You can stay in Room 346. Just one night, you said?

**Ms Duval:** That's right. Thanks very much.

## **Leaving**

### **Dialogue 5**

**Receptionist:** Good evening, Mr Stone.

**Mr Stone:** Good evening. I'm leaving the hotel very early tomorrow. Can I check out and pay my bill in the morning?

**Receptionist:** Um... What time are you leaving?

**Mr Stone:** At 5 o'clock. My flight leaves at 8 o'clock.

**Receptionist:** Well, it would be best if you could settle your bill tonight.

**Mr Stone:** All right. Er... What time?

**Receptionist:** Well, any time before midnight is fine, Mr Stone.

**Mr Stone:** Oh, and could you book me a taxi to the airport, please?

**Receptionist:** Certainly. For 5 o'clock?

III. Sonia Smith is phoning to book a hotel room. Complete the conversation by putting the words in brackets in the correct order.

**Receptionist:** Good morning. Blakeney Hotel.

**Sonia:** Hello. My name is Smith. I'd like to book a room please.

**Receptionist:** Certainly. (staying/ how many nights/you/be/will?)

**(1) How many nights will you be staying?**

**Sonia:** Three. Starting next Thursday.

**Receptionist:** Yes, we have rooms available. Double or single?

**Sonia:** Double please. (available/ is one/with a sea view?)

**(2).....**

**Receptionist:** yes. By the way, (have/about/the special offer/we are running/you/at the moment/heard?)

**(3).....**

**Sonia:** No.

**Receptionist:** It's four nights for the price of three. (don't/take/it/advantage/you/why/of)

**(4).....**

**Sonia:** (have/for it/what/I/do/to qualify/do)

**(5).....**

**Receptionist:** just confirm your reservation in writing and pay a ten per cent deposit.

**Sonia:** (be/much/would/that/how?)

**(6).....**

**Receptionist:** 15 pounds.

**Sonia:** Yes. I think I'll do that. (to/make/the cheque/who/I/should/payable?)

**(7).....**

**Receptionist:** The Blakeney Hotel.

**Sonia:** OK. I'll post it today.

**Receptionist:** Thank you very much. We'll look forward to seeing you.

**Sonia:** Thank you. Goodbye.

**Receptionist:** Thank you.

IV. Act as an interpreter: translate the sentences from Russian into English and from English into Russian:

1)

- Где мы можем остановиться в Лондоне?

- Do you need a single room/ a double room/ a room with a balcony?

- Сколько это стоит в день?

- I'd like to reserve a single room for three nights.

2)

- Есть ли у вас свободные номера?

- Is there a telephone/a TV set/a shower/ satellite television in the room?

- В каком часу завтрак?

- Shall I pay in advance or at the end?

3)

- Вот ваш регистрационный бланк. Заполните его.

- Fill in the form in block letters in English.

- Покажите мне мою комнату, поставьте вещи здесь.

- I'd like to have it cleaned/ washed/pressed/ironed.

- Wake me up at 8 am.

4)

- I'm leaving/checking out tonight.

- Приготовьте мне счет, пожалуйста.

- Where can I pay the bill?

- Дайте мне, пожалуйста, квитанцию.

- Please, call a taxi for me.

*V. Render the following dialogues in English:*

A: Добрый день. На мое имя зарезервирован номер.

B: Ваше имя, сэр?

A: Джонсон. Д-ж-о-н-с-о-н.

B: Если вы подождете немного, я проверю. Да, сэр, все верно.

A: Это должен быть номер на одного человека, с ванной, на три дня.

B: Да, все правильно. Заполните регистрационный бланк, пожалуйста.

A: Пожалуйста, разрешите воспользоваться вашей ручкой.

B: Вот, пожалуйста. У вас много багажа?

A: Да, много.

B: Тогда я пошлю носильщика за вашими вещами. Ваш номер 407.

A: Извините, во сколько завтрак?

B: В любое время между 8 и 10 утра в столовой, или вы можете заказать завтрак в свою комнату.

A: Я предпочитаю в свою комнату около 7.30.

B: Очень хорошо, сэр.

*VI. Discuss with your partner:*

Imagine that you are traveling. You want a small hotel, two single rooms (preferably with bath/shower), at not more than 22 pounds per night each. Choose the hotel which suits your requirements.

**GRASMERE HOTEL**

**Rooms:** 4 single, 5 double

**Shower/bath:** in most rooms

**Rates:** bed and breakfast, single from 20 to 25 pounds, double from 30 to 35 pounds.

**COUNTRY WAYS**

**Rooms:** 1 single, 5 double/twin

**Shower/bath:** in all rooms

**Rates:** bed and breakfast, single from 29.95 pounds to 37.35, double from 39.95 to 42.00 pounds.

**Parking:** 10 spaces

**Closed:** 1 week Christmas

**WASHINGTON HOTEL**

**Rooms:** 16 single, 21 double/twin

**Shower/bath:** in most rooms

**Rates:** bed and breakfast, single from 21 to 32 pounds, double from 32 to 45 pounds

Animals taken by prior arrangements

A warm welcome and high standard await you at the Washington. It offers good value for business people and tourists alike. All rooms have colour TV, radio, tea and coffee, hairdryer and telephone. The Washington Supper Room offers reasonably priced dinners from Monday to Thursday. The hotel's pleasant and convenient location makes it ideal for exploring.

**REDWOOD LODGE**

**Rooms:** 112 double/twin

**Shower/bath:** in all rooms

**Rates:** bed and breakfast, single from 60 to 75 pounds, double from 70 to 85 pounds.

**Parking:** 1,000 spaces, coach parking.

Redwood Lodge is a unique hotel and leisure centre. All bedrooms are furnished with colour TV/radio, tea/coffee-making facilities, trouser-presses and hairdryers. During their stay, hotel guests become members of Europe's largest country club which boasts squash, tennis, badminton, snooker, swimming pools, sauna, solarium, gymnasium, cinema, coffee shop and 4 bars.

## **ORCHARD HOUSE**

**Rooms:** 1 single, 3 double/twin

**Rates:** bed and breakfast, single 11.75 pounds, double 23.50 pounds.

**Parking:** 8 spaces

*VII. Role play the following situations:*

1)

### **Student A**

You are receptionist of the Avalon Hotel in London. Here are some details about the hotel:

- All rooms with showers and toilets.
- All rooms with colour TV (but not cable or satellite).
- Bar, but no restaurant.
- Private car park.

Room prices: 50 pounds/night

Breakfast: 5 pounds

Car parking space: 4 pounds/night

Note: Rooms are available for the dates requested.

### **Student B**

Your name is Isabell Ortis. Telephone the Avalon hotel in London. You want to book:

- a single room with shower and toilet;
- for 13-17 June (four nights);
- a car parking space.

You want to know:

- the price of the rooms;
- the prices of breakfast and the parking space;
- if your room has satellite TV;

If the hotel has a restaurant.

2)

### **Student A**

You are the receptionist of the King Charles Hotel in Prague (the Czech Republic).

Here are some details about the hotel:

- Most of the rooms with toilets and baths, some with showers.
- All rooms with colour TV.
- Bar and restaurant.
- No private car park (but public car park nearby).

Room prices (including breakfast): 1600 crowns/night (without bath)

220 crowns/night (without bath or shower)

Dinner: 600 crowns (standard menu)

750 crowns (special menu)

**Note:** Rooms are available for the dates requested.

**Student B**

Your name is Mary/Michael Tyndall. Telephone the King Charles Hotel in Prague. You will travel to Prague with two colleagues. You want to reserve:

- three single rooms with baths;
- for 4-6 October (two nights);
- a car parking space.

You want to know:

- the price of the rooms;
- if the hotel has a restaurant;
- the price of dinner (one of your colleagues is a vegetarian);
- if the rooms have TV.

3)

**Student A**

You are receptionist of the King Henry Hotel in London. Here are some details about the hotel:

- all rooms with showers and toilets;
- all rooms with colour TV (but not cable or satellite);
- bar, but no restaurant;
- private car park.

Room prices: 50 pounds/night

Breakfast: 5 pounds

Car parking space: 4 pounds/night

**Note:** Rooms are available for the dates requested.

**Student B**

Your name is Johanna Smith. Telephone the King Henry Hotel in London/ You want to book:

- a single room with shower and toilet;
- or 14-18 May (four nights);
- a car parking space.

You want to know:

- the price of the rooms;
- the prices of breakfast and the parking space;
- if your room has satellite TV;
- if the hotel has a restaurant.

4)

**Student A**

You work as Private Assistant to the Human Resources Manager. She leaves on your desk a note with the following information:

" I want to hold interviews for the post of Marketing Manager (Scotland) on Friday 14 in the morning. As you know, there are three candidates. Can you ring the Great Northern Hotel in Glasgow, please, and book two single rooms for the night of 13 June and one meeting room for the morning of 14 June? The Marketing Manager (Europe) will be accompanying me, and we will be interviewing together.

We want to start at 9.30 and finish at 1.00 with a half-hour coffee break at 11.00.

Also can you find out the prices and let me know?

Thanks. "

You should make a phone call to the hotel and make an arrangement.

**Student B**

You are a receptionist at the Great Northern Hotel in Glasgow. Study the information below and prepare to take a phone reservation.

Room prices:

Double room with bath: 165 pounds per night

Single room with bath: 135 pounds per night

Conference room: 50 pounds per night

Large meeting room (max. 25 people): 30 pounds per hour

Small meeting room (max. 10 people): 20 pounds per hour

5)

**Student A**

You are going to New York next Thursday for a business meeting on Friday. You have already booked a room for Thursday and Friday nights and have decided to take advantage of the trip and stay for the weekend. (You want to extend it two extra nights to include Saturday and Sunday). Phone you hotel to find out if you can extend your stay. You are ready to accept the possible change in quality of room and price.

**Student B**

You work for a large hotel in New York. Answer a call using the following information:

- no rooms of similar quality are available for the weekend;

- facilities - quiet room, en suite bathroom, TV, no internet connection

6)

**Student A**

You are Jack Priestly. You call to Queen's Hotel to make a reservation for three nights from 26 to the 28 of May. You need a single room. You address is 45 Nunthorpe Road, York. You telephone number is 75488574388943. Ask about the price.

**Student B**

You are receptionist in Queen's hotel. A client calls you to make a reservation. The price for a single room is 65 pounds.

7)

**Student A**

You are Rita King from Imperial Plastics, Old Dock Road, London E5. You call to Hotel Melissa to reserve a couple of double rooms for April 13<sup>th</sup>. The rooms are for Mr. Suarez and Mr. Johansson. They would like the Executive rooms. Say that your company has an account with the hotel. It'll be full bill on the company account.

**Student B**

You are receptionist in Hotel Melissa. A regular client calls you to make a reservation. Ask about details (the number of rooms, room type, the exact date).

Ask for whom the rooms are reserved. Ask how the account to be settled. Check the contact details (address of the company). Tell the client the reservation number (PS 23897). Ask to confirm in writing.

8)

**Student A**

You are checking into a hotel. Fill the registration form and apply to the receptionist to help you.

**Student B**

You are a receptionist. A guest is checking into a hotel. Answer his/her questions and help to fill the registration form.



**Registration form**  
**NAME OF HOTEL**

*TO BE FILLED IMMEDIATELY ON ARRIVAL*

1. Surname \_\_\_\_\_
2. Christian Names \_\_\_\_\_
3. Nationality \_\_\_\_\_
4. Date of arrival \_\_\_\_\_ 5. Sex \_\_\_\_\_
6. Particulars of Registration certificate or Passport \_\_\_\_\_  
Issued at \_\_\_\_\_ Number \_\_\_\_\_
7. Arrived here from \_\_\_\_\_  
(Give last address in full) \_\_\_\_\_

Signature of person to whom  
the above particulars relate \_\_\_\_\_

**TO BE FILLED IN ON DEPARTURE**

8. Date of departure \_\_\_\_\_
9. Destination (Give  
new address in full) \_\_\_\_\_

Signature of person to whom  
the above particulars relate \_\_\_\_\_

9)

**Student A**

You are staying at a hotel and would like to extend your stay. Apply to the receptionist.

**Student B**

You are a receptionist in a hotel. A guest applies to you and asks to extend the stay.

**Lesson 6. Hotel services and facilities**

*I. Study the following phrases:*

**Using services and facilities**

*Please forward my mail to this ad- Пожалуйста, отправьте мою  
dress. почту по этому адресу.*

*I want my shoes cleaned. Я хочу, чтобы мне почистили  
ботинки*

*I want to have my clothes pressed. Я хочу, чтобы мне погладили  
одежду.*

*I'd like to have it cleaned. Я бы хотел, чтобы это почистили.*

<i>I need to have it laundered.</i>	<i>Мне нужно, чтобы это постирали.</i>
<i>Do you have a restaurant here?</i>	<i>Здесь есть ресторан?</i>
<i>How can I make a long-distance call?</i>	<i>Я могу делать звонки на дальние расстояния?</i>
<i>I need...</i>	<i>Мне нужно...</i>
- <i>an ashtray</i>	- <i>пепельницу</i>
- <i>a blanket</i>	- <i>одеяло</i>
- <i>an envelope</i>	- <i>конверт</i>
- <i>writing paper</i>	- <i>писчую бумагу</i>
- <i>towels</i>	- <i>полотенца</i>
- <i>ice cubes</i>	- <i>лед</i>
- <i>an adapter</i>	- <i>адаптер</i>
<i>Bring me the telephone directory (the menu)</i>	<i>Принесите мне телефонный справочник (меню).</i>
<i>Can I change money here?</i>	<i>Можно здесь обменять деньги?</i>

## II. Read and translate dialogue 1:

### **Making a call in a hotel** **Dialogue 1**

Operator: Switchboard.

Mrs. Powell: Could you help me please? I want to put through a call to Sweden. Can I dial or do you have to get it for me?

Operator: You can dial it yourself, madam. Dial 9 and you will get an outside line.

Mrs. Powell: Could you give me the code for Sweden, please.

Operator: Yes, certainly. You dial 01046 and then the number you want.

Mrs. Powell: 01046 thank you. And how much does it cost?

Operator: Well, it varies according to the time of the day. If you call now it will cost about 75 p a minute but it's much expensive during the day: 1.25 pounds between 8 a.m. and 1 p.m. and 1 pound between 1 p.m. and 9 p.m.

Mrs. Powell: Thanks. Could you give me a morning call, please?

Operator: Certainly. Would you mind giving me your room number, please.

Mrs. Powell: Room 506.

Operator: What time would you like your call?

Mrs. Powell: Quarter to seven, please.

Operator: Six forty-five. Do you want a cup of coffee and a newspaper?

Mrs. Powell: Coffee and the Times, please.

Operator: Thank you, madam.

*III. Find words in the dialogue which mean the following:*

1. (the people who control) a central apparatus at which telephone lines are connected and disconnected;
2. to connect a phone caller by telephone;
3. to make a phone call by using a dial or similar apparatus;
4. a part of telephone number that represents a particular town or country and is used before the number of the person or organisation one wishes to call;
5. an attempt to speak to someone by telephone

*IV. Answer the following questions:*

1. What number does Mrs. Powell have to dial to get to an outside line?
2. What is a morning call? What time does she want her morning call?
3. Does Mrs. Powell want anything else?

**Note that in English telephone numbers are given one figure after another (0-1-0-2-3-2-3-7-2)**

**To make a call from your room you will have to ask the receptionist to obtain the number for you.**

**If the receptionist says: "One moment!" or "Hold the line!" you should wait.**

**If the receptionist says: "Please hang up and I'll call you back" you should put down the telephone and wait .**

*V. Read and translate dialogue 2:*

### **Using hotel's services and facilities**

#### **Dialogue 2**

**Guest:** Excuse me can you spare me a minute?

**Receptionist:** Certainly.

**G:** What facilities are there in the hotel?

**R:** There is a barber's and a hairdresser's, a foreign currency bank, a post-office, a dry cleaner's, a shoe repair shop and a laundry. All of them are on the ground floor.

**G:** Thank you.

*VI. Read and translate dialogue 3:*

**Booking hotel facilities by the phone**

Receptionist: Flemings Hotel. How can I help you?

Jack: Good afternoon. This is Jack Rubenstein, and I'm calling from New York. I want to book a meeting room while I'm there in London.

Receptionist: Ok, sir. Let me get your details first. Could you give me your name again, please?

Jack: Yeah. My name's Jack Rubenstein, that's R-U-B-E-N-S-T-E-I-N.

Receptionist: Fine, Mr. Rubenstein. And can you tell me the name of your company, so I can put it on the invoice?

Jack: No problem. The name of my company is Top Flight International.

Receptionist: Ok, and what size room would you like? We have meeting rooms for up to 15 people, 20 people and 30 people.

Jack: The smallest one for 15 people will be quite large enough. We'll be using it for job interviews, and there's only be three of us plus the interviewees.

Receptionist: When would you like the room for?

Jack: I was hoping for May 18 - that's in a month's time.

Receptionist: Right, sir. I'm just checking availability. Yes, that's fine.

Jack: Good. Could you let me know the rates, please?

Receptionist: Meeting rooms are taken by the hour, sir and we charge 25 pounds an hour.

Jack: OK, well, I need it all morning actually, from 9 o'clock to 1 o'clock, if that's all right.

Receptionist: Yes, that's fine. sir. And would you like any extra services while you are here, Mr. Rubenstein?

Jack: Well, I'm going to be interviewing four candidates for a job so if you could provide coffee during the morning for interviewers and interviewees that would be great. Some of them will be travelling from outside London.

Receptionist: No problem. We look forward to seeing you then, Mr. Rubenstein.

Lack: Thanks, Bye.

Receptionist: Good-bye.

*VII. Give English equivalents of the following Russian phrases:*

1. Чем могу помочь?
2. Я звоню из...
3. Я хочу забронировать комнату для совещаний.
4. Комнату какого размера вы бы хотели?
5. На какой день вам нужна комната?

6. Какова плата за комнаты?
7. Мы взимаем 25 фунтов за час.
8. Хотели бы вы воспользоваться дополнительными услугами?
9. Мы с нетерпением ждем вас.

*VIII. Answer the following questions:*

1. What is the purpose of the call made by Jack Rubenstein?
2. What is the name of his company?
3. What room size can the hotel offer?
4. What room size does Jack need?
5. How many people will be present at the job interview?
6. What are the room rates offered by the hotel?
7. Would Mr. Rubenstein like to have any extra services?

*IX. Role play the following situations:*

### **Making phone calls**

1)

#### **Student A**

You are in a hotel. You want to phone to Paris. Your room is 314. The number you want is 78738447. Ring the operator in the hotel. Ask him for a line to Paris.

#### **Student B**

You are a hotel telephone operator. A guest rings you. She/he wants to make an international call. Ask for the telephone number and a room number. You will dial the number and ring back.

2)

#### **Student A**

You say in a hotel. You want to telephone to Dresden. Call the receptionist and ask if you can dial the number direct (It's rather urgent). Your phone number in Dresden is 9257731. Your room number is 324 (three-two-four).

#### **Student B**

You are a receptionist. A client calls you to make a direct phone call to Dresden. Say that there is no direct automatic line. It's necessary to book an international call. Say you we'll try to book a call right now. Ask for a telephone number in Dresden and for a room number in a hotel.

3)

**Student A**

You stay in room 330 in a hotel. You call to Reception and ask for a morning call. Give the exact time.

**Student B**

You work at Reception. A guest rings you to ask for a morning call. Arrange a suitable time.

**Using hotel facilities**

4)

**Student A**

You are the secretary at the Birmingham branch of CADE Hazards. Your boss has asked you to organise a one-day conference. You want to book a conference hall in Natt Conference Centre, Itching, Herts. Call to this centre to arrange a reservation. Here are some details about the conference:

Date - 5 June 2011

Room requirements - Main conference hall with usual audiovisual facilities + 4 side rooms for small group meetings.

Time - Registration 08.30. - 09.30. First session 09.15. Last session scheduled to end at 16.30.

Number attending - Estimated 40

Food - coffee and tea mid-morning and mid-afternoon, buffet lunch (check on arrangements for vegetarians)

Other - 5 delegates need overnight accommodation. Arrange it with Natt (The company will pay room and breakfast only).

Ask for the rates.

**Student B**

You are receptionist in Natt Conference Centre, Itching, Herts. A client calls you to book your conference centre for a one-day conference. Ask about details:

- date
- room requirements
- time
- number attending
- food

Ask if they need any other facilities. Give information about the rates:

- the cost of main conference hall is 70 pounds per hour.

You need to know the exact numbers by 30 May.

There is no residential accommodation at Natt, but a local hotel has vacancies (advance payment is required).

5)

**Student A**

You would like to have your clothes washed and pressed. Ask a chambermaid where it can be done.

**Student B**

You are a chambermaid. A guest would like to have his/her clothes washed and pressed. Tell him/her where it can be done.

6)

**Student A**

You want to have breakfast in your hotel restaurant. Fill in the breakfast order as required. Ask the waiter some questions. Then hand your order to the waiter.

**Student B**

You are a waiter. A guest wants to have breakfast in a hotel restaurant. Give him/her the breakfast order to be filled. Answer his/her questions. Take his/her order.

**BREAKFAST ORDER**

DATE \_\_\_\_\_

NAME \_\_\_\_\_

**Enter quality and underline items**

- 
- 
- 
- 

**Breakfast I**

\_\_\_\_\_ Coffee (milk) or tea (milk, lemon) \_\_\_\_\_ Chocolate

\_\_\_\_\_ Roll \_\_\_\_\_ or Toast \_\_\_\_\_ Butter

\_\_\_\_\_ Jam \_\_\_\_\_ or Marmalade \_\_\_\_\_ Honey

**Breakfast II**

\_\_\_\_\_ Tomato Juice or Fruit Juice

\_\_\_\_\_ Coffee (milk) or \_\_\_\_\_ Tea (milk, lemon)

\_\_\_\_\_ Chocolate

\_\_\_\_\_ Roll or Toast \_\_\_\_\_ Butter

\_\_\_\_\_ Jam, Marmalade or \_\_\_\_\_ Honey Boiled eggs or

\_\_\_\_\_ Fried eggs (bacon, ham) or

\_\_\_\_\_ Scrambled eggs (tomato) or

\_\_\_\_\_ Omelette (tomato, cheese)

\_\_\_\_\_ Porridge or \_\_\_\_\_ Corn Flakes

## Lesson 7. Complaints and requests

*I. Discuss these points in pairs or small groups:*

In many cases a hotel guest may encounter a problem while staying at a hotel.

1. Can you anticipate possible problems?
2. Are they serious?
3. Is it difficult to solve the?

*II. Study the following phrases:*

### Dealing with problems

*Can you help me? I have a problem. Вы не можете? У меня затруднения.*

*The air-conditioning in my room doesn't seem to work. Кондиционер в моем номере не работает.*

*A bulb has gone. Лампочка перегорела.*

*Something's wrong with Что-то случилось с...*

*- the toilet - туалетом*

*- the bath - ванной*

*- the shower - душем*

*- the door - дверью*

*- the lock - замком*

*- the phone - телефоном*

*- the TV - телевизором*

*The room hasn't been cleaned. Номер не убран.*

*It's too cold in my room. В моем номере слишком холодно.*

*I can't open the door. Дверь не открывается*

*III. Read and translate dialogue 1:*

### Dealing with problems

#### Dialogue 1

**Guest:** Hello. This is room 345. The air-conditioning in my room doesn't seem to work. Could you see to it at once, please?

**Receptionist:** Just a moment. I'll deal with this.

**Guest:** Thank you.

---

Modifications: TV set, a lamp, a fridge.



*IV. Role play the following situations:*

1)

**Student A**

You stay in a hotel in room 250. It's very noisy in the neighbouring room (probably above you). Besides, the ceiling is leaking. You call to Reception to complain.

**Student B**

You work at reception. A guest calls you to complain about the noise in the neighbouring room. Ask where exactly the noise is. Promise to send somebody up to check.

2)

**Student A**

You have just arrived in your room at the Mayes Hotel in Sheffield. It is 10.30 in the evening. You have two problems:

- no coat hangers in your cupboard;
- mini-bar empty (you are thirsty).

Telephone the reception desk and speak to the night receptionist.

**Student B**

You are the night receptionist at the Mayes Hotel in Sheffield. It is 10/30 in the evening. Ten minutes ago a guest arrived and went to his/her room. Now he/she is calling you on the phone to explain two problems.

**Notes:**-hotel bar closed (only George Hunt has keys);

- coat hangers in George Hunt's office, but door is locked.
- George Hunt has gone home (lives 15 kilometres away).

How can you help the guest? Use your imagination.

3)

**Student A**

You are the receptionist at the Mayes Hotel in Sheffield. You will receive a telephone call from one of your guests. Get his/her name and room number and note his/her requests.

**Student B**

It is 9.15 the next morning. Something has gone wrong and your guest is not satisfied. Try to help him/her.

**Note:** You do not think the Mayes Hotel will pay for a taxi.

4)

**Student A**

You stay in the room 226 in a hotel. You call to Reception to book a table for two in the restaurant for this evening for 10.30. Unfortunately the restaurant closes at at 9.30. Instead you agree to have light supper in your room and perhaps a bottle of something.

**Student B**

You work at Reception. A client calls you to book a table for two in the restaurant for this evening. Ask his name and his room number. Ask what time he would like the table for (Remember that the restaurant closes at 9.30.). If it's too late for a restaurant suggest to order a late supper for a guest be brought to his room. Ask what he wants to have for supper. Promise to contact the restaurant.

5)

**Student A**

Your name is Mrs. Rogers. You stay in the room 718 in a hotel. You have lost your watch - it's Rolex and it's very expensive. You call to Reception to inform about it. You think you may have left it in the sauna changing room. Describe your watch.

**Student B**

You work at Reception of a hotel. A guest calls you to inform that she has lost her Rolex watch. Ask her name and room number. Ask where that may have happened. Promise to put a call through to the sauna attendants' office straight away. Ask for more details.

## TOPICAL VOCABULARY

### General

**accommodation** предоставление места в гостинице

**stay at a hotel** останавливаться в отеле

**to book/reserve a room** забронировать/зарезервировать номер

**reception desk** стол дежурного администратора

**hotel register** журнал регистрации

**hotel card** карточка гостя

**single room** одноместный номер

**double room** двухместный номер

**twin room** двухместный номер с двумя отдельными кроватями

### Hotel types

**luxury hotel** роскошный отель

**resort hotel** курортный отель

**commercial hotel** коммерческий отель  
**congress hotel** отель для проведения встреч и конференций  
**airport hotel** отель возле аэропорта  
**country house hotel** загородный отель

### **Hotel categories and rates, room rates**

**central hotel** отель в центре  
**freeway hotel** отель на автостраде  
**up-scale hotel** фешенебельный отель  
**mid-scale hotel** отель среднего уровня  
**budget hotel** дешевая гостиница  
**full board or enpension** полный пансион  
**continental plan** оплата проживания и завтрака  
**European plan** оплата по-европейски (только проживания, без питания)  
**Americat plan** оплата по-американски (проживания и трехразового питания)  
**full-service hotel** полносервисный отель (т.е. высшего класса)  
**economy hotel** дешевая гостиница  
**residential hotel** отель для длительного проживания  
**all-suite hotel** апартаментный отель

### **Hotel staff**

**receptionist** администратор  
**chief manager** управляющий  
**assistant manager** помощник управляющего  
**doorman** швейцар  
**bellboy** коридорный  
**boot boy** чистильщик обуви  
**chambermaid** горничная  
**porter** носильщик  
**concierge** дежурный администратор по бронированию билетов и т.д.  
**cashier** кассир  
**hostess** дежурная по этажу  
**room waiter** официант, обслуживающий номер  
**lift operator** лифтер

### **Facilities and services**

**cocktail lounge** залы для приемов типа "коктейль"  
**ballroom** бальные комнаты  
**banqueting** гоом банкетный зал  
**beauty salon** салон красоты

**barber's shop** мужской парикмахер  
**haidresser's** женский парикмахер  
**restaurant** ресторан  
**bar** бар  
**coffee shop** буфет, кафе при гостинице  
**bookstore** книжный киоск  
**newsstand** газетный киоск  
**gift shop** магазин по продаже сувениров  
**drugstore** аптека  
**conference hall** конференц-зал  
**swimming pool** бассейн  
**evening entertainment** вечерние развлечения  
**fitness and health clubs** (jacuzzi, sauna, massage solarium) клуб фитнеса и здоровья (джакузи, сауна, солярий, массаж)  
**traveling agency** туристическое агентство  
**free car parking** свободная парковка  
**dry cleaner's** химчистка  
**laundry and valet services** стирка и служба ухода за одеждой  
**car rental agency** агентство по прокату автомобилей  
**secretarial assistance** услуги секретаря  
**temporary office** временный офис  
**private meeting room** комната для частных встреч  
**postal and courier services** услуги почты и курьеров  
**phone calls** телефонные звонки  
**tennis court** теннисный корт  
**baby-sitting facilities** услуги няни  
**service bureau** бюро обслуживания  
**safety-deposit boxes** небольшие сейфы  
**satellite TV** спутниковое телевидение  
**currency-exchange de** обмен валюты

### **Actions**

**to have room service** получать обслуживание в номерах  
**to fill an arrival card** заполнить листок прибытия  
**to pay in advance** платить заранее  
**to pay cash or by** платить наличными или кредиткой  
**to take care of one's luggage** позаботиться о багаже  
**to have a look at the room** взглянуть на комнату  
**to call from a room** звонить из номера  
**to pick up keys** брать ключи  
**to deposit keys** сдавать ключи

**to have smth. free** получать что-либо бесплатно  
**to pay an extra charge** заплатить дополнительно  
**to order breakfast by phone** заказать завтрак по телефону  
**to order a meal into the room** заказать завтрак в комнату  
**to order a taxi** вызвать такси  
**to call a chambermaid** вызвать горничную  
**to tip** давать чаевые  
**to press the button** нажать кнопку  
**to fill in a breakfast order** заполнить заказ завтрака  
**to put smth. on a door handle** повесить на ручку двери  
**to extend the stay** продлить пребывание  
**to arrange smth. through** reception обратиться на стойку регистрации  
**to settle the bill** заплатить по счету  
**to check in** зарегистрироваться в отеле  
**to check out** выехать из отеля

### **Hotel room**

**service bell panel** панель для вызова обслуживающего персонала  
**wardrobe** платяной шкаф  
**hanger** вешалка  
**drinks cupboard** шкаф-бар  
**room telephone** телефон в номере  
**room appliances** электроприборы в номере  
**carpet** ковер  
**ashtray** пепельница  
**venetian blind** жалюзи  
**window shade** шторы  
**armchair** кресло  
**settee** диван  
**coffee table** низкий столик  
**lamp** лампа  
**bedroom lamp** бра  
**mirror** зеркало  
**mini-bar** мини-бар  
**mini-safe** мини-сейф  
**single bed** односпальная кровать  
**double bed** двуспальная кровать  
**twin beds** две односпальные кровати, стоящие в одном номере  
**bedside cabinet** прикроватный столик  
**dressing table** туалетный столик  
**air-conditioner** кондиционер

**bathrobe** купальный халат  
**private bath/shower** ванна/душ в номере  
**cable TV** кабельное телевидение  
**electric trouser press** пресс для брюк  
**hairdryer** фен  
**internet connection** доступ к Интернет  
**private balcony** балкон  
**tea/coffee making facilities** принадлежности, необходимые для приготовления чая/кофе  
**writing desk** письменный стол

### Signs and notices

**reception** регистрация  
**information** справочное  
**fully booked** мест нет  
**checking-out time** - 11 am время перерегистрации и выписки -  
11 часов утра  
**lifts / elevators** лифты  
**stairs** лестница  
**please ask if you need a porter** сообщите, нужен ли носильщик  
**employees/staff only** служебное помещение  
**the management does not accept responsibility for the property left in the dining room** администрация не несет ответственности за вещи, оставленные в ресторане гостиницы  
**do not disturb** не беспокоить  
**fire exit** пожарный выход  
**on hold** забронировано

### Hotel abbreviations

**rm. - room** комната  
**bdrm. - bedroom** спальня  
**apt. - apartment** квартира  
**WD. - washing machine+** стиральная машина+  
**clothes dryer** сушилка для белья  
**mo. - month** месяц  
**wk. - week** неделя  
**furn. - furnished** меблированный  
**AC. - air conditioning** кондиционер  
**LR. - living room** гостиная  
**nr. trans. - near transportation** удобный транспорт  
**mod. - modern** современный

**terr.** - **terrace** балкон  
**bth.** - **bathroom** ванная комната  
**appl.** - **appliance** прибор  
**g+e** - **gas+electricity** газ+электричество  
**pvt.** - **private** личный  
**avail. immed.** - **available** предоставляемый  
**immediately** немедленно  
**w/w.** - **wall-to-wall carpeting** ковровое покрытие  
**lge.** - **large** большой  
**nr.** - **near** близко, рядом

## Unit IX. THE HOTEL BUSINESS

*I. Brainstorm as many words as you know connected with this topic. Put down these words and try to group them under appropriate headings inventing your own criteria.*

*II. Discuss the questions with your partner:*

What do you know about hotel business? Is running a hotel different from running hospitality industry institutions of other types?

*III. Read the text to see if your predictions were right:*

### **The hotel business**

Unlike other members of hospitality industry, such as airlines or restaurant chains, which may develop their businesses in much the same way as a manufacturing company, the hotel industry faces some peculiar difficulties due to its peculiar management and ownership structure.

Airlines, cruise lines, restaurant chains have highly centralized management operations in which strategic decisions are made. Major hotel chains cannot do it because they often even do not own all the properties that they manage, such as restaurants, retail stores, fitness centres, and nightclubs. This creates additional complexity in strategic planning. Besides, owners of hotels often show surprisingly little interest or knowledge of their own properties. Hotels throughout the world have commonly been acquired for the sake of tax benefits, or even as an ego-filling device, particularly in the case of upscale showcase properties.

The hotel business is characterized by a high degree of risk, which primarily is the result of two factors: the cyclical nature of demand and the high degree of capital investment. A greater proportion of profit comes from the manipulation of real estate rather than from the sale of rooms. The great increase in value of the Hilton and Sheraton companies has not come from operating profit but from buying, selling, tax advantage, and in appreciation of value of the hotels with time. The name of the game is financial management and the game is complex.

The hotel industry has never been a leading industry; it generally reacts to circumstances. Frequently, it is caught by outside forces and swept along. In the mid-1970s the US experienced 12 percent inflation and a shortage of good hotel inventory. This means that there was too much money (demand) chasing too few rooms (supply). The insurance and pension funds industry, which at the time was cash rich, began to invest heavily in new hotels. Many of these were massive, mixed-use commercial projects consisting of hotels, office blocks, and shopping malls. In some cities, those complexes were not built for the right reasons: America's inner cities were in decline. However, because hotels are a catalyst for other businesses, every city mayor offered significant benefits to major hotel investments, including tax breaks. And hospitality industry began to recover from recession.

*IV. Match words and phrases with their Russian definitions:*

- |                                   |   |
|-----------------------------------|---|
| 1. restaurant chain               | a) налоговые привилегии                 |
| 2. ownership structure            | b) капиталовложения                     |
| 3. to own property                | c) реагировать согласно обстоятельствам |
| 4. retail stores                  | d) список инвентаря, имеющегося в отеле |
| 5. to be acquired for the sake of | e) сеть ресторанов                      |
| 6. tax benefits                   | f) налоговое преимущество               |
| 7. capital investment             | g) предлагать значительные привилегии   |
| 8. real estate                    | h) розничные магазины                   |
| 9. tax advantage                  | i) восстановиться после спада           |
| 10. to react to circumstances     | k) быть в упадке                        |
| 11. hotel inventory               | l) структура собственности              |
| 12. insurance and pension funds   | m) недвижимое имущество                 |
| 13. to be in decline              | n) владеть собственностью               |
| 14. to offer significant benefits | o) быть приобретенным ради..            |
| 15. to recover from recession     | p) страховые и пенсионные фонды         |



*V. Explain the meaning of the following words and phrases in English:*

1. hospitality industry
2. manufacturing company
3. strategic decisions
4. fitness centre
5. complexity
6. ego-filling device
7. leading industry
8. circumstances
9. shortage
10. to be cash rich

*VI. Answer the following questions trying to use as many words and phrases from the previous exercises as you can:*

1. Why cannot a hotel chain develop its businesses in the same way as other members of hospitality industry?
2. What are the main reasons of buying a hotel?
3. What is a major source of profit of a hotel company?
4. Why is the value of the Hilton and the Sheratons constantly increasing?
5. What was the situation in the American hotel business like in the 1970s? How and due to what did it change?

*VII. Dramatize the following situation:*

Imagine that you are a famous hotelier. You are giving a press interview. The reporter asks you a question about the peculiar difficulties the hotel industry faces. Answer the question.

## **Unit X. HOTEL MANAGEMENT EDUCATION**

*I. Discuss the following questions:*

1. What is a hospitality industry?
2. In your opinion what is the role of hotels within the framework of this industry?

*II. Scan the text to find out word combinations and compounds with the word "hotel". Put them down and explain their meanings.*

*III. Can you predict what the text will be about? Read the text to check your predictions.*

### **Hospitality industry gives an excellent reception**

For decades, having a Swiss manager has been as integral to an exclusive hotel as its antique furniture or five-star cuisine. From the days of Cesar Ritz, generations of Swiss directors have established international reputations working their way up from the sink to the summit in a business almost as identified with Switzerland as clocks or chocolate. Even today, when anonymous international chains have largely supplanted the privately owned palaces of the past, the Swiss retain a near stranglehold on the top of the business.

Internationally acknowledged yardsticks such as the Peninsula in Hong Kong, the Oriental in Bangkok or even the spectacular high-rise Burj al Arab in Dubai, all boast Swiss managers. "It goes back to the old thing about the Swiss: whether railways or clocks, they are efficient," says Julian Payne, a former general manager of the Ritz in London.

Switzerland gained its blue-chip status for running hotels in the 19th century when, decades before mass tourism, British and other aristocrats made a sojourn in the Alps an essential part of any Grand Tour. Later, as Switzerland's reputed clean air became as important in a Europe obsessed with tuberculosis as its stunning scenery, accommodating friends and relatives of patients in the dozens of big sanatoriums being built around the Alps attracted additional, less titled, but equally well-heeled, patrons.

The desire for superior lodging and construction of countless grand hotels to meet that demand created in turn a market for grooming the managers of tomorrow. In 1893 Jacques Tschumi, a Swiss hotelier, responded by founding the world's first school dedicated exclusively to hospitality management.

The Ecole Hoteliere de Lausanne (EHL) has progressed to become one of the premier institutions of its kind. With more than 1,350 students from 75 countries it is now probably the most prestigious hotel school in the world.

But the EHL is not alone. Switzerland's renown for hotel management has turned hotel education into big business, with all that implies. There are now more than 30 schools claiming to provide high-level tuition in hotel management, all fundamentally trading on the international demand spun off that "Swiss" image.

Some, like the EHL and a sister institution in Thun, are foundations, closely linked to professional associations. While the Lausanne and Thun

schools come under the watchful eye of the Swiss Hotel Federation the schools in Geneva and" Zurich have a similar relationship with Gastro Suisse, the Swiss restaurateurs' association. Others are independent and, by all accounts, vary from excellent to erratic.

The risk of debasing the brand is just one of the problems facing Ruud Reuland; general director of the EHL for the past two years. "Some of these schools are great. But some are just short-term, commercially orientated businesses exploiting the Swiss brand," he says.

The main problem is that hotel schools - at least those not providing university level courses - require no special certification. "It's harder to set up a restaurant than a hotel school," says Mr Reuland. "These people rent part of a hotel, produce a nice brochure, send it out to the Far East market and sell their wares," he says.

Not all the schools, however, are quite what they seem.

China's economic boom - and accompanying hotel bonanza - has, for example, prompted soaring demand for the staff to meet international business travellers' requirements.

The result is that some Swiss hotel schools are now virtually monopolised by Chinese students - or those from Asia in general, a development that critics say hardly encourages a balanced hotel management education.

And there has been at least one notorious case of fraud where a so-called Swiss hotel school, marketed via middlemen in Asia, turned out not to exist when the hapless students, having, paid in advance, arrived at their destination.

International competition has also spiralled. Cornell University in the US has a famous hotel school on a par with the EHL. And Mr Reuland ranks his former employer, the Hotelschool The Hague, in much the same league.

Curiously, France, Italy and Spain, countries with big and established hotel and tourism sectors and excellent vocational training, have no prominent hotel management schools. But elsewhere, especially in Europe, high-quality institutions have mushroomed.

Competition has also grown from more traditional centres of learning. Many universities - and especially business schools - now offer courses covering the leisure industries, including hotel management, to broaden their academic base, attract more students and boost revenues.

Curriculum is the other big question confronting the traditional Swiss schools. Almost all are targeting students who see themselves as the industry captains of tomorrow. That means careers not necessarily behind the

reception desk soothing surly customers, but senior positions in international chains or cushy jobs at hotel and leisure consultancies.

So while the EHL, for example, still insists on some hands-on experience in the kitchen or at table the vocational element has dwindled.

The self-styled executives of tomorrow at the EHL and similar schools, or their parents paying whopping fees, may not rue the declining emphasis on such traditional skills.

But for many of those already in the business the shift to more academic hotel education, where accounting and yield management are as important as how to serve the soup, is a mixed blessing.

"There's nothing very special about running a hotel," says Daniel Horgler, veteran director of the Savoy, one of Zurich's top addresses. "It's just like a big household. The original aim was to create hoteliers, not bookkeepers. What people forget in running a hotel is that we're dealing with guests, not ledger entries."

*IV. Find in the text English equivalents of the following Russian words and phrases:*

швейцарцы; эффективный; управлять отелем; Швейцария; связанные с профессиональными ассоциациями; владелец ресторана, который сам им управляет; не требовать сертификации; процветание отелей; мошенничество; посредник; заплатить заранее; прибыть на место назначения; владелец отеля.

*V. Match 1-10 with a-j to form expressions:*

- |                           |                       |
|---------------------------|-----------------------|
| 1. blue-chip              | a) revenues           |
| 2. to provide             | b) the managers       |
| 3. to boost               | c) a par              |
| 4. to meet                | d) status             |
| 5. to exploit             | e) a hotel school     |
| 6. to groom               | f) training           |
| 7. to have a hotel school | g) management         |
| 8. hospitality            | h) the demand         |
| 9. to set up              | i) the bran           |
| 10. vocational            | j) high-level tuition |

*VI. Now relate each expression above to its definition:*

1. very high and reliable rank or position.
2. to prepare (managers) for a special position.

3. to raise income
4. to satisfy the desire of people for particular goods or services
5. to arrange teaching process done at a high level
6. a course preparing one for the job
7. to use the trade name of a particular company or producer unfairly for one's own profit or advantage
8. to establish (arrange) a school providing training in hotel management
9. practice of managing of businesses, dedicated to the service of people away from home
10. to share the responsibility of running an educational establishment with another organization on equal basis

*VII. Complete these sentences with some of the expressions above:*

1. Norwich company gained its.....for its environmentally friendly policy.
2. Our company ..... this hotel school..... with GSP limited.
3. Many Swiss-based business schools claim to ..... in hotel management.
4. Some European countries having big and established hotel and tourism sectors provide excellent .....
5. It's not difficult to ..... because not all hotel schools require special certification.
6. Every year several hotel schools are opened to ..... created for.....

*VIII. Correct the false statements:*

1. Today when anonymous international chains are wide spread all over the world, the Swiss lost their position on the top of the hotel business.
2. The Ecole Hoteliere de Lausanne (EHL) has become one of the premier institutions dedicated exclusively to hospitality management.
3. There are more than 1000 management schools in Switzerland claiming to provide high-level tuition in hotel management.
4. All hotel management schools in Switzerland are independent and haven't linked to professional associations.
5. Some universities offer courses covering hotel management and it helps them to boost revenues.

*IX. Answer some questions based on the text:*

1. What helped Switzerland to gain its blue-chip status in hotel management?
2. What has created a demand for grooming managers?
3. What are the most famous hotel management schools in Switzerland?
4. How has China's economic boom resulted on Swiss hotel schools?
5. Why is curriculum the big question confronting the traditional Swiss school?

*X. Group work 1:*

Divide into two groups. Group I should choose the criteria according to which the hotel management schools can be grouped and present your findings in a form of a diagram. Group II discuss the main problems Switzerland has to face in providing hotel management education. Present your findings in a form of a diagram.

*XI. Language review:*

Look through the text and put down all nouns denoting people. How are they formed? What other suffixes can be used to form nouns denoting people?

Form such nouns from the verbs in the text: work, own, boast, build, create, found, provide, trade, rent, produce, sell, monopolise, pay, deal

*XII. Discuss the following questions:*

1. In your opinion what skills are needed to run a hotel successfully?
2. What do you think of hotel management in Russia?

*XIII. Make a dialogue:*

Imagine that you are a journalist writing about what contributed to the success of hotel management. You have to conduct an interview with a successful Swiss manager. Invent questions you would ask him. Then you should interview your partner playing the role of a successful Swiss manager.

*XIV. Group work 2:*

You are members of the Swiss Hotel Federation. You meet to discuss the problems you have and you should work out possible solutions.

## Unit XI. MARKETING OF HOTELS

*I. Read the following text and get ready to discuss it:*

### **Hotel operation**

Hotels and other residential establishments share a number of marketing problems. In the first place, what is sold to the tourist is not a single product but the sum of a variety of different products, each of which could be the principal factor accounting for the customer's choice.

First and foremost, a customer's choice is likely to be based on location, a key factor in the profitability of the unit. Location implies both the destination (resort for the holidaymaker, convenient stopover point for the traveller, city for the business traveller) and the location within that destination. Thus the business traveller will want to be at a hotel close to the company he visits, the seaside holidaymaker will wish to be as close as possible to the seafront, and the traveller will want to be close to the airport from which he is leaving. In economic terms a "trade-off" will occur between location and price the tourist, unable to afford a seafront property, will opt for the one closest to the front which fits his pocket. Location is, of course, fixed for all time. If the resort loses its attraction for visitors, the hotel will suffer an equivalent decline in its fortunes.

The fact that high fixed costs are incurred in both building and operating hotels compounds the risk of hotel operating. City centre sites are extremely expensive to purchase and run (estimates for central London have ranged as high as 130, 000 pounds per room for hotel construction), requiring very high room prices. The market may resist such prices but is nevertheless reluctant to be based at any distance from the centres of activity, even where good transportation is available.

The demand for hotel rooms will come from a widely distributed market, nationally or internationally, whereas the market for other facilities which the hotel has to offer will be highly localized. In addition to providing food and drink for its own residents, the hotel will be marketing these services to tourists or residents within only a short distance of the site. Clearly a very different market segment will be involved, calling for different advertising, promotion and distribution strategies.

Another characteristic of the product is that it is seldom uniformly in demand throughout the year. Tourist hotels in particular suffer from levels of very high demand during the summer and negligible demand in the winter months. Even hotels catering chiefly to business travellers, while they may experience consistent demand during the year, will find that demand

is largely for Monday - Thursday nights and they will have a problem in attracting weekend business, a problem known as *periodicity* as apart from *seasonality*. This lack of flexibility in room supply and the fact that the product itself is highly perishable (if rooms are unsold there is no opportunity to "store" them and sell them later) mean that great efforts in marketing must be made to attract off-peak customers, while potential revenue has to be sacrificed during the peak season because demand is greater than supply. Even with creative selling, such as discounted winter-breaks which the hotels have now introduced, many tourist hotels in seasonal locations such as seashores will be lucky to achieve average year-round occupancy of more than 50 per cent. These hotels are then faced with the choice of staying open in the winter, with the hope of making sufficient income to cover their direct operating costs for the period, or closing completely for several months of the year. The problem with the latter course of action is that a number of hotel costs, such as rates and depreciation, will continue whether or not the hotel remains open. Temporary closure also has an impact on staff recruitment, with the attendant difficulties of obtaining staff of the right caliber for jobs which are only seasonal. In recent years more and more of the larger hotels have opted to stay open year-round, with special packages designed to attract the off-season market. The increase in second holidays in Britain has helped in this endeavour.

We have talked chiefly in terms of the physical characteristics of a hotel which attract its market, but no less important are the psychological factors such as service, "atmosphere", even the other guests with whom the customer will come in contact. Any or all of these factors will be taken into consideration by customers in making their choice of hotel.

*II. Match words from 1-8 with a-h to form expressions:*

- |                             |                   |
|-----------------------------|-------------------|
| 1. residential              | a) recruitment    |
| 2. to suffer                | b) costs          |
| 3. promotion & distribution | c) decline        |
| 4. principal                | d) strategies     |
| 5. customer's               | e) factor         |
| 6. operating                | f) season         |
| 7. staff                    | g) choice         |
| 8. peak                     | h) establishments |

*III. Give Russian equivalents of the following words and phrases:*

To share a number of marketing problems, profitability, convenient stopover point, holidaymaker, to fit one's pocket, in economic terms, to be



opt for smth., high fixed costs, to resist prices, reluctant, good transportation, widely distributed market, negligible demand, perishable, to introduce discounted winter-breaks, average year-round occupancy, depreciation, endeavour.

*IV. Find in the text English equivalents of the following Russian words and phrases:*

основываться на местоположении, ключевой фактор, потерять привлекательность для посетителей, спрос на отели, предложение, рекламные стратегии, пользоваться спросом, периодичность, сезонность, отсутствие гибкости, временное закрытие, психологические факторы.

*V. It is said in the text that accommodation is not a single product but the sum of a variety of different products. Make a list of some of these different products.*

*VI. Answer the following questions:*

1. What is the key factor accounting for the customer's choice?
2. What does location imply?
3. What compounds the risk of hotel operating?
4. City centre sites aren't expensive to purchase and run, are they?
5. Why are there very high room prices in the hotels located in the city centres?
6. Will the hotel be marketing its services not only to its own residents but also to tourists or residents within only a short distance of the site?
7. Are hotel services always in demand throughout the year?
8. What is the problem with hotels for business travellers on weekends?
9. Why is it so important to attract off-peak customers?
10. Is it wise to close a hotel for several months in a period of recession?

*VII. Role play:*

Work with your partner. One of you is a specialist in marketing of hotels. You wrote this text. The other is a journalist. Role play an interview between the journalist and the marketer. The topic is marketing problems with hotels.

## TOPICAL VOCABULARY

- advertising strategies** рекламные стратегии  
**be acquired for the sake of** быть приобретенным ради...  
**be in decline** быть в упадке  
**be in demand** пользоваться спросом  
**be opt for** делать выбор, предпочитать  
**broaden academic base** расширять академическую базу  
**business traveller** командированный  
**capital investment** капиталовложения  
**cover direct costs** покрыть прямые издержки  
**customer's choice** выбор покупателя  
**demand** спрос  
**depreciation** амортизация  
**destination** направление, курортная зона  
**developer** проектировщик отеля  
**efficient** эффективный  
**face difficulties** столкнуться с трудностями  
**face the choice** стоять перед выбором  
**first-time customer** новый клиент  
**fixed costs** фиксированная цена  
**front of the house** помещения в гостинице, где происходят контакты между гостями и служащими  
**guest count** число постояльцев  
**holidaymaker** отдыхающий  
**hospitality industry** индустрия гостеприимства  
**hotel bonanza** процветание отелей  
**hotel chain** сеть гостиниц  
**hotel inventory** запас  
**hotel occupancy** заполненность отеля  
**hotelier** владелец отеля  
**in-house communication** внутригостиничная служба связи  
**insurance and pension funds** страховые и пенсионные фонды  
**intangibility** принцип неосвязаемости сферы услуг  
**key factor** ключевой фактор  
**lose attraction** терять привлекательность  
**low season** мертвый сезон  
**make strategic decisions** принимать стратегические решения  
**marketer** маркетолог  
**marketing** маркетинг

**manufacturing company** производственная компания  
**meet the demand** удовлетворять спрос  
**microenvironment** микросреда  
**middleman** посредник  
**night audit** ежевечерняя ревизия финансовых документов гостиницы  
**offer significant benefits** предлагать значительные привилегии  
**ownership structure** структура собственности  
**pay in advance** платить заранее  
**peak season** горячий сезон  
**perishability** принцип невосполнимости материальных потерь для предприятия индустрии гостеприимства от вынужденных простоев  
**periodicity** периодичность  
**profitability** прибыльность  
**property** собственность  
**potential client** потенциальный клиент  
**pilferage** мелкое воровство в номерах  
**principal factor** главный фактор  
**rack rate** эталонная цена  
**rates** тарифы  
**real estate** недвижимость  
**recession** экономический спад  
**recover from recession** восстановиться после спада  
**repeat customer** повторный клиент  
**resident** жилец  
**restaurateur** владелец ресторана  
**retail stores** лавки розничной торговли  
**room capacity** площадь гостиничного номера  
**run a hotel** управлять отелем  
**set up a hotel school** основать школу обучения гостиничному делу  
**short-run** краткосрочный  
**staff recruitment** наем персонала  
**suffer decline** испытывать упадок  
**supply** предложение  
**tax advantage** налоговое преимущество  
**tax benefit** налоговая привилегия  
**TOT (transient occupancy tax)** налог на транзитное проживание  
**tourist hotel** отель для туристов  
**vacancy rate** процент пустующих номеров

## Unit XII. BUSINESS TRAVEL

*I. Answer the following questions individually. Then compare your answers with a partner:*

1. How often do you travel by air, rail, road and sea?
2. What do you enjoy about travelling? What don't you enjoy?
3. Put the following in order of importance when you travel:
  - comfort;
  - safety;
  - price;
  - reliability;
  - speed
4. How is the business traveller different from the ordinary traveler?
5. If you were choosing a hotel for a business trip, which of these amenities would you consider more important and less important?
  - guest rooms
  - general décor
  - lobby and other public areas
  - meeting rooms
  - business centre
  - restaurants and bars
  - room service
  - gym/health club
  - hotel staff
  - high-speed Internet access
  - wi-fi access
  - other
6. How important do you think the hotel's cost is when business people make their travel plans?
  - very important
  - quite important
  - not important

*II. Read the following business traveller's priorities and rank them in order of importance:*

- good organization
- balancing cost with comfort
- easy booking
- being patient
- regular transport
- airline food

Can you add any other priorities to this list?

### *III. What problems can a business traveller face?*

Link the following travel problems (causes and consequences) by drawing lines to make logical sentences:

The flight was delayed but she overslept.

The Hayes hotel was fully booked so they went by Eurostar.

Flights to Brussels were cancelled so he was late for the meeting.

The train left on time but the meeting was at 4.00 p.m.

She arrived at 9.00 a.m. so they stayed in another one.

Have you experienced these problems?

### *IV. Read the text and do some exercises after it:*

#### **Business travel**

Air travel in Europe has been shaken up by low-cost airlines offering spartan in-flight service and selling tickets direct over the Internet. Two national flag carriers have recently gone bust, partly as a result of the success of the low-cost carriers. Deregulation and liberalisation, driven by the competition laws of the European Union, mean that governments are no longer allowed to bail out their airlines.

Low-cost airlines are increasingly attractive to businesses watching their costs. Many business travellers are now using them, saying that there is no point in paying more for a flight just to get a badly-cooked breakfast. However, the established players reply that there will always be a place for full-service airlines, especially on long-haul routes, with ground staff, city-centre ticket offices and so on. But all this infrastructure means that traditional airlines have very high fixed costs: it costs almost as much to fly a plane full as three-quarters empty, and the main aim is to get as many passengers on seats as possible, paying as much as possible to maximise the revenues or yield from each flight.

This has led to the growth of global alliances. Most national European airlines are now members of either Oneworld or Star Alliance, and two airlines Air France and KLM, have opted for a full merger. Cooperation means that airlines can feed passengers into each others' hubs for onward journeys and costs of marketing and logistics are not duplicated.

Another aspect of travel is, of course, the hotel industry. Here there are similar issues of high fixed costs that have led to the development of hotel chains able to share them. Each chain is a brand and, wherever you go, you should know exactly what you are going to find when you get there.

However, business travellers are beginning to question the sense of travelling at all. Some argue that after the first face-to-face meeting be-

tween customer and supplier, further discussions can take place using purpose-built videoconferencing suites, webcams combined with PCs on the Internet and so on. Costs of videoconferencing are coming down, but it is probably more suitable for internal company communication, with colleagues who already know each other well.

*V. Find English equivalents of the following Russian words and phrases in the text:*

максимально увеличить прибыль, коммивояжер, помочь финансово, кормить пассажиров, фиксированные расходы, маршрут полета большой дальности, бюджетная авиакомпания, плохо приготовленный завтрак, гостиничная сеть, клиент и поставщик.

*VI. Are the following statements true or false?*

1. Air travel in the USA has been shaken up by high-cost airlines offering spartan in-flight service and selling tickets direct over the Internet.
2. Low-cost airlines are not attractive to businesses.
3. Most national European airlines are now members of either One-world or Star Alliance.
4. Another aspect of travel is, of course, the hotel industry.
5. Deregulation and liberalisation, driven by the competition laws of the European Union, mean that governments are allowed to bail out their airlines.

*VII. Answer the questions:*

1. Why are low-cost airlines increasingly attractive to businesses?
2. What has led to the growth of global alliances?
3. What is another aspect of travel?
4. What do business travellers argue about?

*VIII. Match the parts and make up sentences:*

- |   |   |
|---|---|
| 1. Low-cost airlines are                      | a) have recently gone bust.   |
| 2. Air travel in Europe has been shaken up by | b) are coming down.   |
| 3. Cooperation means                          | c) low-cost airlines offering spartan in-flight service and selling tickets direct over the Internet.   |
| 4. This has led                               | d) a brand and, wherever you go, you should know exactly what you are going to find when you get there. |

- |   |   |
|---|---|
| 5. Business travellers are beginning    | e) now members of either Oneworld or Star Alliance.   |
| 6. Costs of videoconferencing           | f) to question the sense of travelling at all.  |
| 7. Deregulation and liberalization mean | g) to the growth of global alliances.   |
| 8. Each chain is                        | h) low-cost airlines offering spartan in-flight service and selling tickets direct over the Internet. |
| 9. Two national flag carriers           | i) increasingly attractive to businesses watching their costs.  |
| 10. Most national European airlines are | j) that governments are no longer allowed to bail out their airlines.                                 |

*IX. Read and translate dialogue 1:*

**Requesting travel information  
Dialogue 1**

Traveller: Could you tell me, please, the time of the first morning plane to Frankfurt?

Clerk: Yes. The first plane leaves at 8.15.

T.: Thanks. And can you tell me when it arrives so that I can let my secretary know.

C.: It arrives at 10.00 but it may be a little late because the weather forecast is bad.

T.: I see. Do you happen to know the time of the last plane this evening then?

C.: Well, there's one at 11.15 but it's fully booked, I'm afraid.

T.: Oh, well, I wonder if you'd let me know at my hotel if there's a cancellation on that flight, I'd be very grateful.

C.: Yes, of course I'll do that for you. What's your number?

T.: 5637899. Thank you. Now could you tell me how I can get to Leicester Square, please?

*X. Give English equivalents of the following Russian words and phrases:*

Когда улетает первый самолет во Франкфурт?

Не могли бы вы сказать, когда он прибывает?

Он может немного опоздать

Потому что прогноз погоды плохой  
Не знаете ли вы, когда улетает последний самолет сегодня вечером?  
Все билеты проданы  
Не могли бы вы дать мне знать, задержится ли этот рейс из-за тумана?  
Я был бы очень вам благодарен  
Не могли бы вы сказать, как доехать до...

*XI. Answer the questions:*

1. What information is requested by a traveller?
2. Does he have any definite plans?
3. What is his phone number?

*XII. Discuss the following with your partner:*

There are some stages of going through airport formalities. These stages are mixed. Put them in the right order:

- talking to customs officer
- filling in the customs declaration
- getting a boarding pass
- filling an immigration form
- going to the check-in counter to have your things weighed, labeled
- going through a security check
- waiting for the announcement to board the plane
- going to the departure lounge

*XIII. In pairs or small groups discuss the following questions:*

- a) 1. Have you ever had to go through the customs?  
2. Did you have anything liable to duty?  
3. Did the customs officer ask you to open your suitcases?  
4. Did you carry any spirits, or tobacco for your own use?  
5. How long did it take you to go through the customs and other formalities?
- b) 1. What are you supposed to write in the immigration form?  
2. Do you think a security check is a necessary measure? Why?
- c) 1. What can passengers do in the departure lounge?  
2. Are there any duty-free shops here?



*XIV. Read and translate dialogues 2 and 3:*

### **Airport formalities**

#### **Dialogue 2**

A: Could I ask you to open your luggage, please, madam?

B: Oh, ... all right. Will this take long? Only someone's meeting me.

A: I'm sorry but this bag is too heavy to take on as hand luggage. You're only allowed six kilos. You'll have to check it in, I'm afraid, madam.

B: But I've got my computer and everything in there. And gifts for my family.

#### **Dialogue 3**

A: I'm sorry I have to check your hand luggage too, Madam. Could you open this side pocket? And, er, would you mind not smoking, please?

B: Oh, I'm sorry. I didn't realize.

*Some minutes later.*

A: Right. That's fine. Thank you madam. You can go through now.

B: What! You've just unpacked everything in my suitcase! How am I supposed to go through like this?

*XV. Ask and answer:*

1. Why was the first traveller asked to open her luggage?
2. What is average luggage allowance?
3. What is the first traveller's reaction?
4. In your opinion how will this situation end?
5. Why was the second traveler angry?
6. In your opinion how will the second situation end?

*XVI. Act out the ending of these dialogues with your partner.*

*XVII. Read the following three short dialogues which illustrate services available for a business traveller.*

### **Services**

#### **Dialogue 4**

A: Excuse me, Is there anything I could send a fax from?

B: Certainly, sir. There's a business centre on the third floor.

---

### Dialogue 5

A: Have you got anything smaller, sir? I don't think I can change a twenty.

B: Uh? Oh, just a minute. I'll see.

A: Here you are. Keep the change.

B: Oh, thank you very much, madam. Have a good night.

---

### Dialogue 6

A: Excuse me, could you tell me where the rest room is?

B: Certainly, sir. There's one just across the lobby, by the elevators.

A: Thank you.

B: You're welcome.

*XVIII. Read and translate dialogue 7:*

### Meeting a business colleague

#### Dialogue 7

A: Hello. You must be waiting for me.

B: Mr. de Jong?

A: That's right.

B: How do you do, sir. Let me take those for you. Did you have a good flight?

A: Not bad, not bad. It's even colder here than Cape Town, though. And we're having our winter.

B: Oh, yes. It's rained all week, I'm afraid. Always does for Wimbledon.

A: Hm? Oh, the tennis. Actually I was expecting to meet Mr.Hill.

B: Yes, sir. I'm afraid Mr.Hill had to go to the meeting. He sends his apologies. He said to take you straight to your hotel, give you a chance to freshen up and he'll meet you in a couple of hours or so.

A: Oh, right. Fine.

B: You must be tired after your long flight.

A: Oh, not too bad. Luckily, I managed to get some sleep on the plane.

*XIX. Translate the following words from English into Russian:*

To wait for; to have a good flight; Cape Town; to rain; to have to go for a meeting; to send apologies to take straight to a hotel; to give smb. a chance; to freshen up; a couple of hours; to be tired; a long flight; to manage to get some sleep on the plane.<sup>3</sup>

*XX. Answer the following questions:*

1. What is a name of business traveller?
2. Who was a traveler expected to meet?
3. Where is Mr.Hill?
4. Where will a traveller be taken straight from the airport?
5. Is Mr.Jong tired after a long flight?

*XXI. Work in groups of three:*

Your company is considering changing its policy about business travel, and you have been invited to a meeting to discuss this. You have been asked to make a short presentation. Each of you should choose one of these questions to talk about. Spend one minute preparing what you are going to say.

1. What is important when choosing a business hotel to stay at? Think about location, amenities, etc.
2. What is important when preparing a foreign business trip? Think about local customers, local working hours, etc.
3. What is important when choosing an airline to fly with? Think about prices, schedules, etc.

*XXII. Role play the following situations:*

1)

Requesting Travel Information

**Student A:**

Choose a city in your country. You are going to travel to this city for a business meeting over the next weekend. Telephone a travel agency and reserve the following:

Round-trip flight

Hotel room for two nights

Restaurant recommendation.

**Student B:**

You work in a travel agency. Listen to student A and offer him/her the following solutions:

Round-trip flight: Air JW \$450 Coach, \$790 First Class

Hotel room for two nights: Hotel City \$120 a night in the downtown area, Hotel Relax \$110 a night near the airport

Restaurant Recommendation: Chez Marceau - downtown - average price \$70 a person.

2)

**Student A**

You must urgently fly from London to New York. Phone the travel agency or a booking office and book a seat on a plane.

Give the date on which you want to leave London. If you want a return ticket, say so to the clerk. Say when you are planning to fly back to London.

**Student B**

You are a clerk at the travel agency (or a booking company). A traveller phones you and wants to book a seat on a plane.

Ask him/her when he/she wants to leave London.

Ask if he wants a one-way or a return ticket.

Ask when he is planning to fly back to London.

3)

**Student A**

You arrive at Heathrow Airport (London). You booked on a flight to Madrid which leaves in one hour. You have your ticket, but have forgotten your passport. Explain the situation to your partner, an airline check-in clerk.

**Student B**

You are a check-in clerk at Heathrow Airport (London). Suggest that your partner goes to see the Customs Officers. Perhaps they will give him/her temporary travel document.

4)

**Student A**

You arrive late at the airport, have missed your flight to Hamburg and will be late for a meeting. Ask the information desk clerk about other flights. Then ask if you can make a telephone call to Germany.

**Student B**

You work at an airport information desk. Your partner will explain his/her problem. The next flight to his/her destination is in two hours. Seats are available. There are public telephone boxes in the waiting area.

5)

**Student A**

You are at a railway station. You want to book a second-class seat on a train from Paris to Vienna for tomorrow at 10 a.m.

**Student B**

You are a travel agent. There are no more second-class seats on the 10 a.m. train from Paris to Vienna tomorrow. There are first-class seats, or second-class couchettes on the train tomorrow night.

6)

**Student A**

You are a business traveller. You are checking in at the British Airways counter. Unfortunately, you have excessive weight. Ask the agent how much you must pay extra. Ask him if the plane has been called yet, and which gate it is boarding at.

**Student B**

You are an agent. A business traveler is checking in at the British Airways Counter. Unfortunately he has excessive weight. Answer the traveller's questions.

7)

**Student A**

You are a business visitor. You are going through security check. You don't want to put your camera on the belt, because you're afraid the film might be damaged. Ask the officer if he could check your camera by hand.

**Student B**

You are an officer at the security check. A business traveler is going through security check. He doesn't want to put his camera on the belt. He explains he is afraid the film might be damaged. He asks you if you could check it by hand.

8)

**Student A**

You are meeting your American counterpart at Heathrow (London airport). You have come to meet him with a younger colleague. When your counterpart comes out to you, introduce them to each other. Your colleague will take you to the hotel where you have reserved a room. On the way to the hotel your counterpart may be interested in some buildings and monuments. Give explanations. Help him to check in at the hotel.

**Student B**

You arrive at the airport of London. Your British counterparts are waiting for you at the airport. You are taken to the hotel where a room is reserved. On the way to the hotel you show interest in some buildings and monuments. Your British counterparts give explanations. They help you to check in at the airport.

9)

**Student A**

You are Janet/John Marshall. You are Sales Manager from Aardvark Furniture (UK). Aardvark Furniture is a multinational Danish company based in Copenhagen(Denmark). It is planning to have a conference for its European Sales Managers. The conference will be at the Rif Conference centre near Casablanca (in Morocco) on 11-14 October. You want to bring your partner (Florence/Florent Duviliers) to the conference.

You want to:

- book an extra air ticket
- reserve a double room.

(Your partner will pay for his/her expenses).

Telephone Sonja/Sven Alborg who works at the head office of Aardvark in Copenhagen and is responsible for all enquiries.

After receiving all necessary information telephone Sonja/Sven Alborg with your reply.

**Student B**

You are Sonja/Sven Alborg, the person responsible for all enquiries. You work at the head office of Aardvark in Copenhagen. Aardvark Furniture is a multinational Danish company based in Copenhagen(Denmark). It is planning to have a conference for its European Sales Managers. The conference will be at the Rif Conference centre near Casablanca (in Morocco) on 11-14 October.

Someone will telephone you.

Note what he/she wants.

Say you will telephone Salma/Samir Bekalli, the conference organiser in Morocco, who works at the Rif Conference Centre.

Say you will reply by fax.

Then telephone Salma/Samir Bekalli. Ask for necessary changes to Janet/John Marshall's booking.

Agree with Salma's/Samir's suggestion.

Send a fax to Janet/John Marshall.

After receiving a reply from Janet/John send a fax to Salma/Samir Bekalli.

**Student C**

You are Salma/Samir Bekalli, the conference organizer, who works at the Rif Conference Centre in Morocco. You know that Aardvark Furniture, a multinational Danish company based in Copenhagen(Denmark), is planning to have a conference for its European Sales Managers. The conference

will be at the Rif Conference centre near Casablanca (in Morocco) on 11-14 October.

Someone will telephone you.

The call will be about Janet/John Marshall - a participant at the aardvark conference.

Note all necessary details.

Situation:

- no double rooms at conference centre;
  - possible in nearby Majestic Hotel;
  - Majestic Hotel expensive: 740 dirhams/night for a double room.
- Suggest: a provisional reservation (to be confirmed by fax).

## TOPICAL VOCABULARY

**announce** v объявить, сделать объявление

**announcement** n объявление (обычно устное)

**block letters** печатные буквы

**board** v совершить посадку

**board a ship (plane)** сесть на пароход (самолет)

**boarding pass** посадочный талон

**book** v заказывать, брать билет

**cancel** v аннулировать, отменять

**cancellation** n отмена, аннулирование

**carry** v нести, носить, везти

**cause** n причина, повод, основание

**consequence** n следствие, вывод, заключение

**counter** n прилавок, стойка

**a check-in-counter** стойка регистрации

**crew** n экипаж, команда

**customs** n таможня

**go through customs** пройти таможенный досмотр

**a customs duty** таможенная пошлина

**a customs declaration** таможенная декларация

**a customs officer** таможенник

**declare** v заявить, объявить

**definite** a определенный, точный

**delay** v откладывать, задерживать

**departure** n отправление, отбытие, отъезд

**departure lounge** зал ожидания

**destination** n место назначения

**difference** n разница, отличие  
**disturb** v беспокоить  
**duty** n пошлина  
**a customs duty** таможенная пошлина  
**pay duty on sth** уплатить пошлину за что-л.  
**duty free** не подлежащий таможенному обложению  
**drug** n лекарство, наркотик  
**drugstore** (Am) аптека  
**drug traffic** торговля наркотиками  
**elevator** n грузоподъемник, лифт  
**enjoy** v наслаждаться, получать удовольствие  
**experience** n опыт, случай  
**extra** a дополнительный  
**pay extra** платить дополнительно, доплатить  
**face** v сталкиваться  
**fill** v заполнять  
**flight** n полет  
**formality** n формальность  
**freshen up** v освежать  
**go through** v проходить  
**to go through formalities** пройти формальности  
**grateful** a благодарный, приятный  
**gym** n гимнастический зал  
**guest** n гость  
**hand** v вручить, сдать  
**health** n здоровье  
**hijack (highjack)** n угонять (гл. образом самолеты)  
**I wonder** интересно знать  
**immigration** n въезд в страну, иммиграция  
**an immigration form** иммиграционный бланк  
**importance** n важность, значение  
**inconvenience** n неудобство  
**insert** v вложить, вклеить  
**invitation** n приглашение  
**invite** v приглашать, syn. ask  
**introduce** v вводить, представлять, знакомить  
**jet-lag** n syn. **time lag** разница во времени при перелете в разные часовые пояса,  
**label** n бирка, ярлык  
**label** v навесить бирку, ярлык



**leave (left)** v уезжать, оставлять, покидать  
**let smb know** сообщить, дать знать  
**liable** а обязанный, доступный, подлежащий (чему-л.)  
**link** v соединять, связывать  
**list** n список, перечень  
**lobby** n вестибюль, фойе, коридор  
**luggage** n багаж  
**measure** n мера  
**nationality** n национальность, гражданство или подданство  
**on time** точно, вовремя  
**ordinary** а обычный, обыкновенный, простой  
**oversleep (overslept)** v проспаться, заспать  
**passport control** паспортный контроль  
**patient** а терпеливый, упорный, настойчивый  
**permanent** а постоянный  
**plane** n самолет  
**priority** n приоритет, порядок срочности, очередности  
**public** а общественный, государственный, публичный  
**rail** n железная дорога  
**rank** v классифицировать, давать определенную оценку  
**reach** v достичь, добраться  
**reliability** n надежность, достоверность  
**request** n просьба, требование, запрос  
**reserve** v резервировать, заказывать заранее  
**safely** adv в сохранности, безопасно, благополучно  
**security** n безопасность, меры безопасности  
**the Security Council** Совет безопасности  
**a security check** проверка безопасности  
**smell** v нюхать, пахнуть, чувствовать  
**smuggler** n контрабандист  
**speed** n скорость, быстрота  
**spirits** n pl спиртное  
**syn. alcohol** алкоголь  
**source** n ключ, источник, первопричина, начало  
**suitcase** n чемодан  
**temporary** а временный  
**tobacco** n табак, табачные изделия  
**traveller** n путешественник  
**valuables** n ценности  
**valuable** а ценный

**a valuable thing** (piece of advice) ценная вещь, совет  
**valuable experience** ценный опыт  
**weather forecast** прогноз погоды  
**weigh** v весить, взвешивать  
**weight** n вес

## Unit XIII. AT A RESTAURANT

*I. Discuss with your partner:*

How often do you eat out? When you go to a restaurant, which of the following is most important to you?

- elegant surroundings
- romantic atmosphere
- efficient service
- lively atmosphere
- good food
- low prices

What other things can you add to this list?

*II. Here are some stages of being at a restaurant. Put them in the right order:*

- Arriving at the restaurant.
- Ordering something to drink.
- Deciding about the dessert.
- Ordering starters.
- Ordering a main course.
- Asking for more coffee.
- Asking for the bill.

*III. Read the text and do some exercises after it:*

### Visiting a restaurant

1. Getting information about restaurants, choosing a restaurant, making reservation.

Information about restaurants can be obtained in different ways. One way is to get necessary information from directories such as "Yello Pages", from guide-books to the city, from restaurants' guides like "Hardens" (the UK) or "Zagat"(the USA) and newspapers and magazines such as

"Time Out"( the UK)which can be bought in the nearest bookstore . It is quite possible to use the unlimited resources of the Internet ([www.timeout.com](http://www.timeout.com), [www.i-uk.com](http://www.i-uk.com), [www.hardens.com](http://www.hardens.com) etc).

Another way is to apply to your friend or a business partner. Besides if you stay at a hotel you can ask a concierge or a doorman to recommend you a good restaurant. Some people prefer to walk along the streets looking at restaurant's signs. Many restaurants and cafes post the menu in the window or nearby where the information about cuisine and prices can be obtained (It's possible to see the prices before making an order).

While choosing a restaurant you should bear in mind that restaurants can be divided into 5 categories: Superdeluxe, Deluxe, Expensive, Moderate, Inexpensive.

First three categories are famous for high quality and cooking, but they are expensive. If the cost of a three-course dinner is more than 60 pounds (dollars) it is considered to be expensive. Mid class restaurants usually charge between 10-25 pounds (G.Br.) or 15-25 dollars (USA).

Some restaurants are traditional ones where a waiter serves customers and others are self-service and take-away restaurants. Besides in some restaurants meals may be ordered by phone. They have a special delivery service where you can place your orders by phone or in person. The charge for delivery is quite reasonable.

It's better to reserve a table in a restaurant by phone otherwise the restaurant you choose may be filled up. While calling get information about the timetable because some restaurants may be closed between lunch (12.00-15.00) and supper (18.00-23.00) and sometimes on weekends. Reservations in elite restaurants should be made in advance. Some restaurants demand confirmation within 2 hours.

## 2. Arriving at a restaurant.

When you come into a restaurant do not rush to occupy an empty seat even if the restaurant is not overcrowded. In some restaurants you are met at the entrance by the headwaiter who shows you to a table or you should wait near the plate "Wait to be seated" till a waiter comes to you and leads you to your table. If you are determined to find a table yourself while entering the dining area look for a vacant seats, choose and take a seat. You can draw waiter's attention trying to establish an eye-contact with him.

## 3. Making an order.

When you sit at a table you are given a menu. Some restaurants offer you dinners "table d'hote", i.e. meals of several courses at a fixed price, the guest having only a limited selection to choose from. The table d'hote is considerably cheaper and more popular with the public. The la carte meals

are ordered course by course, as desired, each dish separately, from the menu card. The menu usually includes the following sections: Starters (Appertizers), Soups, Main Dishes, Side Dishes, Desserts, Beverages. Look it through and make a choice. You may find it difficult to understand the names of foreign food. One way is just to tell the waiter you're leaving the choice to him or ask him to explain the names of the dishes. You may need vegetarian, diabetic or particular types of ethnic cuisine.

Usually you tell the waiter what you want for the first two courses. He will take your order for dessert and coffee later.

#### 4. Eating.

While eating your meal you may need an extra spoon, fork or knife. Besides you may have some particular wants such as soy meat, low-fat products etc. When you finish the main dish the waiter clears the table and gives a menu for you to choose your dessert. Some visitors even complain if they are displeased for some reasons among which they cite more often - slow service, tasteless or badly cooked meals, dirty table-cloth and glasses, dirty furniture and careless or inattentive attendance. In this case first apply to the waiter. If he refuses to satisfy your requirements call for the head-waiter or the manager.

#### 5. Paying the bill, leaving.

When you finish eating ask for the bill. It can be paid in two ways: by credit card or by cash. While paying the bill it is customary to tip waiters. A tip shows that the customer is pleased with the service. However in most restaurants service charge nowadays added to avoid individual tipping. But if the waiter has been very helpful some people like to give small tip. The usual tip for such kind of services is between 10 and 20 percent of the bill. The size of the tip depends on how pleased the customer is. There is no tipping in cafeterias or fast-food restaurants.

### *IV. Find English equivalents of the following Russian words and phrases in the text:*

можно приобрести разными способами, ближайший книжный магазин, витрина, кухня, заказывать, иметь в виду, ресторан среднего класса, обед из трех блюд, грязная скатерть и посуда, невнимательный персонал, давать чаевые, плата за обслуживание, размер чаевых, счет, рестораны быстрого обслуживания.

### *V. Are the following statements true or false?*

- a) No information about restaurants can be obtained.
- b) The resources of the Internet are limited.

c) A restaurant can be regarded as a traditional one if there is a waiter who serves customers.

d) To tip waiters is a custom.

e) The size of the tip depends on how pleased the customer is.

*VI. Match the verbs and nouns:*

- |                 |                       |
|-----------------|-----------------------|
| 1. to recommend | a) your order         |
| 2. to demand    | b) individual tipping |
| 3. take         | c) your requirements  |
| 4. to avoid     | d) confirmation       |
| 5. to satisfy   | e) a good restaurant  |

*VII. Answer the questions:*

a) What are the ways to obtain information about restaurants?

b) Where should you wait if the restaurant is overcrowded?

c) What are the reasons some visitors are displeased?

d) How much is the usual tip ?

*VIII. Study this plan with useful phrases:*

Plan

**1) Get information about restaurants, make your choice.**

Necessary phrases:

Where can I get information about restaurants? Где можно получить информацию о ресторанах?

Where can we get a quick meal? Где можно быстро пообедать?

Excuse me, can you tell me if there is a restaurant around here? Извините, не могли бы вы сказать, есть ли поблизости ресторан?

Can you recommend a good (cheap, moderate, expensive) restaurant? Вы можете порекомендовать хороший (дешевый, не очень дорогой, дорогой) ресторан?

Where is the ...restaurant? - Где находится ресторан ...?

Can you help me to choose a restaurant? - Не могли бы вы помочь мне выбрать ресторан?

**2) Reserve a table in advance on the phone.**

Necessary phrases:

Hello, I want/I'd like to book ... алло, я хочу заказать...

a table столик

a table for two столик на двоих

for tonight на сегодняшний (завтрашний)

(tomorrow) вечер

for six o'clock на шесть часов

My name is ...	На имя...
When does your restaurant open/close?	Когда он открывается (закрывается)?
How do we get to your restaurant?	Как мы можем добраться до вашего ресторана?
How much does it cost for a complete meal for two at this restaurant?	Сколько стоил бы полный обед на двоих в этом ресторане?
I am afraid I'll have to cancel the reservation.	К сожалению, я вынужден отказаться от заказа.

### 3) Come to the restaurant (if without preliminary booking).

Necessary phrases:

Do you have a table for me (us)?	У вас есть столик для меня (нас)?
I need a table for one (two, three)	Мне нужен столик на одного (двоих, троих)
Do you serve...drinks?	У вас подают спиртное?
What is on the menu?	Что в меню?
Can you direct me to the nearest restaurant?	Не могли бы вы указать мне ближайший ресторан?

### 4) You come to the restaurant (with reservation).

Necessary phrases:

We reserved a table for... and the name is...	Мы заказывали столик на... на имя...
I would like to sit in a corner (in a non-smoking section, by the window)	Я хотел бы сесть в углу (в секцию для некурящих, у окна).
Is this place taken?	Здесь не занято?
Where can I wash my hands?	Где можно вымыть руки?

### 5) Make an order.

Necessary phrases:

Excuse me we are ready to order	Мы готовы заказывать.
Excuse me we are in a bit of a hurry.	Мы вообще-то торопимся.
Could we please see the menu?	Можно меню?
We are not ready to order yet.	Мы еще не готовы сделать заказ.
What do you recommend for a starter, a meat dish, dessert?	Что вы можете порекомендовать из закусок, мясных блюд, на десерт?

What is the house speciality?	Какие у вас фирменные блюда?
What...do you have?	Какие у вас...?
vegetables	овоци
salads	салаты
fruits	фрукты
I will take...	Я возьму...
I'd like ...	Я буду...
Could I have..., please?	Мне бы хотелось...
Can you prepare a salt-and-spice free meal for me ?	Можете ли вы приготовить мне еду без соли и специй?
I really don't think I want...	Мне не хочется...

**6) Eat your meal. If you need something else ask the waiter to bring it.**

Necessary phrases:

Could I have one more chair (spoon, napkin, fork etc).  
Пожалуйста принесите еще один стул (ложку, салфетку, вилку и т.д.).

We need one more setting.

Нам нужен еще один прибор.

How is it prepared?

Как это приготовлено?

If something goes wrong apply to the waiter, the headwaiter or a manager.

Necessary phrases:

I didn't order that.

Я это не заказывал.

Could you replace that?

Это можно заменить?

Will you please call for the head-waiter/manager?

Позовите пожалуйста метрдотеля/менеджера.

Can I see the manager ? I wish to complain about the terrible food I've been served.

Пригласите, пожалуйста, менеджера. Я хочу пожаловаться на ужасную еду, которую мне подали.

Ask about restaurant's facilities if needed.

Excuse me where can I have a smoke ?

Где здесь можно покурить?

Is there a band in the restaurant?

Есть ли в ресторане оркестр?

Order dessert if you haven't done it yet.

Necessary phrases:

What kind of desserts do you have?

Что у вас есть на десерт?

I'd like rice pudding (ice-cream, jam, chocolate mousse, etc.).

Мне бы хотелось рисовый пудинг (мороженое, варенье, шоколадный мусс).

## 7) Pay the bill and tip a waiter if he deserves it.

Necessary phrases:

Could I have the bill, please.	Официант, счет, пожалуйста.
We want that on separate checks.	Мы платим по отдельности.
I'll pay my own share.	Я за себя заплачу сам.
Let me settle the bill	Давайте я заплачу по счету.
It's on me today.	Я угощаю/плачу.
Do we have to leave a tip?	Надо оставить чаевые?
Keep the change.	Остальное оставьте себе.
Where can we get something to take out ?	Где можно купить что-нибудь, чтобы взять с собой?

*IX. Read and translate dialogues 1-4. Act them out with your partner:*

### **Choosing a restaurant, making reservation**

#### **Dialogue 1**

Yan: So, Clair, can you recommend me a good restaurant? My uncle who is staying with me for the weekend wants to go out.

Clair: Oh, well...I tried a new restaurant last week. It's name is Joe's Cafe.

Yan: What's it like?

Clair: It's wonderful. The food is great and the prices are reasonable.

Yan: We've got to go there. Where is it?

Clair: The address is 45 Red Street.

Yan: Thank you.

Clair: Not at all.

#### **Dialogue 2**

A: Hello! The The Classical Cafe.

B: I want to book a table for two for tonight for 9 o'clock.

A: I'm afraid we're fully booked until seven unless you want something earlier.

B: Do you have anything around seven or seven-thirty?

A: Would seven o'clock be O.K.?

B: Yes, please.

#### **Dialogue 3**

A: The Ivy. Can I help you?

B: Can I make a reservation for tomorrow?

A: Certainly. For what time?

B: Seven o'clock. We are a party of three.



A: O.K. Could I have your name, please?

B: My name is Brown.

A: And your phone number?

B: It's 7654934347634. The Lion Hotel.

A: All right, Mr Brown. That's a table for three, tomorrow evening at 7 o'clock.

B: Thank you. Good-bye.

A: Good-bye.

#### **Dialogue 4**

A: The IMAX, how can I help you?

B: I'd like to place an order.

A: What would you like?

B: Well, I'd like one prawn curry, one chicken and a portion of stir-fried vegetables, please.

A: Would you like anything to drink?

B: No, thanks.

A: What's your name and address, please?

B: Jane Smith, 56, Cedar Lane.

A: And your phone number?

B: It's 7654890. How long do you think it will be?

A: In about thirty minutes.

B: That's great. Thank you. Bye.

*X. Find in the previous dialogues English equivalents of the following Russian words and phrases:*

рекомендовать хороший ресторан, разумные цены, заказать столик, сделать заказ, столик на троих.

*XI. Read and translate dialogues 5-7. Act them out with your partner:*

#### **Entering a restaurant, finding a seat**

#### **Dialogue 5**

A: Good evening. Two for dinner?

B: Yes, that's right.

A: Where would you like to sit?

B: Could we have a table near the window, please?

A: Certainly.

### **Dialogue 6**

A: We reserved a table for two and the name is Brown.

B: Good afternoon, Mr Brown. I'll show you to your table. Come here, please.

A: Thank you.

### **Dialogue 7**

Waiter: Come with me, please.

Visitor: Could we have the menu, please?

Waiter: Certainly.

Visitor: Thank you. We'll order in a few minutes.

Making an order.

*XII. Read and translate dialogues 8-10. Act them out with your partner:*

### **Entering a restaurant, finding a seat**

#### **Dialogue 8**

Waiter: What would you like to order?

Julia: I'll begin with caviar and then I'll have a steak, fried potatoes and a bottle of beer.

Waiter: Would you like to order dessert now?

Julia: I'll order dessert later.

#### **Dialogue 9**

Waiter: May I take your order?

Customer: Yes, I'd like roast turkey and fried potato, please.

Waiter: All right. And would you like a salad?

Customer: Yes, I'll have a mixed green salad.

Waiter: And would you like anything to drink?

Customer: Yes, I'd like soda, please.

#### **Dialogue 10**

Waiter: Would you like a dessert?

Visitor 1: Oh, yes, I think so... Do you want a dessert?

Visitor 2: Definitely! Could we have another look at the menu, please?

*XIII. Read dialogues 11-16. Act them out with your partner:*

### **Eating, using restaurant's facilities**

#### **Dialogue 11**

A: Would you like anything to drink?

B: Yes, thanks.

### **Dialogue 12**

A: Excuse me. Could we have some more coffee, please?

Waiter: Yes, of course.

### **Dialogue 13**

A: Would you like anything else?

B: Not at all, thanks.

### **Dialogue 14**

A: Excuse me, what is this, please?

B: That's your pizza, madam.

A: Yes, I know what it is, but it's not what I ordered...

B: I'm sorry.

A: I ordered the lasagne with green salad. I think you must have the wrong order.

B: I'll just go back and check, sorry about that.

A: Okay, you go check, I think you'll find ...

### **Dialogue 15**

George: Excuse me. Waiter!

Waiter: Yes, sir.

George: I asked for my steak to be well-done but it is still pink in the middle. I can't possibly eat it like this.

Waiter: I'm sorry about it. I'd take it back to the kitchen and ask the chef to cook it a bit more for you. That will take a few minutes, though. Would you like a drink while you're waiting?

George: Yes, I'll have a fruit juice.

Waiter: I'll bring you one right away.

### **Dialogue 16**

Waiter: Can I help you, madam?

Woman: Where are the ladies' room, please?

Waiter: Over there, next to the bar.

*XIV. Give Russian equivalents of the following English words and phrases:*

Would you like anything to read?

Would you like anything else?

I think you must have the wrong order.

I can't possibly eat it like this.

Would you like a drink while you're waiting?

Can I help you, madam?

*XV. Read dialogues 17-20 and act them out with your partner:*

### **Paying the bill**

#### **Dialogue 17**

A: Is the tip included in the bill?

B: I don't think so. It says on the menu: GRATUITIES AT YOUR OWN DISCRETION.

#### **Dialogue 18**

A: Do you think we should leave a tip?

B: How much is it?

A: Ninety pounds fifty.

B: Oh, leave him 10 pounds. He has been very nice.

#### **Dialogue 19**

A: Waiter, our bill, please.

B: Yes, sir. Would you like separate bills?

A: No, one bill will do.

#### **Dialogue 20**

B: Here you are, sir. Thirty pounds, please.

B: Here is thirty-five. Keep the change.

A: Thank you, sir. Good afternoon.

*XVI. Role play the following situations:*

1)

#### **Student A and B**

You are colleagues from work having dinner at a restaurant. After arriving at a restaurant, you order your starters, main courses, something to drink, a dessert/coffee. You are both quite hungry. One of you is a vegetarian. After having meal ask for the bill. The menu is given below.

<i>Restaurant</i>	
<i>Menu VAT \$ 13.50 (including VAT)</i>	
<i>Starters</i>	
<i>Soup of the Day (served with French bread)</i>	
* _____	
<i>Home-made pate (served with toast)</i>	
.....	
<i>Main Courses</i>	
<i>Chicken Kiev (breast of chicken stuffed with garlic butter and parsley)</i>	
* _____	
<i>12 oz. rump steak (\$ 2.50 extra) (served with French fries, onion rings, and mushrooms)</i>	
<i>Vegetables in season Green / mixed salad</i>	
.....	
<i>Desserts</i>	
<i>Fruit salad</i>	
* _____	
<i>Chocolate gâteau Coffee 50c extra</i>	
.....	
<i>Beverages</i>	
<i>Wines</i>	<i>House White \$ 6.50</i>
	<i>Red \$ 6.50</i>
<i>Beers: draught or</i>	
	<i>bottled (1/2 pint) \$ 1.20</i>
<i>Mineral water</i>	<i>\$ 1.00</i>
<i>All spirits</i>	<i>\$ 1.50</i>

**Student C**

You are a waiter in a restaurant. You're feeling in a good mood, so you are going to be very polite. You want to get a good tip. Serve two people coming to your restaurant.

2)

**Student A and B**

Work with your partner. You are having a business lunch together. Take turns to be the host and help your guest choose something to eat and drink from your menu. On the menu, write down the names of three different starters and main dishes which are typical of your country.

The first dish should be something you dislike and never recommend to anyone.

The second dish should be something you really like and think everyone should try.

The third dish should be something which is quite difficult to describe. If you want add a couple of wines to the wine list.

### MENU

#### Starters

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Main dishes

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

#### Wine list

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

When you are both ready, use Speaker A's menu first.

**Speaker A** (the host): help your guest to choose a meal, describing the dishes if necessary and recommending some dishes (or not).

**Speaker B** (the guest): find out as much as you can about the dishes before you choose. Don't be too easily persuaded or dissuaded.

Then change over and use Speaker B's menu. Speaker B is now the host, Speaker A the guest.

3)

#### **Student A**

You are a visitor to your partner's hometown. He/she has invited you to a restaurant. Use a menu below. Talk about it, choose what you would like to eat, talk about the restaurant. Ask questions about the town and what there is to see and do here.

When you have finished, reverse roles. Talk about your birthplace or hometown. Finally, when the bill arrives, offer to pay. Final comments on the meal. Decide what to do next.

## MENU

### **Roasted Peppers**

Two halves of red pepper filled with Sun dried tomatoes. Finished with basil and garlic.

### **Starter**

3.50 pounds

### **Fish Soup**

A rich broth of fish stock with whole prawns, squid and mussels.

4.00 pounds

### **Mushrooms with Garlic**

A steaming hot dish in oil and garlic.

4.50 pounds

### **Salmon and Dill**

Smoked salmon served with dill and lemon.

4.40 pounds

### **Tomato Salad with Garlic and Herbs**

Tomatoes dressed in extra virgin olive oil with basil and chives.

3.00 pounds

### **Main Course**

#### **Fish**

### **Trout with Herbs**

Fresh trout baked in the oven with rosemary and thyme. Served with new potatoes or rice.

15.00 pounds

### **Grilled Seafood**

A mixture of grilled prawns, mussels and squid served with garlic bread and salad.

17.00 pounds

### **Hake with Parsley**

Fresh hake steak fried in oil with parsley

15.00 pounds

#### **Meat**

### **Fillet Steak**

Grilled fillet steak garnished with Butter. Served with new potatoes.

17.00 pounds

### **Roast Lamb**

Oven baked shoulder or leg lamb with Garlic and rosemary. Served with new potatoes.

15.00 pounds

### **Spiced Lamb**

Barbecued chunks of lamb with onions, peppers and cashew nuts. Served with rice.

14.00 pounds

<b>Chicken with Sherry Vinegar</b>	14.00 pounds
Fried and served in a deep dish, with new potatoes.	
<b>Chicken Stir Fry</b>	16.00 pounds
Chicken breast lightly fried in rich assortment of chopped potatoes	

**All desserts**

**Desserts**  
4.50 pounds

- Strawberry maringue with ice-cream
- Apple and apricot tart
- Summer fruit cheesecake
- Chocolate cake with cream
- Fruit of the day
- Fresh fruit salad
- Ice-creams

**Student B**

You receive a visitor to the town where you live. You agree to have a meal in a restaurant. Talk about what to eat, choose what to have, comment on the restaurant, talk about the town and the number of visitors, tourism, places of interest.

Act out parts of the meal. Comment on the food.

Finally, ask for the bill. You intend to pay - you are the host. Final comments on the meal. Decide what to do next.

**TOPICAL VOCABULARY**

**Acid** а кислый

**appetizer** n закуска

**bar** n бар, закусочная

**bill** n счет

**heavy bill** большой счет

**pay the bill** оплатить счет

**ask for the bill** оплатить счет

**bitter** а горький

**café** n кафе

**self-service café** кафе самообслуживания

**Can I have?** Могу я заказать?

**a la carte** порционные блюда

**chef** n шеф-повар



**excellent** а отличный  
**for a first course** на первое  
**for a main course** на второе  
**for dessert** на десерт  
**fork** п вилка  
**meal** п прием пищи  
**complete meal** полный обед  
**substantial meal** плотная еда  
**menu card** меню  
**see the menu** взглянуть на меню  
**napkin** п салфетка  
**order** п заказ  
**order** v заказывать  
**wrong order** неправильный заказ  
**recommend** v рекомендовать  
**reservation** п предварительный заказ  
**cancel reservation** отказаться от заказа  
**restaurant** п ресторан  
**cheap restaurant** дешевый ресторан  
**moderate restaurant** не очень дорогой ресторан  
**expensive restaurant** дорогой ресторан  
**choose a restaurant** выбрать ресторан  
**salty** а соленый  
**setting** п прибор  
**sour** а прокисший, кислый  
**speciality** п фирменное блюдо  
**spoon** п ложка  
**stale** а черствый  
**sweet** а сладкий  
**table d'hote** общий стол  
**take a table** занять столик  
**reserve /book a table** заказать столик  
**a table for two** столик на двоих  
**tip** п чаевые  
**leave a tip** оставить чаевые  
**tray** п поднос  
**vacant seat** свободное место  
**waiter** п официант  
**well-cooked** а хорошо приготовленный  
**wine glass** п рюмка для вина  
**wine list** карта вин

## SUPPLEMENTARY READING

These are some texts giving more information about such topics as:

1. Visiting a restaurant
2. Hotel types
3. Staying at a hotel
4. Negotiating.
5. Travelling by air
6. Travelling by train
7. Telephoning in English
8. Recruitment
9. Business travel
10. Hospitality industry
11. Meetings.
12. Conferences
13. Presentations

*Read the following texts and get ready to discuss them:*

### **Text I**

#### **Phone analytics are changing the future of marketing**

Big data is growing bigger every day. It's so big, even the U.S. government is putting it to work, with an extensive plan investing millions every year. By 2020, our digital universe is expected to grow to 40 zettabytes (one zettabyte is ~1 billion terabytes) up from 3.2 zettabytes in 2014. About 85 percent of that data is coming from new sources.

Data is important for business success, but without the right tools for analysis, it becomes a double-edged sword. Unless you can understand what the data means and then use it to improve the business -- it has no value to you.

There are countless web analytics tools available to help you see how well your online marketing campaigns are doing -- but what about phone analytics? With a deeper understanding of what happens with customers on the phone, your business can gain more of a competitive edge.

### *1. Nextiva analytics: phone call insights*

Launched in March 2016, Nextiva Analytics offers the ability to harness the big data hiding in calls into and out of a business. Using the platform, it is possible to get an overview of all the call activity within a certain timeframe, see the activity for a select group of people, and compare real-time and historical data.

"As a data-driven company, we understand the importance of data for deep business insight and agile decision-making," says Tomas Gorny, Nextiva's chief executive officer. "Nextiva Analytics provides critical data and analysis to foster growth in businesses of every size. Stakeholders can now view, analyze and act like never before and get exponentially more value out of the NextOS platform."

While those in the call center industry would likely find the product most useful, the beauty is all businesses will be able to use it to make adjustments to strategy and processes. With more than 225 report combinations and the ability to customize reports and dashboards, it's easy to turn data into actionable insights.

For many small businesses, workforce management and analytics tools are costly and just don't fit into the budget. Nextiva's platform is priced at \$50 a month for up to five users, and \$5 a month for each additional user, making it an affordable way to tap into what big data has to offer.

### *2. How businesses will benefit*

With phone-call analytics, call centers can keep an eye on quality and customer experience. Nextiva Analytics built-in gamification tools can help keep employees engaged and performing well.

Phone calls are a vital part of marketing campaigns, particularly for the business-to-business market, where calls are scheduled after lead information is entered into a web form. But, without call-tracking data, there's no way to know how well the sales team is doing with those follow-up calls. Learning how well the calls are working allows you to see where adjustments need to be made.

Which days of the week perform better? Which times of day perform better? Are there trends in the lower performing days and times you could make adjustments to for better results in the future?

Maybe a simple change of script could be enough to boost the conversion rate? Maybe certain agents need more training to effectively convert customers? Maybe you're spending too much of your marketing budget driving calls early in the sales funnel, when customers would be more responsive to hearing from you after they get information via other channels.

Go beyond analyzing the length, date and time of the call. Conversation analytics allow you to search conversations from keywords, to understand which ones are being used, how they're used and their impact on the conversation. Find out if agents are using the correct language on calls and how well customers are responding to it.

### *3. What this means for the future of marketing*

As Nextiva Analytics works to add more integrations to their software, it has the power to change the way marketers do their jobs. The more data we have available, the more precise and targeted campaigns can be.

Marketing is already focused on personalization and the mobile shift. Research shows U.S. businesses earn an estimated \$1 trillion in revenue with "click to call" commerce. Using the analytics data, businesses can take steps to improve hold times and customer service response, reducing the call abandonment rate and boosting profits. The future of marketing remains reliant on the data we have available -- and what we can learn from it.

If your business uses the phone to communicate with customers in any shape or form, skipping an investment in phone analytics could mean missing a major growth opportunity.

<https://www.entrepreneur.com/article/273584>

03/07/2017

## **Text II**

### **The best restaurants of England**

Travelling in England, it would be a folly not to taste culinary delicacies in the famous restaurants of the country. There are different interiors, cuisines, air in the establishments, but all of them are worth visiting, as they are some of the best restaurants in England.

A restaurant with a humorous name The Fat Duck **has started its work** twenty years ago. Today it has three stars from Michelin restaurant guide and the second position in the best restaurants rating according to The Elite Traveler magazine.

The main course of the establishment is duck. It is ordered by frequent visitors **as well as by those** who visit the restaurant for the first time. The cooks **astonish clients by** marvels of molecular gastronomy. The restaurant is glorious by its unusual dishes. Here you can try **ice-cream which tastes** like bacon and eggs, snail porridge or mustard grain ice cream. **In "The**

**Fat Duck" you can try the courses which are impossible to taste somewhere else.** The restaurant is located in the **southern town of Bray.**

If you see Fifteen restaurant on your way, don't pass by. Its owner is a TV-star, famous chef and author of books Jamie Oliver. He was awarded with the Order of the British Empire for his social activism and healthy diet promotion.

Fifteen restaurant is a part of a charity fund, set up by Jamie Oliver. **Its purpose is a free training** of fifteen teenagers from troubled families to work in a restaurant.

The restaurant consists of **two zones. In one of them** traditional Italian dishes are served. The other part of the hall is posher: luxurious interior, dainty menu, open kitchen, wine storage. In the establishment Jamie Oliver's specialities are served. **Cooking masterclasses are** often held here. The restaurant is situated in London close to Old Street underground station.

Is it possible to visit real tropics, staying in England? Sure! You just need to come by Rainforest café. This is an establishment **with special atmosphere.** Its interior decoration is designed to resemble a tropical forest: lianas, waterfalls, exotic animals and giant butterflies. Children will like this café for sure. Here you can taste terrines, seafood dishes, pasta, burgers and many others.

The Caramel Room is worth visiting by candy hounds and fashion-mongers. It is a unique café where they serve sweet pastry in the form of vanities: bags, shoes, swimsuits. Here you can have a taste of the latest pret-a-porter collection. Madonna, Victoria Beckham, Gwyneth Paltrow visit The Caramel Room.

However the café **is famous not only for** its pastry. Here one can try dishes of the Middle Eastern cuisine: hummus, falafel, sambousek. The Caramel Room is located on the ground floor of The Berkeley hotel in London.

Do you want to beat up the quarters of one of the world's most expensive restaurants? Then Gordon Ramsay is waiting for you. It is one of the best houses in the capital, awarded with three Michelin stars.

The restaurant was founded in 1988 personally by Gordon Ramsay, a chef and a cooking show master. This house will catch fancy for every gourmet. Sophisticated dish descriptions in the menu will make you hungry even if you have just eaten. Here you can order Sautéed foie gras with roasted veal, almonds, carrots and Cabernet Sauvignon vinegar or Roast pigeon with sautéed foie gras, fennel, cherries, lavender, honey. In Gordon Ramsay restaurant the interior, menu, service are above all praise.

The house is situated near the Thames embankment. There are always many diners in the restaurant, so **you would rather make** reservation **a few days in advance**.

### **Text III**

#### **Travelling on Business**

People started travelling in the ancient times. Travelling was really dangerous in those days but there were always brave people who went on discovering new lands, in search of wealth and fame.

Nowadays things have changed significantly. Hundreds of travel agencies are willing to help you if you are planning to go somewhere. Holidaymaking has become one of the most profitable industries and the budget of many countries.

Employees of different countries usually go on business trips. Business travel is the practice of people travelling for purposes related to their work. There are many reasons of going on business: to make a contract, to discuss different terms of delivery, payment or shipment, to have tests, to do consultancy, to improve one's professional skills, to work, etc.

Business necessities may also include: trade fairs, participation in congresses or seminars, further education, excursions for research, scientific campaigns, study trips, school or exploratory trips etc.

Business today is really international. Usually itinerary of the trip is carefully planned by the head of the department or an executive. Once the employee knows where he is going, he can investigate the airport, rail and hotel amenities to determine which will provide him with the best business services including good Internet access.

Whether it is the first or thousandth business trip, the traveler should be conscious of conduct that is considered proper during the absence from the office. As a representative of the company, a businessman has to know how to behave appropriately on a business trip.

These are some recommended steps to follow:

- to pack all essential (*важный, необходимый*) items in a carry-on bag to avoid being ill-prepared for business if the airline loses the luggage.
- to dress professionally during the entire trip. The clothes should reflect the fact that the person is on a business trip, whether he is on a plane, on a golf course or in a conference room.
- to be prepared and be on time, it is not a good decision to be 10 minutes late for an important meeting.

- to use proper business language. Even though some business trips may include more casual (*обыденный, повседневный*) situations, such as lunch, dinner or even golf, it is better to keep in mind that you are still representing your company, and like the old saying goes, "Loose lips sink ships".

- to brush up on table manners and the basics of business etiquette (*деловой этикет*). This may help avoid some embarrassing (*неловкий, неудобный*) situations while on the trip.

- to conduct oneself with grace (*достоинство, такт, любезность*) and decorum (*приличие*) at all times. If the person is uncertain about these terms (*условия*), it is advisable to consider buying a book on business etiquette for some light reading while on the plane.

## **Text IV**

### **The structure of modern hospitality industry**

Being dedicated to the service of people away from home, hospitality industry is concerned with their accommodation, provision of food and drink, their transportation and entertainment. That is why the institutions which provide these services, are divided into three branches: hotel business (provision of places to stay), restaurant business (provision of food and drink) and tourist business (provision of transport and entertainment).

The hotels may be classified according to location, prices, and type of services offered. By virtue of their location, hotels may be central (situated in the city centre), resort (in exotic locations), airport (for air passengers), and freeway (on the highways). By virtue of prices, hotels can be classified into luxury, up-scale, mid-scale, and budget. And by virtue of services offered, hotels may be classified into full-service (with all sorts of services), economy (offering clean, reasonably sized and furnished rooms), residential (for long-term guests), all-suite hotels (rooms with adjacent lounge and kitchenette area).

Classification of restaurants may be based on two factors: menu and services offered. According to the menu, there are two main categories: full-service and specialty restaurants. Restaurants of the first type have more than a dozen main-course items that are cooked to order. Specialty restaurants specialize in one dish (pizza, hamburger, chicken, steak, seafood, etc.). According to the services, the restaurants are classified into occasion (also called luxury) and casual restaurants. Two types of services are used in occasion restaurants: French service (the food arranged on platters and presented to guests, after which the preparation is completed on a

trolley-like side table with a gas burner), and Russian service (the food is cooked in the kitchen, placed onto a serving dish, and served to the guests individually with a serving spoon and fork). Casual dining is characterized by relaxed atmosphere, where not only Russian service is typical, but also its simplified version called American service (the food is prepared and put into individual plates in the kitchen before being carried into the dining room), and even buffet-type service (self-service).

The tourist business deals with promoting, transportation and accommodation. Among the promoters are tour wholesalers (who design and package tours), tour operators (who sell tour packages to tourists and act as escorts (guides), travel agencies (who sell on behalf of airlines, rail and bus companies). The transportation businesses are airlines, cruise lines, rental auto and bus companies. The accommodation businesses are motels (hotels for motorists), resort hotels (hotels in exotic places for people on holiday), destination-management companies (organizations in charge of developing and implementing tourist programs in the areas attractive to tourists). The tourist market is divided into segments (user-groups) according to the buying possibilities of the clients: mass, middle and luxury markets. People who travel with a group make a group inclusive tour, and those who prefer to travel alone are called independent. When the people are taught to deal with ecology of the region they are visiting, they are called ecotourists.

## Text V

### Travelling by Air

The rules for passengers who are **going abroad** are similar in most countries, but sometimes there might be a slight difference in formalities.

If, for instance, you are supposed to begin with **going through the customs**, you'd better **fill in the customs** declaration before you **talk to the customs officer**. An experienced customs officer usually "smells" a **smuggler**, but he may ask any passenger routine questions, for instance, "Have you got anything to declare?" or "Any **spirits, tobacco**, presents?" The usual answers would be, "Yes, **I've got some** valuables, but I've put them all down in the declaration", or "I've got two blocks of cigarettes for my own use" or something of that kind.

Then you **go to the** check-in counter where your **ticket** is looked at, your **things are** weighed **and** labeled, a claim-check for each piece of luggage is inserted in the ticket and you are given a boarding pass, which has a seat number on it. Of course, if your luggage weighs more than 20kgs, you have **to pay** extra. The next formality is **filling in the immigration**



**form** and **going through passport control**. The form has to be filled in **block letters**. You write your name, nationality, permanent address and the purpose of your trip. In most countries there is also a security check when your **carry-on luggage** is inspected. This is **an** anti-hijacking measure, and anything that might be dangerous or disturbing to other passengers must be handed to one of the crew and only returned to the owner after the plane has **reached** its **destination**.

After fulfilling all these formalities you **go to the departure lounge** where you can have a snack, read a paper, buy something in **the** duty-free **shop** and wait for the announcement to **board the plane**.

Some of these formalities are repeated when you arrive at your destination. The customs declaration and the immigration form are often filled in on board the plane. At the airport you may be met by a specially trained dog who will make sure that you are not carrying drugs, and **the immigration officer** might want to know at whose invitation you are coming and whether you **have a return ticket**.

There is another inconvenience you have to be prepared for when travelling long distances by plane. It's the **jet-lag**, a difference between the time you are accustomed to and the new time.

At first you won't be feeling very well because of it, but don't worry - it won't take you long to get used to it.

(Bonk N.A. English for international cooperation)

## Text VI Travelling by train

People are fond of travelling by train. **Travelling by train** is slower than by air but it also has its **advantages**. If you are going to travel by train you'd better **book seats beforehand** because many people are fond of travelling by train. There are some reasons why people **choose railroad**.

Train is the **cheap** means of travelling. If it is summer outside it will be better to think of your trip before the vacation starts. To understand how true this is, you only have to **go to a railway station**. There you will see hundreds of people hurrying to **catch a train**. You'll waste a lot of time standing near **the booking-office** trying to **buy a ticket**.

Modern **trains have very comfortable seats** in all **passenger cars**, and there are **sleeping-cars** and **dining-cars** which make even the longest journey enjoyable. In a dining-car you can buy lunch, dinner, coffee or tea. Sometimes a waiter from the dining-car brings round cups of coffee to passengers.

You can buy **first-class, second-class and third-class sleepers** in a separate **compartment**. A first-class ticket costs 50% more than a second-class ticket. On long journeys there is a ticket inspector, who visits every passenger to see if he has the right ticket and is not travelling in the wrong class.

If you are early before the train starts you can **leave your suit-cases** in the compartment and walk up and down the platform. Some people forget when and from which platform and track their train will be off. They can always ask for the track, platform and train numbers at the railroad station **information bureau** and also get information about next trains and their **schedules**.

There are **express, slow and long-distance trains**. If you want to go somewhere and get there as quickly as possible you'd better know that express trains only stop at the largest stations while slow trains stop at all stations. You can get to far countries only by a long-distance train. Once you are in your compartment you have to ask **the guide** to bring in the bedding. There are usually **two lower and two upper berths** in a third-class sleeper compartment. Some people like to occupy upper berths because it is more convenient and exciting to travel. During your way on the train you can read newspapers, books, look out of the window, drink the tea, communicate with your neighbors or sleep. You can have something to eat at the stations when the train makes stops.

When a passenger reaches the end of his journey and leaves the train, he has to give his tickets to **the ticket collector** at the exit before he can leave the station. If he has luggage and wants someone to carry it for him to a waiting car or taxi, he must **ask a porter**. The porter does not **make a charge** for this service, but he **expects a tip**.

Though we all seem to agree that the future belongs to air transport, the railroads today still carry a lot of passengers and goods.

## Text VII

### Ways to Travel the World Without Breaking the Bank

You can see the world on a shoestring budget. Here's how.

Over the years I've had the privilege of traveling all around the world. While that may sound posh or even luxurious, I can say that my experiences are far from it. In fact, some of my best times traveling were when I spent the least. I know to some that doesn't sound realistic, but believe it or not, you can see the world on a shoestring budget. Here's how:

### *1. Book your flight months ahead*

This is a classic piece of travel advice, but also one of the most important that you could follow. According to Skyscanner, some of the cheapest months to book vacations are in November and May (during offseasons). Additionally, the earlier you book, the cheaper the flight will be. While it might seem like a lot of commitment to book this far ahead, the benefits it will serve in the long run will be tenfold (plus, you'll have something to look forward to).

### *2. Look out for package deals*

Package deals can be a great way to save money on a trip. Generally speaking, the reason why these deals exist is that they're trying to sell a less popular item coupled with a very popular item. For this reason, I'll say that you should do an extensive amount of homework before committing. But the value of finding a good one could be tremendous.

### *3. Go for transitional periods*

If you're looking to travel to a specific spot, then transitional periods can be one of your best bets. Especially when it comes to places such as the beach or ski resorts, going in a period in-between seasons could save you big time. Not only will the weather still be enjoyable, but you could potentially avoid being around a huge group of other travelers. Additionally, as the overall rates are dropping for bookings, expect businesses and venues around the area to drop their prices too.

### *4. Learn to cook on the road*

Perhaps one of the biggest ways you'll save (with or without traveling) is by cooking for yourself. It goes without saying that going out to eat is one of the quickest ways for a travel budget to evaporate, so cooking on the road is imperative. This will not only be a great skill to have for life (especially when it comes to buying groceries and preparing them efficiently), but it will make the times you do go out in your travels much more enjoyable.

### *5. Turn it into a work holiday*

Even if you're not willing to shell out your paid time off quite yet, there's still some alternatives for how you can use your work to travel. Consider convincing your boss to let you go to a conference (such as SXSW) or meeting abroad. While it will take a lot of legwork, the effort could give you that perfect break you needed.

#### *6. Aim to work remotely*

If you don't think your work will let you do it, then consider possibly finding a remote job. Depending on what else you have going on outside of work, this opportunity could be one of the best experiences of your life. Additionally, there's a lot of great programs out there to help you do it, such as Remote Year.

#### *7. The more, the merrier*

An excellent way to save money is by having other people come along for the ride. While this largely depends on who you feel comfortable traveling with (as well as for how long), consider bringing a group together to cut costs down.

#### *8. Barter your way up*

Although it might sound silly, trading with other travelers can be a great way to save money. You never know who might be willing to host you in exchange for you doing the same. Additionally, certain things can go far on the road, so don't discount what you and others find valuable.

#### *9. Avoid tourist traps*

I'm not saying don't visit popular attractions, but it's important to note that when you're traveling, there's entire marketing schemes and ploys out there to get you to shell out that extra money. Plain and simple -- go to see what you wanted to see, and that's it. Don't get suckered into the excess "just because you're on vacation."

#### *10. Focus on what's free*

The world is filled with things you can do that are 100 percent free. If you work from there and establish your upfront costs as to what you find valuable, you can not only travel for a long time but see some of the most incredible sights you'd ever imagine. I know it's cliché to say "the best things in life are free," but in this case, it's true.

<https://www.entrepreneur.com/article/295868> (3 /07/2017)

### **Text VIII**

#### **Why Travel Should Be a Top Priority for Every Entrepreneur**

Six reasons why getting away from the office actually helps your business.

Many of us think of travel as a frivolous activity, and while sometimes it can be just that, it is so much more. There are a ton of tangible benefits

to traveling -- especially if you typically lock yourself up and dedicate every moment to the operation of your business.

Here are a few reasons why stepping outside the office can be a good thing for your health and your business.

### *1. Traveling is healthy*

Stress, when left unattended, can lead to depression and heart problems. Travel, whether for business, pleasure, or both, helps you to release stress. This is because it takes you out of the office and the broader environment that compels you to work all the time, while affording you some much-needed downtime, thus improving both your mental and psychological wellbeing.

### *2. Traveling is inspiring*

Inspiration often requires a broad intake of influences -- something that's just not possible when you are not laser-focused on work.

When you leave the work environment and travel, the stimulation your new environment provides can often help you gain fresh insight on the world around you. Events you attend or people you meet might inspire you to see the world from a new angle. I have traveled enough to realize that every flash of inspiration, if channeled properly, can benefit your business in some way.

### *3. Traveling teaches communication skills*

It isn't about what you say, it's about how you say it. We all know the adage, but it's true -- tone of voice, body language, the faces you make and the way you speak all contribute to what people understand from you.

All these are especially important when you find yourself in foreign territory where you have to contend with language constraints and differences in culture. Such a situation will force you to find creative ways to get around them. As an entrepreneur, learning the art of effective communication abroad can help improve your overall rapport with your employees (especially if they are from different cultures), investors and customers.

### *4. Traveling with others can make you appreciate others' experiences*

Some of us prefer to do things solo; however, traveling in a group is one way to make sure that you gain more experiences than you would have alone. It also allows you to get some much-needed family time.

When you do everything together as a group, the others serve as extra pairs of eyes. They will often see and hear and do stuff that you did not do and your interactions with them will provide more insight than your singular experience ever could.

Going with a group also means you will sometimes have to rely on their strengths and give up on your own desires for the betterment of the group. This will help you bond as a team or family and further drive home the point that selflessness can only be a positive thing.

*5. Traveling can help create meaningful connections*

Making new friends and business partnerships in new places can mean more than just insight. It could also mean that you will not have to check into a hotel when next you visit the area.

You could also leverage business connections you make in this way when you want to expand your business. Your connection on the ground can use his local knowledge to help you do all the necessary research and legwork and help you settle into a new territory.

*6. You can carve out more time to think*

As an entrepreneur, you are often forced to make spur-of-the-moment business decisions, follow up potential investors and constantly hustle. When was the last time you had time to sit and think?

Traveling affords you the necessary time to reflect and meditate. Find something to do to take your mind off work, whether you are just sitting on the top of a mountain, fishing by a lake or basking in the sunshine. These kinds of scenarios can trigger your mind to come up with new ideas to help your business and personal life.

<https://www.entrepreneur.com/article/291001> (03/07/2017)

## **Text IX**

### **5 Ways to De-Stress Your Business Travel**

Work in some personal time. Even on the road, you get to call it quits for the day..

Cloud technology is making virtual meetings almost as good as being there. We launch new businesses today thinking that we can do everything remotely, and for the most part, we can. But there comes a time when no matter how many video conferences we schedule, some business travel becomes an essential part of your company's growth. You find, that despite your best efforts, you have to get out from behind the webcam and meet people face-to-face.

Some of the most battle-weary road warriors and travel experts have weighed in, offering an insider's look at the most stressful part of business travel, the best part and how to take the edge off.

***What's stressful about business travel?***

"Many people find that one of the most stressful parts of running a startup is the travel," said HotelsCombined.com travel expert Chris Rivett. "But the truth is, business travel has never been easier. Thanks to technology advancements over the last decade, finding the right hotel room at the right price or getting around in a foreign city is a stress-free affair. Far less stressful than getting business loans or venture funding, that's for sure."

Road warrior Julie Stewart-Binks, sports reporter for ESPN, knows that stress, as she takes an average of 20 trips per month. You see her on the sidelines, reporting the play-by-play and interviewing winning athletes, and it looks easy. Her hair is perfect, and there's not a single wrinkle on her clothes, but what you don't know is that those few minutes of TV time was preceded by an entire day's travel, a frantic last-minute makeup session and an entire behind-the-scenes team that coordinates everything from hotels in multiple cities around the country, to airplane reservations and putting out inevitable last-minute fires.

Business travel can be even more stressful if it involves moving between cities, as it often does for busy executives. "We've become a very mobile society, and the average worker holds 10 different jobs before they turn 40 years old," said Simon Walsh, CEO of MovingAuthority.com. "Many of those career moves require relocating to different cities. Besides the inevitable lifestyle changes that comes with a move to a different city, other stresses such as finding a new home, settling into a new work routine and hiring a moving contractor make this type of travel the most stressful of all."

Travel remains stressful even for those at the helm of the world's biggest hotel chains. Mark Weinstein, SVP and Global Head of Customer Engagement, Loyalty and Partnerships at Hilton, said "Let's face it, as empowering as travel can be, it can also be stressful. For me that stress comes from having to surrender a bit of control -- entering the unknown and, often times, putting myself wholly at the mercy of others. That uncertainty can be stressful. I'm going somewhere to achieve a goal, whether that's to have a successful business meeting or enjoy a much-needed vacation. And yet there's the universe seemingly conspiring against you -- flights get delayed. Traffic seems to pop up out of nowhere. And it always seems like my days outlast the capacity of mobile device batteries!"

Here are a few tips to ease the stress of business travel:

### *1. Schedule some personal time*

Business travelers overwhelmingly report that they take the stress out of business trips by scheduling personal time, turning the business trip into an informal mini-vacation. According to a survey commissioned by Mar-

riott Rewards Premier Business Credit Card from Chase, 61 percent of respondents added an extra personal day to their business trips in the past. Thirty-six percent also don't schedule any meetings for the last day of the trip, to give them a chance to "unwind" before getting back to the office.

## *2. Don't overspend*

Road warriors who work for multi-national companies may have expense accounts and per diem allowances, but small business owners have to keep tabs on every penny. Research from the Global Business Travel Association notes that 56 percent of business travelers rank "finding the right price" among the top three booking priorities. "Going over-budget always adds to the stress of travel, but it doesn't have to if you have the right tools," said Rivett. "Hotel price comparison platforms are a great start, and the best way to use these tools is to consider both price and quality. Comfort and a little bit of indulgence will definitely ease the stress, and with a little research you can have that luxury at a price you can afford."

## *3. Stay healthy*

Business travel can also take a toll on your health. According to Dr. William Siegart, medical director of travel risk management provider On Call International, "Business travel can be disruptive to your regular sleep, exercise and eating routines -- all of which can take a toll on your overall health and well-being. Consequently, this often leads to business travelers engaging in poor travel health habits. Poor travel health habits furthermore compound the stress of business travel. It can become a vicious cycle in which the employee is stressed, engages in poor travel health habits, which then increases stress levels even more."

## *4. Schedule extra time*

Stewart-Binks spends most of her time on airplanes and calling the shots at some of the most exciting games in the NHL, but she said taking an extra day, or even a half day, to enjoy the local sites is a great de-stresser. She often stays overnight rather than just taking the next flight out. "We're so lucky," she said. "We get to spend time in these cities. You can learn so much about yourself and what you like, and even things you didn't know you liked, just based on immersing yourself in all these different cultures."

## *5. Stay connected*

"The most stressful part of business travel is the distance and being physically disconnected," said Brad Beckerman, founder and CEO of Stillhouse Spirits Co. "Each day I feel energized by my team's passions



and ideas. Even though technology (emails, phone, FaceTime) can connect us from long distances, it can't translate your tone or intent the way physical interaction with your team can."

Weinstein added that he always seeks out travel brands that put him in control. "Brands whose apps let me choose my own seat on the plane, hotel room or type of car rather than just assigning me one. And I'm always looking for ways to skip a line, so I join all the airport trusted traveler programs and whenever possible, choose a hotel that allows me to check in on my phone and use it as a room key."

*Make the most of business travel*

Despite the challenges and stresses, business travelers still manage to sneak in a little enjoyment whenever possible, and make the most of every trip. "We've become a mobile society, and we've gotten accustomed to our as-a-service tools," Rivett said. "Taking full advantage of these platforms can make the mechanics of business travel a lot simpler, and leave us time to enjoy the trip."

<https://www.entrepreneur.com/article/292788>  
03/07/2017

## **Text X**

### **Business Travel Really Doesn't Have to be Awful**

My work takes me all over the world, and every time someone tells me how lucky I am to travel I want to smack them square in the mouth.

On the other hand, when people grouse about how awful air travel has become I want to smack them in the mouth. One could infer that I enjoy smacking people in the mouth, but that's not the case; heck I've seen travel turn nuns into maniacs, but as torturous as air travel has become, it beats swinging a pickaxe for a living. At the risk of sounding like Hobo, the character in *Slaughter House Five* who, after being stuffed into an overcrowded boxcar headed for the prison camp, keeps repeating, "this aint so bad" until he arrives at the slaughterhouse dead. As bad as travel can be, a lot of it can be readily avoided.

Travel can be an enjoyable way to spend your time or it can be a Kafkaesque nightmare. To a large degree we can control which of these extreme our trip will be. Surprised? Don't be; not only is it possible to greatly reduce your risk of travel hassles, it's relatively easy to do.

Avoiding travel hassles starts with understanding what you are buying and the conditions placed on it.

### *Be nice*

No one is going to go above and beyond to help you -- whether at the airport or a hotel or on a reservation line -- if you start off making demands and snotty remarks. You are asking for help. Ask in a professional and polite manner most people associated with your travel plans will do their best to help you out.

### *Recognize the risk of bargain travel sites*

Years ago, I and a friend of mine I worked with were going to the same trade show in Dallas. She called me and suggested that I stay at the same hotel in downtown Dallas where she and her boss were staying. She had procured, through a travel cheap site, a room for an amazing \$35.

I bought in and arrived (too late to get another hotel) at a skid row hotel populated by ex-cons and prostitutes. The room was so filthy that I took out the trash bag that I routinely pack (long story) and placed my bags in it to prevent leaving with bed bugs. The bathroom was so filthy I wouldn't enter it for ANY purpose, and the bed...well let's just say that I'm pretty sure that Jack Ruby slept on those sheets.

Most bargain sites don't lead to that kind of catastrophe, in fact most have terrific deals, but you need to understand that if you want a price break there's always a catch - a less than desirable flight, a longer layover, a disappointing room or something else that makes the deal so cheap.

There is always a trade off between price and quality and only a fool ignores that. Sites that offer a deal that seems too good to be true might just be that.

### *Understand your fare and room rates*

We've seen the ugly videos of passengers being removed from planes. The people who bought the ticket traded a guaranteed seat for a reduced price. When you see a ridiculously low price on a major airline with "some restrictions apply" in small print, for the love of all that's holy READ the small print.

If you paid for a bargain seat there's a good chance that you may have agreed to give up your seat should the airline require you to do so. Most of us don't read that small print and while they probably won't, airlines could add things like, "passenger agrees to clean the bathroom before deplaning" or "passenger agrees to allow the airline to harvest the passenger's organs and sell them on Craigslist."

The point is, whether it be an airline ticket or a trombone, you had better understand the "whats and wherefores" of the deal.

### *Know what you're buying*

From airlines, to rental cars, to hotels, one of the most important things you can do to save yourself from hassle is to know terms and conditions and the change and refund policies of the company you are dealing with.

For example, you might be better served buying a more expensive ticket that doesn't explicitly say that airport thugs are allowed to punch you repeatedly in the head before dragging you off the plane. If you are too lazy (as I am) to read all the small print than ask the company representatives flat out, about the things that most concern you.

### *Do your due diligence*

There are a host of resources at your disposal online from Yelp to the Better Business Bureau to the bedbug registry (no I'm not joking). Before booking with an unfamiliar hotel, airline, car rental, or cruise-line spend some time researching them. Understand that all companies have a small percentage of disgruntled and unreasonable customers who will gripe about anything, but researching your travel plans is the strongest way of avoiding a hassle.

### *Use website, behave like a grown up and check-in online*

Most airlines and hotels not only allow you to check-in up to 24 in advance, in general they allow you to choose your seat and your room. If you are worried about missing out on a potential upgrade, don't be; most hotels and airlines put you on the upgrade list irrespective of when you check-in and if you are eligible you will be upgraded even if you have an assigned seat or room.

### *Be nice*

No one is going to go above and beyond to help you -whether at the airport or a hotel or on a reservation line-if start off making demands and snotty remarks. You are asking for help, and if you ask in a professional and polite manner most people associated with your travel plans will do their best to help you out.

### *Recognize the Risks Associated with Bargain Travel Sites*

Sites that offer a deal that seems too good to be true might just be that. Years ago a friend of mine who used to work with me and I were going to the same trade show in Dallas. She called me and suggested that I stay at the same hotel in downtown Dallas where she and her boss. She had procured, through a travel cheap site, a room for an amazing \$35. I bought in and arrived (too late to get another hotel) at a skid row hotel populated by ex-cons and prostitutes. The room was so filthy that I took out the trash

bag that I routinely pack (long story) and placed my bags in it to prevent leaving with bed bugs. The bathroom was so filthy I wouldn't enter it for ANY purpose, and the bed...well let's just that I'm pretty sure that Jack Ruby slept on those sheets. Most bargain sites don't lead to that kind of catastrophe, in fact most have terrific deals, but you need to understand that if you want a price break there's always a catch-a less than desirable flight, a longer layover, a disappointing room, or something else that makes the deal so cheap. There is always a trade off between price and quality and only a fool ignores that.

#### *Understand your fare and room rates*

We've seen the videos of passengers being removed from planes and they're ugly (the video, I leave it to you to judge the attractiveness of the passengers), but the people who bought the ticket traded a guaranteed seat for a reduced price. When you see a ridiculously low price on a major airline with "some restrictions apply" in small print, for the love of all that's holy READ the small print. If you paid for a bargain seat there's a good chance that you may have agreed to give up your seat should the airline require you to do so. Most of us don't read that small print and at some while they probably won't, airlines could add things like, "passenger agrees to clean the bathroom before deplaning" or "passenger agrees to allow the airline to harvest the passenger's organs and sell them on Craigslist" and within some limits the law will uphold the airline's right to do so. The point is, whether it be an airline ticket or a trombone, you had better understand the "whats and wherefores" of the deal.

#### *Know what you're buying*

From airlines, to rental cars, to hotels, one of the most important things you can do to save yourself from hassle is to know terms and conditions and the change and refund policies of the company you are dealing with. For example, you might be better served buying a more expensive ticket that doesn't explicitly say that airport thugs are allowed to punch you repeatedly in the head before dragging you off the plane. If you are too lazy (as I am) to read all the small print than ask the company representatives flat out, about the things that most concern you. Signing up for customer loyalty programs is a good way to ensure a positive encourage.

#### *Do your due diligence*

There are a host of resources at your disposal online from Yelp to the Better Business Bureau to the bedbug registry (no I'm not joking). Before booking with an unfamiliar hotel, airline, car rental, or cruise-line spend some time researching them. Understand that all companies have a small

percentage of disgruntled and unreasonable customers who will gripe about anything, but researching your travel plans is the strongest way of avoiding a hassle.

*Use the hotel/airline/rental car website*

*Behave like a grown up*

*Check-in on-line*

Check-in online Most airlines and hotels not only allow you to check-in up to 24 in advance in general they allow you to choose your seat and your room. If you are worried about missing out on a potential upgrade, don't be; most hotels and airlines put you on the upgrade list irrespective of when you check-in and if you are eligible you will be upgraded even if you have an assigned seat or room.

<https://www.entrepreneur.com/article/294338>

03/07/2017

## **Text XI**

### **These 10 Countries Will See the Most Business Travelers in the Next Decade**

Get ready for a travel boom.

If you're in the travel industry, get ready for a busy future. During the World Travel & Tourism Council (WTTC) Global Summit in Bangkok this month, WTTC and Travelport revealed in a new report that the \$1.2 trillion business travel sector is expected to increase by 3.7 percent year over year for the next decade.

And for those who work in emerging markets such as Asia-Pacific, it's time to gear up for the travel boom: Business travel in that region is expected to increase 6.2 percent every year. Unsurprisingly, China tops the list as the country with the most expected growth, with an estimated 9.5 percent yearly increase in activity. Following close behind is Myanmar at 8.7 percent and Rwanda at 8.5 percent.

The top 10 countries with the highest forecasted growth in business travel for 2017 to 2027 are:

1. China, 9.5 percent
2. Myanmar, 8.7 percent
3. Rwanda, 8.5 percent
4. Gabon, 8.5 percent
5. Greece, 8.2 percent
6. Hong Kong, 8 percent

7. Tanzania, 7.9 percent
8. Cambodia, 7.4 percent
9. Solomon Island, 7.3 percent
10. India, 7.2 percent

Over the past five years, spending for business travel in emerging markets such as the Democratic Republic of the Congo and Qatar has been on the rise. Between 2011 and 2016, business travel spending in Congo increased by 32 percent, 25 percent in Qatar, 21 percent in Azerbaijan and 19 percent in Mozambique. However, the largest business travel markets are still the U.S., China, the U.K., Germany and Japan.

The report notes a number of factors contributing to this growth. Today, companies are seeking to expand into uncharted territories, developing new markets and maximizing revenue. The study pinpoints a link between peace and economic development, which helps to explain why countries such as Sudan, Sri Lanka, Angola and Rwanda -- which have come out of conflict -- make the list of countries expecting high business travel growth.

Of course, one of the primary factors contributing to this growth is *technology*. From mobile phone alerts to flight upgrades and accessible information, more and more tech is emerging that supports travelers and travel businesses.

"Every day we see business travel growing at a significant rate in many emerging markets with technology playing an increasingly important role in easing the way for those on trips for their work," said Travelport CEO Gordon Wilson in a press release.

<https://www.entrepreneur.com/article/293510>  
03/07/2017

## Text XII

### Telephoning in English

There are certain rules that can help you **to make phone calls**.

When you make a call, first you should **check the code and number, lift the receiver and listen for a dialling tone**. Then dial carefully and wait for another tone. If it's a **ringing tone** the number is being called and **the line is free**. An engaged tone means that **the line is busy** and you should try again in a few minutes.

There are certain rules how **to answer the telephone**. You should always give your name or name of the office and your telephone number.

If you need **to spell your name**, or take the name of your caller, the biggest problem is often saying vowel sounds:

'a' is pronounced as in 'may'

'e' is pronounced as in 'email' or 'he'

'i' is pronounced as in 'I' or 'eye'

'o' is pronounced as in 'no'

'u' is pronounced as 'you'

'g' is pronounced like the 'j' in 'jeans'

'j' is pronounced as in 'DJ' or 'Jane'

'w' is pronounced 'double you'

'x' is pronounced 'ex'

'y' is pronounced 'why'

'z' is pronounced 'zed' (rhymes with 'bed' in British English), or 'zee' (rhymes with 'sea' in American English).

Keep a note of how you say these letters by your telephone.

There is a certain way of giving numbers.

Here's a phone number: 0171 222 3344

And here's how to say it:

"Oh-one-seven-one, triple two, double three, double four."

OR

"Zero-one-seven-one, triple two, double three, double four."

When you say a seven **digit** number, separate the number into two blocks of three and four, pausing after each block.

Each digit is spoken separately, unless it's a double or triple. If the second part of the number was '5555', you'll probably find it easier to say 'double five - double five'.

Today it's very important to be able to say email addresses:

@ is pronounced 'at'. For instance, caimin@clara.net is "caimin, at, clara, dot, net".

/ is "forward slash";

- is called a "hyphen" or a "dash";

\_ is an "underscore".

Sometimes, there may not be anyone to answer the telephone and you will need **to leave a message**. Follow this outline to make sure that the person who should receive your message has all the information he/she needs.

Introduction - - - - Hello, this is Ken. OR Hello, My name is Ken Beare (more formal).

State the time of day and your reason for calling - - - - It's ten in the morning. I'm phoning (calling, ringing) to find out if ... / to see if ... / to let you know that ... / to tell you that ...

Make a request - - - Could you call (ring, telephone) me back? / Would you mind ... ? /

Leave your telephone number - - - - My number is .... / You can reach me at .... / Call me at ...

Finish - - - - Thanks a lot, bye. / I'll talk to you later, bye.

Here's an example of message:

Telephone: (Ring... Ring... Ring...) Hello, this is Tom. I'm afraid I'm not in at the moment. Please leave a message after the beep..... (beep)

Ken: Hello Tom, this is Ken. It's about noon and I'm calling to see if you would like to go to the Mets game on Friday. Could you call me back? You can reach me at 367-8925 until five this afternoon. I'll talk to you later, bye.

As you can see, leaving a message is pretty simple. You only need to make sure that you have stated all the most important information: **Your Name, The Time, The Reason for Calling.**

### Text XIII

#### 5 Phone Answering Mistakes That Drive Away Customers

Make sure your automated system is simple and your live attendants are friendly.

Did you know the way you answer phone calls to your business could be driving away customers?

According to Marketing Land, one study found that 74 percent of people were inclined to choose a competitor after a negative phone experience. And the first, and perhaps most important, step to any phone experience is the way the phone call is answered. That means a bad initial phone interaction -- long hold times, not being able to get through to the right person, overall lack of professionalism when answering and routing calls -- could do much more damage to your business than you might realize.

How can you improve the way you answer your phone in order to retain customers and drive business?

The first step is to use an automated system, or an Interactive Voice Response (IVR). IVRs are advanced phone auto attendants that can perform basic tasks such as refilling prescriptions, taking payments, surveying callers and fielding answers to yes/no questions without requiring the time of your team members. They also perform the important function of helping define the customer's specific needs so that the first human interaction is likely to be with a person qualified to address their needs. There is nothing worse as an initial customer experience than being bounced from de-



partment to department. Although IVRs are great, they can still cause frustration and drive away customers when not used properly. So, here's how to use an automated answering service, like an IVR, to retain customer and grow your business.

If your business already has an automated answering service, or you've determined your business needs an automated answering service such as an IVR, it's time to look at how to make that answering service as caller-friendly as possible so you don't lose customers or cause frustration.

Here are 5 common mistakes to avoid so you don't drive customers away with your automated answering system:

### *1. Offering too many choices*

People don't like being overwhelmed, and they're typically in a rush when they call. Giving callers lots of options might seem necessary or even convenient to you, but in reality, it only adds frustration.

Another common problem is having too many "levels" of options. Again, it may seem like you're being helpful by using your automated IVR to learn exactly why someone is calling, but it could instead fatigue the caller and make them want to hang up.

**Do this instead:** Keep it simple. Try to keep your menu to no more than three to five items. Any more than that and callers will start to feel lost and confused.

### *2. Making it difficult to speak with a human*

One of the most common complaints people have when it comes to IVRs and automated answering services in general is how difficult it is to speak with an actual human being. After all, sometimes callers have actual issues that only a human can understand, or simply prefer to talk to a person as opposed to an IVR.

**Do this instead:** Take that complaint off the table by offering a way to quickly and easily get in touch with a representative right away. Don't make them wade through lists of options to find it.

### *3. Using cookie-cutter prompts*

Many businesses get caught in the trap of being bland and mediocre when it comes to their automated prompts for their IVR. Using boring old voice prompts that every other business uses isn't going to win your brand any points in the minds of your callers.

**Do this instead:** Remember the IVR is branding your company. Your IVR is your company's -- and your brand's -- first impression, so make it a good one. Avoid bland, boring, or confusing language, and make sure you're using a voice that your customers can relate to and trust.

#### 4. *Trying to do too much with an IVR*

Don't try to get too much information out of your caller before getting them through to the appropriate place. Remember, the less information you ask from them, the better. Keep it simple.

**Do this instead:** Be sure you're not overcomplicating your IVR by asking for too much information from the caller. Only get the most pertinent information as to not lose the caller, and when in doubt, go back to the first point -- keep it simple.

#### 5. *Not asking for feedback*

One thing many business don't do enough is ask their customers for feedback. How will you know which aspects of your IVR are helping or hurting your business without actually asking customers?

**Do this instead:** Devise a plan to have your team ask callers for feedback on your new IVR system. It can be a survey or a simple question -- "What did you think of our answering system?"

Now that you know the common mistakes to avoid when it comes to answering calls to your business, use the five tips above to improve communications and customer satisfaction.

## Text XIV

### 5 Tips for Effective Team Meetings

#### READER RESOURCE

Early on when your team is small it's relatively simple to manage team coordination. In fact, with only two or three people scheduled meetings are often unnecessary.

However, as you grow it gets exponentially more difficult to ensure different arms of your organization -- like marketing and product teams -- are aligned without meeting overkill.

At Travefy where we've grown from two o 10 team members, we've focused significant energy on optimizing the frequency and structure of team meetings to (hopefully) ensure everyone is informed, aligned on goals and most of all meetings are productive.

From our experiences, here are five tips for effective team meetings.

#### 1. *Build a schedule with a less is more attitude*

When teams are small everyone tends to naturally be aware of everything going on and meetings can be completely *ad hoc*. As you grow, however, it's good to add structure and create a strong foundation of team

norms. When scheduling your team's regular touch points, remember that meetings break up productivity and try to adopt a *less is more* attitude.

We simply set a minimalist schedule of a Monday morning all-hands meeting with rotating topics throughout the month (e.g., financial metrics week one, marketing data week two, etc.). Beyond that smaller functional teams can (and do) set meetings as need be.

### *2. Get everyone genuinely involved*

Generally speaking, meetings are boring and no one wants to simply be talked at. By contrast, the most productive meetings are those that are engaging and bring everyone into the discussion. As such, you should always strive to build genuine and organic involvement from your teammates.

For us, this has worked well with our of our rotating weekly meeting topics where we also rotate the meeting leader. As an example our Product Manager leads the product focused meeting whereas I, as CEO, lead our financial metrics meeting.

### *3. Remember that meetings are for **discussion** and not sharing data*

If data is going to be discussed at a meeting, set a team norm to share it in advance. This saves time during the meeting itself as well as ensures everyone is on the same page.

As believers in open data, we've simplified this process and everyone on the Travefy team has access to our core data sources - like Kissmetrics, ChartMogul, and AdStage among others.

### *4. Tie everything back to your strategic goals*

For continuity, it's helpful to tie all discussions back to your broader strategic goals. Those goals in many ways are the common thread across all cohorts within your company.

There are many ways to do this, but a dead simple one is to simply start your regular team meetings by posting or quickly running through those goals. This encourages your team to deep dive on short term issues while keeping your eye on the bigger picture.

### *5. Add some fun!*

And lastly - add some fun and excitement to your meetings. Do something wacky or create a fun team norm that gives people something to look forward to.

For us we give out a weekly team award - *The Travefy Team Awesome Award for Excellence in Travefication* - to the team member who does something that week that truly exemplifies our team values. (And yes it comes with a monetary prize and oversized trophy).

<https://www.entrepreneur.com/article/272078>

03/07/2017

## Text XV

### Five rules for successful meetings

Meetings. The word has almost become synonymous with wasting time. To quote Captain Kirk, "A meeting is an event at which the minutes are kept and the hours are lost." Call a meeting and you could almost hear the collective groan from down the hall.

As an executive or a manager, if you are calling a meeting, here are five rules to ensure that your meeting does not end up wasting time, resources and money.

Firstly, before you schedule a meeting, you should justify it. Ask yourself, "What is my intended outcome? What am I trying to accomplish? Why do I need to put people in a room together?" If you can not articulate the need for a meeting, don't convene it. If you can, the process of articulation will enable you to sharpen your focus of what you want the meeting to accomplish and increase the chances of the meeting achieving your goals.

Secondly, you should invite players, not spectators. We tend to over invite people to meetings. Just as we over "cc" people to emails, we assume it's better to over-invite to a meeting than miss someone. That way of thinking may make sense for the annual holiday party, but it doesn't for corporate meetings.

As a kid, I remember hearing a story about a village that wanted to honor their king with a barrel of wine. The townsmen mandated that everyone bring a pitcher of wine and collectively they will fill up the barrel. Each villager, assuming that everyone else would bring wine, filled his pitcher with water. The king received the gift only to find that the wine barrel consisted entirely of water.

The more people in a meeting, the less responsibility each person has. If each person does not feel necessary, they won't be as diligent to follow up on discussed items. They will assume that others will do it. By limiting 'spectators', you keep the meetings shorter, more engaging and easier to have effective follow up. In short, you get more wine.

Thirdly, meetings should not fill allotted time, allot time to fulfill the meeting. We tend to meet for blocks of time that fit neatly into our calendars. That is a backwards way of looking at time allocation. You don't fit the meeting into the calendar; you use the calendar to capture the time needed for the meeting.

Meetings should go only as long as they need to accomplish the specified goal. When you schedule a meeting, ask yourself how long you would it will take to accomplish the intended outcomes. Plan the meeting for that time, even if not in blocks of hours, half hours or even tens of minutes.

Schedule an 18-minute meeting if you feel that's what you need. Should you accomplish your goals in a shorter time, adjourn earlier.

Most of the unproductive time comes when people feel like there is more time allocated than necessary. Show your colleagues you respect their time by allocating what you anticipate is necessary and then end early if the task was accomplished sooner.

Fourthly, whoever called the meeting, needs to be responsible to drive the agenda and keep the meeting focused and action oriented.

Many times, a meeting is called and there is a lack of clarity as to who is in charge. One person starts and then another chimes in and redirects the conversation. While everyone should be able to participate, only one person should be responsible for the overall flow of the meeting. The "owner" should begin with an agenda and take responsibility to shepherd the meeting along in an efficient manner. At the end, the owner should be the one to allocate, and record, the action items.

Lastly, you should end with action steps. Meetings are a place to talk, but talk is cheap unless it's followed by action. At the end of every meeting, there should be an announcement of action items that emerged from the discussion.

Those actions items should be circulated to the group and then discussed at the beginning of the next meeting. Meeting participants should know what they should be doing and that there will be a time where their actions will be reviewed.

Meetings can be the most powerful tool in the success of your business. However, like any tool, you can only fully reap the benefits when you use it properly.

## **Text XVI**

### **Would Your Teammates Rather Watch Paint Dry Than Attend Your Status Meeting?**

#### **READER RESOURCE**

It's time to shine a spotlight on an ugly part of workplace culture: status meetings.

Status meetings are a productivity-killing waste of time, according to a recently released Clarizen/Harris Poll survey. In fact, almost 50 percent of respondents indicated they would rather do anything unpleasant -- stand in line at the DMV or watch paint dry, for instance - than sit through another meeting of status updates. Three in five employed adults reported that preparing for a meeting "takes longer than the meeting itself," while

more than one-third of those who actually do attend status meetings called them "a waste of time."

### *Meeting madness*

The survey revealed that people waste a staggering 22.7 percent of their workweek on status meetings. The study, conducted in November 2014 among 20,066 adults, indicated that employed Americans spend an average of 4.6 hours each week preparing for status meetings and 4.5 hours attending them. That's up from four hours each week four years ago, according to a similar Clarizen/Harris Poll survey conducted in 2011.

Clarizen's findings echo other market research on the status of the status meeting. In 2012 and 2013, in Salary.com's "Wasting Time at Work" survey, employees named meetings as their "top time-waster at work" -- topping even the Internet.

### *Meaningful meetings need active participants*

Adding more hours isn't productive: Almost three in five workers reported that they multitask during status meetings. Multitasking is especially popular among workers dialing into meetings. A 2014 InterCall survey examined what else employees do during conference calls. The results ranged from "doing other work" to "using the restroom (on mute)."

In today's 24/7, fast-paced workplace, multitasking is often praised as a skill. However, it's actually detrimental to any type of meeting -- whether a status meeting, a company meeting or a brainstorming session. That's why texting while driving is so deadly. It's impossible to divide your attention and be totally present. In the case of meetings, divided attention translates to less innovation and fewer meaningful results.

### *Meeting 1.0 versus Meeting 2.0*

So, what do we learn from this? It's time to evolve from Meeting 1.0, the traditional status meeting, to Meeting 2.0, the action-oriented strategy or brainstorming meeting. Meeting 1.0 looks backward at what employees have already completed -- information that can be shared far more effectively via work-collaboration technology. In fact, if the latest data about a current project and its status is always visible and available to the team, there's no need for a status meeting.

Meeting 2.0 looks forward. This type of meeting can really make an impact; active participants can yield new product features or even a completely new vision.

Inside today's real-time, ever-changing environment, leaders should only conduct meetings that drive innovation. These meetings should have a clear purpose, action plan, strategy session and engagement among active

participants. Each person should have a role/contribution, with no multi-tasking, and should participate in a dialogue (not do a monologue).

Employees are a company's most valuable asset, and giving them time to do work (rather than prepare to present and report on work) is key. By eliminating time-wasting, unnecessary status meetings and maximizing strategic collaboration, companies can drive participation, alignment, awareness and, ultimately, innovation.

<https://www.entrepreneur.com/article/246170>  
03/07/2017

## Text XVII

### 5 Ways to Make a Strong Impression With Every Audience

Show up like a celebrity, and use these key techniques to guarantee a strong first impression with every presentation.

"You make a first impression and people never forget it," stated *Juno* screenwriter Diablo Cody.

In business, it's imperative that you start off with a great and memorable first impression and even more critical when you're speaking in front of groups. It's the difference between being heard by your audience or having them sleep through your presentation.

Consider these benefits of taking your speaking abilities up a few levels and advance to celebrity influencer status. Here are the five key ways to making sure you're seen as the ultimate authority.

#### *1. Grab them before they see you*

Having a fantastic introduction will immediately boost your status. The very first secret to becoming an authority in public speaking is in how you position your introduction. This positioning secret is essential in guaranteeing that the message and energy you want to be communicated are directly expressed to your audience even before you take the stage. You are not always going to get a show host or sponsor that will have the kind of energy or speaking skills that are ideal to have them introduce you before you give your talk.

Rather than leave this to chance, a respected member of the Speaking Empire community, and founder of the Women's Success Summit, Michelle Villalobos uses a version of this powerful video introduction to position her before she sets foot on the stage. The video can also include testimonials from other influencers and authorities that sing your praises, so you can take the stage as the rockstar you are.

Your video introduction will make sure that you are putting your best foot forward, up to your own standards. First impressions are lasting impressions, so when you can captivate your audiences with your intro and position yourself as a celebrity from the get-go, your audience is more likely to pay attention to the content of your speech.

### *2. Leverage the transition of power*

The second strategy is to always make sure to have the promoter, event organizer or whoever is the top authority at the event introduce you. There is so much power to having a celebrity or someone that is familiar, recognizable and respected by an audience to come before you and present you.

I see it as a transition of power, whether it is the master of ceremonies or the head of the organization -- it is a powerful thing to be brought onto a stage by someone that has an influence on your audience.

The premise is that an audience is more likely to pay attention to the content of someone they trust. It is called the "halo effect": when there is a tendency for an impression created to transfer or influence another. If the speaker is brought onto the stage by someone seen as an authority, the audience will be more receptive to the presentation that follows.

In a room of people that have never heard of you before, you automatically receive a boost by having the known person introduce you. The transition of power and authority gives validity to the new speaker before the speaker even opens their mouth.

### *3. Call upon the transference of credibility*

Like the transition of power, the transference of credibility can be leveraged by simply having another celebrity mention your name. If a credible source mentions your name from the stage before you take the stage, the credibility you gain is phenomenal.

As an example, I was at a conference with business coach and author Dan Kennedy, and he mentioned that he and I had a book coming out and that I had a lunch break session coming up that everyone should attend. We had the biggest turnout we've ever had for this style of event.

Simply because he was the celebrity or authority, he did not have to describe me or introduce me. Kennedy merely mentioned my name from the stage, and everybody came to see me because he transferred authority to me as a speaker. I would say that this is simple but extremely powerful.

### *4. Covertly influence*

Let's say that you just have not networked enough to have a celebrity or the promoter introduce you -- not even to mention your name once. What do you do?



It's not the end of the world. You can always apply covert influence to your introduction.

Given that you do not have a famous or familiar face to transition power or transfer credibility over to you, you can always have a client or an affiliate introduce you by selling you to the audience with their own authentic story about you.

A client of mine and founder of the Bold Brave Women Movement, Mai Vu, speaks at a number of events -- many where the audience knows or has heard of her, and some where attendees are meeting her for the first time. No matter her situation, she always looks to have a member of her community, that she has impacted or dramatically changed the life of, make an introduction for her.

Mai says, "Everything is so polished nowadays so when someone the audience doesn't expect introduces you and speaks from the heart, they will be able to raise your credibility and trust with the audience, and sell you in a way you cannot do yourself."

That's covert influence.

#### *5. Blitz them with pre-event marketing*

Pre-event marketing can make a lasting impact on how you are perceived at an event. The challenge is no one gives much thought to pre-event marketing, missing out on big potential payoffs.

To get started with pre-event marketing, talk to the event organizers and ask them how you can provide value ahead of time for the event. It is a simple gesture but will make you stand out because you will be seen as a professional wanting to build value for the promoters and their audience.

Salespeople know it takes six or seven "yesses" to make a deal, so promote yourself the same way with at least six to seven touch points before the event to market yourself as an authority speaker. This pre-event marketing can include online and social media, webinars or Facebook Live presentations, direct mail campaigns and employing the event hashtags.

You will be shocked at how easily you can become a perceived celebrity by following these five simple strategies.

The next speaking engagement you have, don't leave your introduction to chance, work with the event organizers to implement these strategies to make sure you make a great and lasting first impression, and are seen as the celebrity speaker that you are. Plus, the word will get out, and you will become a sought-after speaker.

After all, as *Harry Potter* author J.K. Rowling has said, "A good first impression can work wonders."

<https://www.entrepreneur.com/article/295481>

03/07/2017

## Text XVIII

### **Selling Yourself On Paper: How To Write A Covering Letter**

A good covering letter for a new job is like a firm handshake. It's a good way to be remembered and to say 'choose me'! It accompanies your CV and is just as important. "A covering letter is read before a CV, so make sure that it grabs the reader's attention," says Paul Laurie, the operations manager at the employment consultancy Manpower. Many employers don't even bother to read the CV if the letter has poor spelling and punctuation, forgets to include contact details or omits reference to what the job is. These apparently are all common reasons for not even making the interview stage. The other point to note is that it isn't just an optional extra. Even if the advert only requires you to email your CV, you need to introduce why your CV is there and what you stand for. It should set the scene and make the reader want to open the attachment.

Many applicants begin with the rather anonymous Dear Sir or Madam, but if the job advertisement doesn't name a contact, call human resources to find out who will be shortlisting applications. The sooner you get on personal terms with the head of human resources, the better. Laurie also advises you to "keep it punchy". This means that three or four paragraphs should be sufficient to convey your motivation, experience and personality. It isn't replacing your CV but summarises your suitability for a role by matching your experience to the job advertised. This doesn't mean crossing that line between truth and fiction. "There is selling yourself and then highlighting what you have done," Laurie says. "Avoid statements such as "I am the ideal candidate", for example, in favour of "I believe I have the skills and experience that make me a strong candidate." Of course, you might not be replying to a job advert but simply writing a speculative application. Perhaps you recently read something in the trade press or met someone from a firm at a networking event? If so, give a clear reason for writing and this will tell the company that you have been doing your homework. Recruiters are always impressed by any evidence of research into their company's goals, achievements and vision. Also, with this speculative application letter, don't be discouraged if you don't get a job straight away. There may not be a job to suit you at the time of writing but most HR managers will keep impressive letters and CVs on file. It's also worth making a follow-up call a month or so later to remind them that you exist. More and more covering application letters are now actually sent in the form of e-mails. But don't see the e-mail as a shortcut. A good e-mail requires just as much patience as a legible handwritten letter. You can also make an email work harder by writing a subject line with your key point, for example "Engineering Graduate". And as with letters, don't point out

any weaknesses and then attempt to justify yourself - you're giving reasons to interview you, not delete you. Finally, sign off with confidence and ask for an interview. Ending with "I'll expect your call" sounds overly confident whereas writing that you expect to meet to discuss the role sounds professional.

## **Text XIX**

### **Make it easy to read aloud at a conference**

If you are new to speaking at conferences, you may feel more comfortable reading from a text. However, you will soon notice as you listen to other speakers at conferences that no matter how well a text is read aloud, it is not as good as presenting from notes, where the speaker can make eye contact with the audience, freely gesture or move around, and use the rhythm of conversational speech.

Practice reading your text at normal speed, ideally in front of friends at OSU, who can offer feedback on both content and delivery. Are there any places where your tongue trips over the words? That's where you need to rephrase. When the whole text reads well aloud, print out a special version of it in fifteen- or sixteen-point type. This is your "script" or your "speaking text." Having a speaking text enables you to make better eye contact with the audience and stay connected with them because you won't be squinting downwards at the podium. It is particularly helpful to mark places to take breaths.

If you plan to depart from the text for asides, amplification or visual aids, make your text even shorter because those things take time. Above all, do not make your presentation slightly too long and then read fast to make up for it. Reading fast leaves your audience in the dust. They'll be thinking, "Nice shirt. What did she say?"

## **Text XX**

### **Tipping**

Tip is a small amount of money given as a gift, usually in addition to the official price, for a small service performed. A number of hotel staff can rely on tip to raise their wages. A tip shows that the customer is pleased with the service.

The bellman usually gets up to 1 pound (or dollar) for carrying one or two suitcases to your room. A hotel door attendant (a doorman) or parking valet also gets the same sum for getting a taxi or for parking a car. Chambermaids usually receive a few pounds if you stay at a hotel for several

days. You may leave a banknote under an ash-tray as you leave the room every morning.

The usual tip for other kinds of services - for example for taxi drivers, barbers, hairdressers, waiters and waitresses - is between 10 and 20 percent of the bill. The size of the tip depends on how pleased the customer is. In most restaurants, the bill does not include charge. If the group is large, however, there may be an added service charge. There is no tipping in cafeterias or fast-food restaurants. No tipping is required for lift operators and hotel desk clerks.

Tip will often be included in your room bill and it will raise your room payment by 10-15 %. You ought to consider these expenses when you are anticipating the cost of your stay at a hotel.

## **Text XXI**

### **Boutique taken to the extreme**

A woman is pacing the floor in the reception of 3 Rooms when the hotel's owner, Carla Sozzani, walks in. The woman wants to complain. She has tried to reserve a room several times over the past months, but the hotel is always full.

Sozzani is not surprised. It is a complaint she hears often; it must be the primary drawback of running a stylish boutique hotel with just three rooms that has become one of the most desirable places to stay in metropolitan Europe. She says in theory she could add six more rooms but you can't have the feeling of a home with more than three guest rooms.

The hotel, part of a Milanese-style palazzo complex with restaurants, shops and galleries that Sozzani started, is a favourite of fashionistas and the design crowd that flock to Milan through much of the year.

The good news for guests turned away at 3 Rooms in Milan is that Sozzani is expanding - sort of it. Towards the end of the month she is opening an outpost in Paris' Marais district. It will also be called 3 Rooms and will have just that. She reports the hotel in Paris has been in the works for two years.

If it seems a long gestation period, it is because her approach to hoteliering is equal parts perfectionism and amateurism. For 3 Rooms in Milan she took three years, picking all the stylish mid-century furniture herself. The rooms feature Egg and Swan chairs by Arne Jacobsen, 1960s wood ceiling lights, carpets by Vernon Panton and mosaic tiles in the bathroom by Bisazza. Paintings are by her partner, Kris Ruhs. The rooms are as quirky, unexpected and beautiful as an art gallery.

Sozzani decided to open the hotel on a whim after seeing how many couples lingered late into the evening at her 10 Corso Como restaurant. An idea came to her that a love hotel is needed. It took three years to open. Sozzani stayed in each of the rooms for a few nights each and invited friends to do the same. Her stays convinced her the rooms were not dark enough at night. She also found she had neglected to put chocolate in the refrigerator.

Guests who have stayed there praise the hotel's practice of assigning guests a personal phone number which is reactivated when they return and is a godsend for business travellers. Sozzani makes light of it, however: "It is just a small detail. It comes from the idea that everyone should feel at home". The same motivation explains why the rooms are packed with an eclectic collection of design books and novels. The hotel also has a large collection of CDs and DVDs.

Being a novice hotelier has its advantages. There is no extra charge for room service because, as Sozzani puts it matter of factly, food is just brought up from the restaurant downstairs. The one-bedroom suites cost 295 euro, a bargain by comparison to other luxury hotels in Milan such as the Gray, where rooms range from 300 to 900 euro.

With demand so high, should 3 Rooms be charging more? "A lot of people say it's not expensive. I say it's just normal. I know it's an apartment but we don't have a 24-hour concierge service", Sozzani says. "I prefer to have it full, with nice people staying a long time." Besides, she says in a delightful otherworldly aside, with the dollar's weakness, she doesn't want to make 3 Rooms unaffordable for Americans.

This means that the waiting lists to stay at 3 Rooms are likely to endure.  
(Financial Times)

## Text XXII

### From good shoes to good hotels

Fashion houses have long been profitably diversifying into make-up, fragrance, even pillowcases. Far from diluting their appeal, this activity generates a more voracious appetite in consumers. Now the companies are realizing the benefits of getting into hotels too. The Versace Palazzo on Australia's Gold Coast has provided not only a fashionable resting place for travelers, but also acted as the ultimate *tableau vivant* for Versace stores and lifestyle ranges: all glitz and glamour, marble and gold.

Now you can choose which hotel to stay at, which designer to share your holiday allegiance with.

Florence is no exception. It is a city all but dominated by the Ferragamo family, and not just by the company's fashion headquarters and flagship store, but also by their hotels, grouped under the Lungarno Hotels banner. There are five in total that stand like sentries guarding the main bridges of the city, each representing a very different take on hostelry. The most famous is the Continentale hotel.

The Continentale is an easy-to-fall-in-love-with mix of clean, simple, modern interior design coupled with enough romantic touches to ensure it never feels wrong for lovers: the cozy television room with large sofas and soft lightning; artwork featuring black-and-white 1950s photographs of a woman's eyes; pink 1960s retro chairs standing in the lobby, and another swinging from the ceiling near the side entrance.

You'd imagine that with a hotel owned by a fashion house, it would be the uniforms guests would covet most. Strangely, here they're not branded with logos (only the staff trainers come from the family firm) nor are they over-styled (simple T-shirts and black trousers suffice).

Each bedroom is planned with the type of meticulous detail you'd find in a catwalk presentation. The basis is simple: wooden floors and white-washed walls. The rest is deceptively simple too: a fine white curtain surrounds each bed creating a soft heart in a room awash with wood and leather; two sliding doorways into the wardrobe and bedroom area; and electric blinds in the windows and communicating bathroom doors, which gives you so much control over how to light your room that you feel like a fully fledged director of photography. Details such as the bedside table that turns out to be a clock (found throughout the hotel), the desk with the leather stool that's stowed away in the leg area, and the fitted robe (not huge and baggy like a sackcloth) trimmed with a chic collar, all add fashionable touches of flourish and humour.

Then there's the roof terrace: white cushioned seating with a wooden-slatted floor, it provides a clear view down the river to the sunset as it turns the rooftops a pale shade of artichoke mauve every evening. There you can sip a glass of wine with a plate of salami and feel as if the glory of Florence is in the light, in the air, not housed in the Uffizi Gallery round the corner.

(Financial Times)

### **Text XXIII**

#### **The hotel's microenvironment**

The success of the hotel's operations depends greatly on the trends and developments affecting its suppliers. In hotel industry, the companies usually

have little control both over the suppliers and the intermediaries, since there is usually no contractual arrangement between them and the firm. For example, most guests make their own reservations when travelling for business or pleasure. As airline fare increased, both companies and individuals cut back on travel. As a result, the hotel business suffered losses. Some companies that are heavily dependent on their guests being delivered by air must work with local and state tourist bureaus to ensure that there are enough flights serving their region. Or they may start their own airlines.

Typical intermediaries of a hotel firm are travel agents, wholesale tour operators, and hotel representatives. For example, a wholesaler creates leisure packages that include air ticket, ground transportation, and hotel accommodations. These packages are promoted through newspaper advertisements and travel agents. Through volume purchasing, the wholesaler receives reduced prices, which enable him to pay the travel agent a commission for selling the product, give the customer a good price, and produce a profit for himself.

(N.N. Mikhailov. English: Hotel, Restaurant and Tourist Business)

## **Text XXIV**

### **Tangibilizing the intangible**

Hotel services are intangible which means not only the fact that they cannot be seen, tasted, heard or smelled but also that it is impossible to experience these services before they are purchased. It causes uncertainty in the customers about the quality of services they are going to purchase. To reduce this uncertainty the customers look for physical evidence that may provide information and confidence about the service. A hotel's promotional material might include photographs of the hotel's public area, guest rooms, floor plans of a meeting hall (for meeting planners who might like to organize a meeting in this hotel), room capacities and furniture, the photographs of employees in the hotel's uniform, of the exterior of the hotel, etc.

Everything about a hotel communicates something that helps to tangibilize its services. The exterior of the hotel Hampton Inn's suggests that it will provide clean, comfortable and safe lodging at moderate price. When guests arrive, they find no door clerks, concierge desk, or other features appropriate for an upscale hotel. Instead, they find an attentive desk clerk in an appropriate uniform and a small lobby with comfortable but moderate furnishing. In recent years, the so-called "greening" has become popular with the organizations of hotels: the use of outside natural landscaping and the "fern bars" as a part of the interior.

(N.N. Mikhailov. English: Hotel, Restaurant and Tourist Business)

## **Text XXV**

### **Guest information management**

Progressive hospitality companies are all customer-oriented and do not spare effort to gather all relevant information about their current and potential guests. There are several simple techniques to do it properly. Most common of them is placing guest comment cards on dining room tables and in guest rooms. Or they are handed to departing customers. This technique provided useful information and insights into problem areas. For example, several negative comments on food would indicate a potential problem for a restaurant, if no corrective action is taken.

A problem with guest comment cards is that they may not only reflect the opinions of the majority of guests. Commonly, only those people who are angry or very pleased take the time to complete a card. Thus comment cards can be useful in spotting problem areas, but they are not a good indication of overall guest satisfaction.

In order to identify frequent and repeat guests and give them top priority in a sales blitz, the company needs an automated guest history. It is also important to know the former frequent guests who are no longer using the hotel. Salespeople will want to call on these former clients to see if they can regain their business. This system offers a competitive advantage to a chain, particularly a small chain.

One of the most useful sources of information is the company records. This information is vital in improving service, creating effective advertising and sales promotion programs, developing new products, improving existing ones, and developing firms have only a vague idea of who their guests are.

In order to know more about their guests' preferences, hospitality companies can hire disguised or mystery shoppers to pose as customers and report back on their experience. Some companies use shoppers to alert managers, so that they would pay more attention to important areas of the operation. But this technique works best if used for recognition and reward for good job performance. This is the concept of positive reinforcement. If employees feel that the only purpose of a disguised shopper program is to report poor service and reprimand them, the program will not fulfill its full potential.

(N.N. Mikhailov. English: Hotel, Restaurant and Tourist Business)



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**Глухов Геннадий Васильевич  
Белякова Ольга Владимировна  
Макарова Марина Евгеньевна  
Черкасова Елена Валерьевна**

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Руководитель издательской группы О.В. Егорова  
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