

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
O. M. BEKETOV NATIONAL UNIVERSITY of URBAN ECONOMY
in KHARKIV

Methodological guidelines

for independent work

on the subject

ENGLISH

(for 2-year full-time Bachelor degree students majoring in 122 – Computer Science,
151 – Automatisation and Computer Intergrated Technologies)

Methodological guidelines for Independent Work on the subject English (for 2-year full-time Bachelor degree students majoring in 122 – Computer Science, 151 – Automatisation and Computer Intergrated Technologies) / O. M. Beketov National University of Urban Economy in Kharkiv; com. V. Buhaieva. – Kharkiv : O. M. Beketov NUUE, 2020. – 38 p.

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Unit 1. Kinds of Business Communication

Face-to-Face

Face-to-face communication is perhaps the most personal form of communication in the workplace. It occurs when two employees discuss a work situation or work together on a project. Supervisors use this method when conveying important information to a subordinate or when conducting a performance appraisal. Face-to-face communication is often used during the training process, such as when a new worker "shadows" a more experienced employee.

Written

Written communication traditionally took the form of the business memos or reports, although the proliferation of computers has made the email and spreadsheet the preferred written method of choice in many business situations. Email can be used to send a brief note to an individual employee or to convey policy or procedural changes to an entire company. A more formal business letter is often used when communicating with other businesses.

Meetings

Meetings are a way to gather a group of people together with a common interest, such as members of a particular department. Meetings are often used to communicate a new idea or a change in an existing procedure. Sales meetings are used as a way to motivate salespeople or to communicate sales goals. Meetings may be held on a regular or as-needed basis.

Telephone

Telephones are used to contact other workers within the business or with other companies. The widespread use of cell phones allows for business to be conducted outside of the office or while traveling. The development of teleconferencing facilitates meetings between employees located in different geographic areas.

Customer

In addition to communicating with employees and other business associates, communication is also used to interact with customers. Advertising and marketing entice people to patronize a business, while customer service departments give customers the opportunity to contact businesses with a complaint or question. Company websites give customers another way to purchase products or services or obtain information, as well as providing an additional means for customer interaction.

Task 1. Answer the following questions to the text.

- 1 What are the types of business communication mentioned in the article?
- 2 Which is the most personal form of communication in the workplace?
- 3 What are the forms of written communication?
- 4 What is the purpose of meetings?
- 5 What are the uses of a telephone in business?
- 6 How important is focusing on customer communication for the long-term success of any business?

Task 2. Match the left and the right sides to make up word partnerships (verb + noun). Find the phrases in the text, translate them into Ukrainian.

- | | | | |
|----|------------------|---|-------------------------|
| 1 | to work on | a | people |
| 2 | to convey | b | a project |
| 3 | to conduct | c | information |
| 4 | to communicate | d | salespeople |
| 5 | to motivate | e | meetings |
| 6 | to contact | f | other workers |
| 7 | to facilitate | g | customers |
| 8 | to interact with | h | a performance appraisal |
| 9 | to entice | i | a new idea |
| 10 | to patronize | j | a business |
| 11 | to purchase | k | information |
| 12 | to obtain | l | products or services |

Task 3. As you see there is a wide range of ways in which people communicate and more than one may be occurring at any given time. Tell your partner which of these kinds of business communication you find the most challenging.

Unit 2. Business Letters

The term “business letters” refers to any written communication that begins with a salutation, ends with a signature and whose contents are professional in nature. Historically, business letters were sent via postal mail or courier, although the internet is rapidly changing the way businesses communicate. There are many standard types of business letters, and each of them has a specific focus.

Sales Letters

Typical sales letters start off with a very strong statement to capture the interest of the reader. Since the purpose is to get the reader to do something, these letters include strong calls to action, detail the benefit to the reader of taking the action and include information to help the reader to act, such as including a telephone number or website link.

Order Letters

Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services. These letters must contain specific information such as model number, name of the product, the quantity desired and expected price. Payment is sometimes included with the letter.

Complaint Letters

The words and tone you choose to use in a letter complaining to a business may be the deciding factor on whether your complaint is satisfied. Be direct but tactful and always use a professional tone if you want the company to listen to you.

Adjustment Letters

An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

Inquiry Letters

Inquiry letters ask a question or elicit information from the recipient. When composing this type of letter, keep it clear and succinct and list exactly what information you need. Be sure to include your contact information so that it is easy for the reader to respond.

Follow-Up Letters

Follow-up letters are usually sent after some type of initial communication. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting or a job seeker inquiring about the status of his application. In many cases, these letters are a combination thank-you note and sales letter.

Letters of Recommendation

Prospective employers often ask job applicants for letters of recommendation before they hire them. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

Acknowledgment Letters

Acknowledgment letters act as simple receipts. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

Cover Letters

Cover letters usually accompany a package, report or other merchandise. They are used to describe what is enclosed, why it is being sent and what the recipient should do with it, if there is any action that needs to be taken. These types of letters are generally very short and succinct.

Letters of Resignation

When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be. In many cases, the employee also will detail his reason for leaving the company.

by Hannah Wickford; Updated June 29, 2018

Task1. Read the business letters below and identify their types.

1.

Color World

15; New Market, Dhaka-1200

1st September 2012

Manager,

Sales Division

National Paints Co. Ltd.

20, Tongi, Gajipur.

Sub: Order for various paints.

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No:	Description	Quantity	Weight	Unit price	Amount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25,000
2	Synthetic paint	20 Tins	200 lbs	2000	40,000
3	White paint	10 Tins	10 lbs	500	5,000 70,000

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your "Motor" van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along, with goods. We reserve the right to reject the goods if received late.

Yours faithfully,

Mohammed Tareq
Purchase Manager,
Color world

2.

Dear (name):

As Manager of Doe Catalogs, I would like to personally welcome you as a new advertiser.

Jane Doe, your customer service representative, has told me about you and your firm, and we are anxious to assist you in achieving your advertising objectives.

I love greeting new clients because it allows me the opportunity to describe the Doe Catalogs philosophy. Our years of success are due to this philosophy, which includes helping our clients meet and exceed their sales objectives.

We at Doe Catalogs give 110% to all your service needs. Anything less is not good enough. This means that on every advertising campaign we give you more than you expect and pay for. By consistently going the extra mile, we have created successful campaigns that work and a loyal clientele. In this same manner, we hope to earn your confidence and continued business.

I look forward to personally meeting you.

Sincerely,

3.

5 High View

Birmingham

B15 3DA

22 August, 2010

Mr R. T. Black

Customer Service Department

Sunny Holiday Company

P.O. Box 4

Birmingham

B5 1CB

Re: Holiday reference number CT2118M

Dear Mr Black:

Following our telephone conversation earlier today, I am writing to give details of my dissatisfaction with my stay at the New Hotel, Los Christianos, Tenerife, on 10–18 August 2010, which I booked with your company for me and my family.

My central complaint is that the hotel fell far short of the description in the brochure. We had booked two double suites, in rooms 213 and 214. Although the rooms were billed as four-star accommodation, they were very cramped, and the furnishings were worn and dirty. In addition, the shower in room 213 did not work.

The hotel's grounds, described in the brochure as "pleasant, tranquil, and spacious," were in fact bordered on two sides by a very busy main road. The swimming pool was closed the entire week for repairs.

When we spoke to your representative, Tracey Mills, she promised to try to get the shower fixed, but this took an unacceptably long time to happen three days from when we first complained. I asked her to fill out an accommodation report form detailing these issues and I enclose a copy for your information, together with photos of the bedrooms and the hotel grounds.

As I stated in my telephone call, I feel that we are due a full refund for this hotel stay as it failed to meet the description in the brochure, and it ruined our holiday. I look forward to hearing from you within the next two weeks.

Sincerely yours,

Maria Johnson

4.

Subject: Thank You – Jane Doe, Audiologist

Dear Ms. Jones,

Thank you again for meeting with me yesterday to discuss the audiologist opening in your clinic. I was so impressed with the office and staff. I can tell that Audiology Associates is a true team environment, and I'd love the opportunity to join you.

I bring other things to the table besides my enthusiasm – for example, I have seven years of work experience as a licensed audiologist, and a current hearing aid dispensing license, as well as a doctorate in audiology (AuD). I also have extensive experience leading and training teams, performing diagnostic testing, and counseling patients, all of which you mentioned as essential for the role.

Please let me know if you have any questions or would like a list of references.

Thank you for your consideration.

Regards,

Jane Doe

jane.doe@email.com

555-555-5555

5.

Kathy Leonard
802 Brockton Avenue
Bakersfield, CA 93306
(000) 123-1234
kleonard@email.com

August 20, 2018

Mr. James O'Leary
Manager
Acme Corp.
7803 Main Street
Bakersfield, CA 93306

Dear Mr. O'Leary:

Please accept this letter as notice that I will be resigning from my job here at Acme Corp. two weeks from today's date.

Thank you for the support and the opportunities you have provided me over the course of the last six years. You and our team have created a climate that makes it a pleasure to come to work each morning, and I will miss you all.

If I can do anything to help with your transition in finding and training my replacement, please let me know.

Sincerely,
Kathy Leonard

6.

Mr. John Nash
Customer Service Manager
Head Office of Rio Supermarket
Manulo Street
Nottingham, UK
May 17, 2013
Mr. Paul Popon
10 Friedsburg Street
Nottingham, UK

Dear Mr. Popon,

We have received your recent letter dated May 15, 2013 concerning the services in the Rio Supermarket. Thank you for writing and giving us an opportunity to look into this matter. It is important to us to know of issues that arise with our customers, as we want to ensure full customer satisfaction, especially with a long-time client such as yourself.

Mrs. Revera, whose actions are the basis of your complaint, has been a store manager at the Rio Supermarket for three years. For all the years she has worked, there has been no adverse incidents connected with her behaviour. We will converse with her and test her for professional suitability. In the meanwhile, I would like to assure you of our interest and concern. We are always anxious to be informed of situations that could adversely affect good relations with our customers.

According to the information at the office center that made the delivery of cooled chicken to our stores, the quality of the consignment was proved by the quality experts at the place of production. All the papers and certificates were filled correctly. We made an investigation at the store where you bought the spoiled product, which showed the appropriate storage of cooled products, including cooled chickens. We are sure that a bad-quality product was delivered by our supplier. We filed a concern with the company and are waiting for a solution. For the past week, we had no concerns about spoiled cooled chickens, so it may be an individual case.

We realize that this is a substantial problem, and apologize for the situation that has evolved. We would like to send you a \$100 gift card to purchase any product around the United Kingdom. Please accept our apology for this spoiled product. We promise that we will improve our supplying system with reliable suppliers to avoid this problem from happening in the future.

Sincerely,
(signature)

Mr. John Nash
Customer Service Manager

7.

Rita Bookman
Editor-in-Chief
Cooper Books Publishing House
74 Reading Street
New York, New York 10020

Dear Rita Bookman,

I'm writing to express my wholehearted support for Adam's application to the position of Editorial Assistant with Cooper Books Publishing House. As Adam's supervisor during his student internship with Bibliophile Publishing in the fall of 2015, I met with

him frequently to assign responsibilities and discuss the industry. I was impressed with Adam's writing skills, initiative, and ability to meet deadlines. Adam became a valued member of the Bibliophile team, and I'm confident that he has a successful career in publishing ahead of him.

As an intern in our Editorial Department, Adam had a number of responsibilities. He worked with members of the editorial staff on various projects, including reading and reporting on manuscript submissions, editing promotional materials, and completing fact checks. Adam was especially skilled at seeking out new authors on online journals and blogs, even introducing us to a new writer with whom we have started to collaborate! It's clear that Adam has a passion for the written word and a great eye for promising young authors.

As an English major at NYU, Adam brought a rich knowledge of historical and contemporary literature. He's also a skilled editor and proofreader and has an understanding of the Chicago Manual of Style. He prepared three social science works with CMS citations to publication-ready form during the course of his internship. After just a week or two in the office, furthermore, Adam was working independently on manuscript reviews and other projects. He's self-motivated, attentive to detail, and skilled at both independent and collaborative work.

Beyond his editorial skills, Adam left a mark with his open, thoughtful personality. He is well-spoken and intellectual, and he lights up when talking about ideas and literary trends. On his first day, we had a great conversation about Karen Russell and Adam Johnson, a couple of his favorite contemporary novelists. A community of fellow book-lovers is exactly where Adam belongs. Not only can he hold his own in a discussion about great books, but he can also communicate in a multilingual setting with his fluent Spanish and intermediate French. Adam's charming personality and language skills will be another boon to his success in an editorial role.

In closing, I'd like to reiterate my strong support for Adam's application to the Editorial Assistant position with Cooper Books. Adam is a talented young man driven by a passion for literature and contemporary publishing. Please don't hesitate to contact me for any further information. Thank you for your time.

Sincerely,

Seymour Pages
Editor-in-Chief
Bibliophile Publishing
spages@bibliopub.com
555-555-5555

8.

From,
Peter Watson
Sr. HR Manager
United Estate Group

Date 1 August 2013

To,
Peter William,
32 Blvd,
Jersey City,
New Jersey

Sub: Acknowledging receipt of your job application

Dear Mr. William,

We, hereby confirm acknowledgement of your resume submitted on 29th July 2013 for the post of Assistant Manager in our organization. We truly appreciate your interest towards working in our organization. We are in the process of screening the applications. Those applicants whose experience and qualifications matches our requirements, they will be intimated via email or phone.

We take four weeks to review the applications. If your application matches our requirement, we will notify you and will confirm the interview venue. If short listed, you will get a call on 30th August regarding interview confirmation. We would also like to inform that if at this particular time, your qualification does not match our criteria; we will keep your resume in our database and will inform you if there is a suitable opening for you in future

Once again, we appreciate you for your interest in our organization and wishing you all the best for your future endeavors.

Yours truly,
Peter Watson

9.

Street Address
City, State Zip Code
Phone Number
Date
Individual's Name
Job Title
Name of Organization

Street Address

City, State Zip Code

Dear Mr./Ms. _____:

Perhaps you are seeking an addition to your marketing team. A new person can provide innovative approaches to the challenges of marketing. I am an innovator of new ideas, an excellent communicator with buyers, and have a demonstrated history of marketing success.

Presently, I am marketing computer products for a major supplier using television, radio and news advertising. I have a reputation for putting forth the effort required to make a project succeed.

Enclosed is my resume for your review and consideration. EFTG Industries has a reputation for excellence. I would like to use my talents to market your quality line of technical products. I will call you to further discuss my talents and how I can benefit your company. If you prefer, you may reach me in the evenings at (555) 555-5555.

Thank you for your time. I look forward to meeting you.

Sincerely,

(Your Signature in blue or black ink)

Your typed name

Enclosure

10.

[Date]

Ms. Rhonda West

Customer Service Manager

Acme Inc.

123 Corporate Blvd.

Sometown, CO 50802

Re: Customer Service Representative Opening (Ref. ID: CS300-Denver)

Dear Ms. West:

I was excited to see your opening for a customer service rep, and I hope to be invited for an interview.

My background includes serving as a customer service associate within both call-center and retail environments. Most recently, I worked on the customer service desk for Discount-Mart, where my responsibilities included handling customer merchandise returns, issuing refunds/store credits, flagging damaged merchandise for shipment back to vendors and providing back-up cashiering during busy periods.

Previously, I worked within two high-volume customer-support call centers for a major telecommunications carrier and a satellite television services provider. In these positions, I demonstrated the ability to resolve a variety of issues and complaints (such as billing disputes, service interruptions or cutoffs, repair technician delays/no-shows and equipment malfunctions). I consistently met my call-volume goals, handling an average of 56 to 60 calls per day.

In addition to this experience, I gained considerable customer service skills during my part-time employment as a waitress and restaurant hostess while in high school.

I also bring to the table strong computer proficiencies in MS Word, MS Excel and CRM database applications and a year of college (business major). Please see the accompanying resume for details of my experience and education.

I am confident that I can offer you the customer service, communication and problem-solving skills you are seeking. Feel free to call me at 555-555-5555 (home) or 555-555-5500 (cell) to arrange an interview. Thank you for your time—I look forward to learning more about this opportunity!

Sincerely

Sue Ling

Enclosure: Resume

Task 2. Students choose a card with the type of a business letter they are supposed to write individually.

Task 3. Students mingle with one another identifying the type of business letters each of them has written.

Unit 3. Making Presentations

Task 1. Read the tips on how to make better presentations. Tell your partner which of them you find the most useful ones.

1. When creating slides, use serif fonts (with feet, such as Times New Roman) for large amounts of text (such as body copy) and sans serif fonts (without feet, such as Arial) for headlines and labels. An excellent combo is Arial Bold for headlines and Times New Roman Bold for body text.
2. If you do not use the templates, add the NRCS logo to your PowerPoint presentation to help viewers or participants identify what organization you represent. Use a crisp logo by downloading from the NRCS Web site <http://www.nrcs.usda.gov/about/logo/>. Scroll to the bottom of the page and choose the logo style you want (these graphics are .gif files and will work fine in PowerPoint files).
3. Always add a slide that identifies who you are, your title, town, state, email address, the NRCS Web address, and other information that would be helpful, such as phone number and FAX number.
4. Close your presentation with a slide that has the nondiscrimination statement.

5. Avoid using CAPITAL LETTERS in the body text of your slides. Readers cannot easily move from one capitalized word to another. Save capitalized text for drawing attention to particular words within the body copy.
6. Always remember that people cannot read AND listen at the same time. Plan your slides and talk accordingly. (Limit text)
7. PowerPoint Tip: When creating graphics to be used in PowerPoint, save them in a JPEG format, if possible. They import better and display nicely.
8. Make your slide text large. Titles should be font size 36 to 40 or more. Body copy should be about font size 24 or more. When creating slides, put a shadow behind all your text. It will help the text to stand out and make it easier for your audience to read.
9. Use color and contrast in your slides. Dark backgrounds with light type are easier to read. Good backgrounds are black, blue, maroon, and gradients of blue to black, gray to black, or magenta to black. Preferred text colors are white, yellow, or very light colors.
10. Consistency is the key to effective slides. Using the same background color, text size, text color, and uniform fonts throughout the slides makes it easier for the audience to follow the flow of your ideas.
11. PowerPoint[®] Tip: Be sure to embed the fonts you use in your PowerPoint presentation. Choose File, Save As, and click on the “Embed TrueType” check box. Your fonts are now part of the presentation file.
12. Use a parallel sentence structure in your slides. Decide to start all bullet points with a noun, or a verb, and use your choice consistently. If you begin with verbs, keep them in the same tense.
13. When presenting a list of items in your slides, beware of using numbered steps. Numbers indicate order (usually of importance or consequence). If you do not want to imply order, use bullets instead.
14. To create slides that will visually punctuate your message, use three- or four-word statements instead of sentences. Keep it short (no more than 20 words of text per slide). Use key words to help your audience focus on your message.
15. Plan your talk and the number of slides to allow for a relaxed pace. One slide per one to three minutes is a good rule.

16. The first 30 seconds of your presentations have the most impact. If you haven't hooked your audience's interest, their minds are going to wander. Open with a statement that will intrigue or startle your listeners.
17. When making your slides, ask yourself what are the three most important things you want your audience to remember. Then make slides that explain and support these points. If people want more information, they will ask.
18. Include stories, anecdotes, analogies, and metaphors in your presentation to reinforce key points. By pushing emotional buttons, you will have more impact than just using pure data.
19. PowerPoint® Tip: To reduce your file size, try saving (save as) your final file under a different name. The changes you make in PowerPoint are cumulative and can create a file size that is unnecessarily large.
20. Although it may not always be grammatically correct, say "they" instead of "him" or "her." It will sound better, both because it is shorter and because no one will be alienated.
21. When presenting complex information, use the "Particular, General, Particular" method. Give a specific "particular" example, then a "general" overview, followed by a repeat of the "particular" to reinforce the point.
22. Create user-friendly notes to guide you through your presentation. Use bullet points instead of sentences. Make the text big so it is easy to read, and only use the top two-thirds of the page to avoid having to look down.
23. Practice your talk out loud, and say it differently each time. As management guru Peter Drucker says, "Spontaneity is an infinite number of rehearsed possibilities."
24. To keep their attention, make sure you maintain eye contact with your audience. As a rule, you should make eye contact with an audience member every three to five seconds.
25. PowerPoint® Tip: Hold down the shift key to proportionally resize an image. Doing so will allow you to resize an image without changing its proportional dimensions.
26. Silence is an excellent exclamation point! A slightly extended pause can add emphasis and importance to the key points in your presentation.

27. Alternate the pace of your voice during your presentation. Speaking at different speech rates for short periods of time will add energy and dynamic flow to your speech pattern.
28. Look for ways to spice up your slides. Download free clip art, pre-built slide templates (remember to add the NRCS logo), and sound clips from a Web site at www.presentersonline.com.
29. When you call for questions, count to 10 before assuming no one will ask one. To ensure questions are asked, “prime the pump.” Plant a person in the audience and give them a question to ask.
30. If you will be asked questions at the end of your presentation, prepare for the worst. Think of the worst possible questions, then rehearse your answers. When you’ve prepared for the worst, the rest seems easy.
31. If something goes wrong during your presentation, laugh about it. Things will go wrong, but audiences appreciate and are relaxed by presenters who can “roll with the punches.”
32. In Windows XP, save your completed PowerPoint presentation as a PowerPoint Show .pps then when you click on the file, it will open directly into the presentation.
33. PowerPoint® Tip: When presenting slides, you can display a list of PowerPoint shortcut keys by pressing the <F1> key. Just press <ENTER> or click OK to close the help window.

Helpful phrases for a presentation

Task 2. The following is an overview of useful presentation phrases to provide you with the basic structure of a presentation in English. Prepare your own presentation using the phrases below.

Introduction

On behalf of *Company* I would like to welcome you here today. My name is Max Mustermann and I am the CFO of Global Travel.

Hi, I’m Max and I am the head of marketing of Global Travel.

Good morning/afternoon/evening ladies and gentlemen. My name is Max Mustermann and I am delighted to be here today to talk to you about...

I'd like to introduce my colleague Max Mustermann.

Hi everyone, I'm Max from Accounts and today I'd like to talk to you about...

Introducing the topic

Today I am here to talk to you about...

As you all know, today I am going to talk to you about...

I would like to take this opportunity to talk to you about...

I am delighted to be here today to tell you about...

Today I would like to outline...

Structuring the presentation

My talk is divided into x parts.

I'll start with / Firstly I will talk about... / I'll begin with

then I will look at ...

next...

and finally...

I will be glad to answer any questions that you may have at the end.

Beginning the presentation

I'll start with some general information on...

I'd just like to give you some background information about...

Before I start, does anyone know...?

As you are all aware / As you all know...

Changing the topic/speaker

Right, let's move on to...

This leads me to my next point, which is...

I'd now like to look at / consider...

Now I will pass you over to /hand over to Max Mustermann.

Does anyone have any questions before I move on?

Summary

To sum up...

So to summarise the main points of my talk...

Just a quick recap of my main points...

Inviting questions

Does anyone have any questions?

I will be happy to answer your questions now

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

If you have any further questions, I will be happy to talk to you at the end.

Conclusion

I'd like to conclude by...

That brings me to the end of my presentation, thank for listening / for your attention.

Thank you all for listening, it was a pleasure being here today.

Well that's it from me. Thanks very much.

Task 3. Be ready to answer the questions during or after your presentation. Remember to thank the questioner; repeat the question, and that will give you some time to think and make sure that everybody in the audience has heard the target question; answer the question and ask if the question has been answered.

Unit 4. Speaking on the Phone Politely

Task 1. Read the tips on how to speak on the phone politely. Work with a partner. Do you always try to follow these tips? What can you expect to find in an impolite phone conversation?

Understanding proper telephone etiquette is an important skill to have no matter what you do professionally. Whether having a casual conversation with a friend or talking to someone for business reasons, there are ways you can ensure that you are being polite.

1

Greet the other caller politely. Whether you are placing a call or receiving a call, be sure to greet the other person politely. Greet the other caller as you would if you were seeing them in person. If you do not know the person, introduce yourself as you would if you were meeting the person for the first time in person. If you know the person you are calling, be sure to identify yourself before starting the conversation.

Common, polite greetings for placing a call are, “Hello, my name is... How are you doing today?”

If you are answering a call, a common greeting would be, “Hi, how are you? Thank you so much for calling.”

2

Speak in your normal tone of voice. If you talk too loudly into your phone, it may be uncomfortable for the person on the other line. Similarly, if you talk too quietly, it may be difficult and straining for the person on the other line to hear you. By speaking in your normal tone of voice, you will avoid making the other caller uncomfortable.

If you are worried that you are talking too loudly or too quietly, say “Excuse me, can you hear me okay?”

3

Speak directly into the phone’s mouthpiece. If you are talking at a normal volume, the caller on the other line will have difficulty hearing you if you do not talk directly into your telephone’s mouthpiece. This is the intended use of the telephone, and using the device properly will ensure that the person on the other line can hear you properly.

If there is a problem with your mouthpiece, consider purchasing a hands-free headset to eliminate the problem.

4

Do not eat while talking on the phone. One of the most impolite things you can do while speaking on the phone is eating, drinking, or chewing gum. Telephone receivers amplify chewing sounds, and it is impolite to make the other caller listen to these sounds. If you have lunch planned and are on the phone, either wait for the telephone conversation to finish, or ask the other caller if you may call them back after you eat.

5

Eliminate distractions while talking on the phone. While talking on the phone it is important to limit distractions as much as possible. If you are at home, turn down any music that may be playing and turn off your television. Anticipate what other things may distract you before placing a call and do your best to avoid these distractions.

If there are other people in the room, consider stepping outside or walking into a different room so you are not tempted to speak with them while on the phone.

6

Ask to call the person back if you have bad service. If you are talking on a cell phone in an area with poor cellular service, it is best to ask the person if you can call them back. Having to struggle through bad reception can be impolite to the other person, especially if you have to stay in the bad service for some time. Politely ask if you can call the person back at a later date, and apologize for the inconvenience.

A polite way of asking to call someone back would be to say, "Excuse me, I apologize. I seem to have poor cellular service. May I call you back as soon as possible?"

7

Say thank you and goodbye at the end of a call. It is polite to say thank you at the end of a phone conversation, but it is important to say goodbye as well. Because there are no facial cues while speaking over the phone, it can often be difficult to know when the conversation has ended. By saying, "Thank you for calling, goodbye!" it will be clear to both of you that the phone conversation has ended.

Task 2. Match the telephone phrasal verbs with their meanings. Complete the sentences below with the phrasal verbs.

- | | | | |
|---|----------------------|---|---|
| 1 | call back/ ring back | a | used to tell someone to wait for a short time |
| 2 | get through | b | to telephone someone who has telephoned you, often to answer a message the person has left, or to telephone again |
| 3 | pick up | c | to become less active |
| 4 | hold on | d | to succeed in talking to someone on the phone |
| 5 | slow down | e | to answer a phone call |
| 6 | hang up | f | to stop or interrupt something a phone conversation |
| 7 | cut off | g | to end a phone conversation |
| 8 | speak up | h | to speak in a louder voice so that people can hear you |

9 put through

i to connect a person using a phone to the person they want to speak to:
could you put me
through to customer services, please?

1 I'll _____ later.

2 I tried to call her but couldn't _____.

3 _____, I'll check in my diary.

4 He started shouting so I _____.

5 Could you _____? I can't hear you.

6 Could you _____ me _____ to the HR department, please?

7 I called them but nobody _____ (the phone).

8 Could you _____ a bit, please? I can't keep up with you.

9 I am sorry, I _____ the phone by accident.

Task 3. Put the telephone phrases below in the right section of the table.

I'll put you through. Hold the line, please.

I'm afraid he/ she's away/ at the moment.

I'd like to

I'm afraid he/ she's in a meeting.

No, it isn't. You dialed the wrong number. / You must have misdialed.

Hello, Victoria speaking.

Hello, Step to Success language school. Helga Gurken speaking what can I do for you?

Hello, this is Tim.

Could you ask him/ her to call me?

I'm afraid he/ she's busy at the moment. Would you like to leave a message?

Can I take a message?

Hello, can/may I speak to the managing director?

Sarah isn't here right now.

I'm ringing to

What number are you calling?

Hi, you've reached. Unfortunately, we're currently unavailable. But we want to talk to you – so please leave your name and number, as well as your reason for calling, and someone will call back ASAP."

Look forward to chatting with you!

Can I leave a message?

Hello Alex. It's Mary. Call me back when you get this.

Olha? There's no one by the name Olha here.

Please tell him/ her

I need some information about ...

Hi, it's me. Call when you can!

Hello, this is Kelly. May I ask who is calling?

"Hello! Thanks for reaching out to the Globe travel agency. We're closed today for the holiday, and will reopen tomorrow, [date]. If you leave your name, number, and a brief message, we'll give you a call when we're back in the office. Thanks again, and have a great day"

I'm sorry. He/ she/she's busy right now.

Hello, this is Serhii from GingerSoft.

"Thanks for calling and if you have any additional questions, please call us."

Unfortunately, Mr/Mrs Ipswich is not available at the moment.

Could you say it again? I'm afraid I didn't understand. Could you spell that, please?

Hello, it's Peter.

Thank-you for calling. It has been a pleasure doing business with you.

I'm sorry, could you speak up, please?

Hello, This is Kate. Who am I speaking to?

Hello. Could you please connect me with the head of the HR department?

Could I speak to Bryan, please?

Sorry, I didn't hear that.

Goodbye, Mr/Mrs [INSERT CUSTOMER NAME], thank you for calling.

Hello, Mark speaking. Who's calling, please?

Hello, my name's Vadym. I'm calling from Plarium.

Thank you for calling the Step to Success language school. How can/may I help you?

Is Selina there, please?

Could you ask him to call me back at 7477236?

I'm sorry, but I didn't catch your name/ your number. Could you repeat it, please?

To answer the phone	
To ask to speak with someone	

To respond	
To give a reason for calling	
To leave and take a message	
To ask for repetition	
Misdialed calls	
Voicemail greetings	
To end a telephone conversation	

Unit 5. Making appointments.

The Importance of Being on Time

Posted by Todd Smith

Have you noticed that tardiness is on the rise? People are chronically late for work; for their child's teacher conference or athletic contest; or even for parties and celebrations. As the old saying goes, "they will even be late for their own funeral." Yet, punctuality is one of the key ways that we can positively brand ourselves.

Today we will explore why it is so important to be on time for all of your scheduled events. Whatever your appointment may be—a phone call, a business meeting, or a dinner engagement—you should always strive to be on time.

Why Be on Time?

Being on time:

Demonstrates that you are diligent and dependable.

Indicates that you honor your commitments and you can be trusted.

Shows that you have respect for other people and that you care as much about their time as your own.

Sets a good example for your children and others who look up to you.

Builds self-confidence and success.

One of the common attributes of all successful people is that they view their time as a precious resource. When you are late for appointments with people who value their time, you will have wasted one of their most valuable assets and there is a good chance they will view you as rude, irresponsible and disrespectful. Is this how you want to brand yourself?

Not only should you make every effort to be on time for business-related appointments, but you should also do your utmost to be on time for personal commitments. Valuing your friend's time and earning their respect is an important part of your individual reputation.

Let's now look at two specific business scenarios where punctuality is critical.

Keeping Appointments

Not only should you strive to be on time for an appointment, but also I recommend that you set a goal to arrive at least five minutes early.

Four Reasons You Should Arrive Early:

1. To give yourself a buffer in case something delays you. Planning to show up at the exact time of your appointment leaves no room for error.
2. To be relaxed for the appointment. Running through the door stressed out because you were rushing, never reflects well on you.
3. To make sure you are prepared for the appointment. Always arrive early so you will have a few minutes to relax, think about your agenda, and get organized.

If I am meeting with some prospective clients at a restaurant, I select a table out of the way. Being early gives me the opportunity to determine the best location for the meeting and ensure that the clients are not distracted.

4. To avoid making up an excuse for being late. I don't know about you, but I hate listening to excuses and even worse, I hate making excuses.

Making Scheduled Phone Calls

When you schedule phone calls, always be clear about who's responsible for initiating the call. When you don't know who is initiating the call, then accept the responsibility and make the call at the scheduled time. This puts you in control.

If you are the person responsible for initiating the call, what kind of impression will you make? Will it be positive, neutral or negative? If you want to really gain the edge in life, take advantage of all opportunities to make a positive impression on others.

Negative Impression

If you call more than five minutes early or more than five minutes late, you run the risk of making a negative impression.

Neutral Impression

If you call one or two minutes early or one or two minutes late you will likely not make any impression because it's what most people do.

Positive Impression

When you call at the exact time of your call, you have the opportunity to make a positive impression. I have had hundreds of people tell to me, "Wow, you are right on time!" That comment tells me that I made an impact!

When you have a call scheduled, write it in your appointment book and if necessary set your cell phone alarm to notify you two minutes in advance. Then at the exact time, press "send."

When Your Best Plan Fails

Circumstances do arise and it won't always be possible to be on time. If you are going to be late for an appointment, call as soon as you know you are going to be late. This allows others to plan their schedules accordingly. Cell phones, PDA's and other technology make this an easy thing to do.

When you are on time you enhance your brand. When you are late, you devalue your brand. Being on time is a choice.

Task 1. Answer the questions to the text.

- 1 What does being on time show about a person?
- 2 What do all successful people value much?
- 3 What are the reasons you should arrive early?
- 4 What is important in scheduling phone calls?
- 5 What can help you remember about scheduled calls?
- 6 If you know that you are going to be late, what is necessary to do?

Task 2. Match the left and the right sides to make up word partnerships (verb + noun). Find the phrases in the text, translate them into Ukrainian.

- | | | | |
|----|-----------------------|---|--------------------------|
| 1 | to notice | a | respect for other people |
| 2 | to be late for | b | ourselves |
| 3 | to brand | c | the tardiness |
| 4 | to be | d | on time |
| 5 | to be | e | the call |
| 6 | to honor | f | commitments |
| 7 | to have | g | self-confidence |
| 8 | to set | h | diligent and dependable |
| 9 | to build | i | a good example |
| 10 | to value | j | appointments |
| 11 | to think about | k | time |
| 12 | to keep | l | your agenda |
| 13 | to determine | | work |
| 14 | to initiate | | all opportunities |
| 15 | to take advantages of | | the best location |

Task 3. The sentences given below are taken from phone conversations, but they are jumbled. That means they are not arranged in their proper order. Rearrange them in their logical sequence. Act the conversations with your partner.

Conversation 1

Patient: Thank you for your help. Goodbye!

Assistant: We'll see you next week. Goodbye!

Patient: Hello, I'd like to do a blood test.

Assistant: Good morning, MedicalLine Laboratory. How may I help you?

Patient: I'd like to do a blood test that checks if I am immune to measles.

Patient: No, not necessarily, but I'd like to do it next week.

Doctor's Assistant: Do you need an urgent test?

Patient: Yes, I have. I had regular blood testing in November.

Assistant: What kind of test would you like to have?

Assistant: Ok, then walk in between 7.30am – 11.00am Monday to Saturday. Have you been to the MedicalLine Laboratory before?

Conversation 2

My name is Diana Shevtsova. And I'm a recruiter at the Solutions Company. You recently applied for VFX Artist position with our company in Kharkiv, Ukraine. And we would like to invite you to come to our office to interview for the position.

Hello.

Yes, it's me.

Hello. Is that Olena Milchenko?

Thank you for your consideration and the invitation to interview.

We can meet this Wednesday at 11:00 AM.

So Olena, are mornings good for you to have an interview, or are the afternoons more convenient?

Diana, any day next week in the afternoon would be great.

I am excited to learn more about the opportunities at the Solutions Company and look forward to discussing the role in greater detail.

Does next Monday at 3:00 PM work better with your schedule?

I am afraid I am not available at that time.

Then see you next week, Olena! Have a great day!

That sounds fine. Thank you.

Thank you for calling! Bye!

The phone interview will be conducted by Danylo Hustov, who is the Manager for this position. We expect the interview to last no longer than 45 minutes. I will send you an email with all the details. Please feel free to contact me at XXX-XXX if something comes up and you need to reschedule or cancel. Thank you and we look forward to talking with you more about this position on Monday, February 3d at 3:00 PM.

Unit 6. Most Common Types of Business Meetings

Jun 06, 2019 by [Jasmine Kim](#) in [Meeting Room](#), [Streaming and Recording](#)

As companies become more focused on efficiency, productivity and profitability, it has become essential that businesses look at their numbers to ensure that their time, money, and manpower are being put to good use — one of the biggest opportunities lies in assessing how business meetings are run.

We've all been in meetings that were run poorly, included the wrong people and didn't lead to concrete objectives. By improving how meetings are run, businesses have a major way to immediately improve the way time is managed and how team members collaborate. Following best practices, using the right tools and holding everyone accountable can significantly improve your meeting experience.

What is a business meeting?

A business meeting is a gathering of two or more people for the purpose of making decisions or discussing company objectives and operations. Business meetings are generally conducted in person in an office, however with the rise of video conferencing technologies, participants can join a business meeting from anywhere.

Let's take a look at the six most common types of business meetings, including:

Status Update Meetings

Decision-Making Meetings

Problem-Solving Meetings

Team-Building Meetings

Idea-Sharing Meetings

Innovation Meetings

6 Types of Business Meetings for Better Efficiency & Communication

Before planning meetings, it is necessary to identify what type of meeting it is. There is actually a huge difference between a weekly status meeting and an emergency meeting that might require urgent action.

1. Status Update Meetings

Almost every company is familiar with those recurring team meetings that were initially intended to share updates on the latest projects and make sure everyone on the team is on the same page about the process of the project. These meetings are meant to remedy any communication hiccups that may end up wasting significant amounts of time doing the same thing or facing the same challenges over and over.

While these types of meetings might not be the most fun or engaging, businesses use them to address any problems that have come up, assign tasks and make any decisions necessary to move forward effectively. Such meetings can turn into quick sync-ups and are less susceptible to dragging on past the given time frame.

2. Decision-Making Meetings

Although managers generally have the final say, the discussions around important business decisions often occur in larger groups. Smaller decisions may be made in status update meetings, but important ones will command their own dedicated meeting times.

The process of making a decision could be spread out over several different meetings so that all parties have a chance to gather information, come up with solutions and vote on how best to move forward. This can result in a lot of time tied up in meetings and communicating back and forth.

3. Problem-Solving Meetings

Similar to decision-making meetings, problem-solving meetings have a specific goal in mind. There's no standard problem-solving meeting since issues vary depending on your team and your organization, but these types of meetings are crucial nonetheless.

These meetings may be based on emergencies that need to be resolved quickly. For example, the source of the problem may not be identified yet or there could be several different priorities to manage in finding a solution to an identified problem. Either way, these meetings give colleagues the chance to brainstorm, evaluate solutions and solve the problem at hand.

4. Team-Building Meetings

Although every meeting is a chance for a team to become a little closer by engaging in banter at the beginning and gaining a stronger understanding of their counterparts, sometimes it is necessary to have a planned team-building meeting.

These meetings can be corporate events or outings for the team, department or entire company and can serve to generate some employee loyalty and engagement. They are the perfect opportunity to encourage employees to mingle and create more personal relationships that can aid the progress and growth of the organization.

5. Idea-Sharing Meetings

Sometimes it's better to have the whole group get together and share new ideas rather than distributing them in a meaty email or chaotic chat thread.

Not only do these meetings allow the speaker or presenter to go more in-depth on a topic, conversations can happen in real time and team members can ask questions. These meetings also make idea sharing interactive, giving colleagues the chance to bounce ideas off of one another, ultimately resulting in more teamwork, stronger relationship building and an engaging meeting experience. While this type of meeting can take up a great deal of time, it often results in new product ideas, expansion to new markets and ways to get ahead of the competition.

6. Innovation Meetings

Every organization needs new ideas from time to time, and innovation meetings are the standard answer to that need. It is difficult to force creativity, but you can solicit as many ideas as possible and then filter through them to find the most suitable ones.

Innovation meetings can sound obscure to attendees, but they are essential to making sure your company continues to move forward rather than retaining the same operating protocols year after year because they provide the organization a chance to try something new.

While it might feel unnecessary or obvious, defining the type of meeting you are having can guide the way your colleagues prepare for your meeting, help you establish a clear agenda and save everyone time.

Task 1. Answer the questions to the text.

- 1** What is a business meeting?
- 2** What are the most common types of business meetings?
- 3** What is the purpose of status update meetings?

- 4 What is the purpose of decision making meetings?
- 5 What is the purpose of problem solving meetings?
- 6 What is the purpose of team building meetings?
- 7 What is the purpose of idea sharing meetings?
- 8 What is the purpose of innovative meetings?

Task 2. Put the phrases below in the right column depending upon what people do in different business meetings.

to gather information	to solve a problem at hand	to come up with solutions
to vote how to move forward	to share updates	to evaluate solutions
to gain a better understanding of counterparts	to have quick sync-ups	to become closer
to bounce ideas off of one another	to generate employee loyalty and engagement	to share new ideas
to result in more teamwork	to solicit as many ideas as possible	to filter through the ideas
to make sure your company continues to move forward	to quickly resolve emergencies	to try something new

Status Update Meetings	
Decision Making Meetings	
Problem Solving Meetings	
Team Building Meetings	
Sharing Meetings	
Innovative Meetings	

Task 3. Here are a few tips on how to illuminate exactly what to do to turn your meetings into solid time investments. Complete the text using the following words.

outcome
miscommunications
tool
tangents

agenda
attendees
to share
to record

recap
in person
to scale
meeting minutes

Tips for Making the Best Use of your Meeting Time

With most managers agreeing that meetings tend to be an unproductive use of time and 65% of them saying that meetings prevent them from completing their own work, there needs to be a better way to meet more effectively. Here are three easy ways to get the most out of every meeting.

1. Set Clear Goals

Having a clear meeting _____ will help you minimize the amount of time the meeting takes. If you have tasks that _____ need to do beforehand, send out a checklist in your meeting invite to make sure everyone attending is aware and prepared. The basic goal here is to do everything in your power ahead of time to prevent an entire team's time from being wasted.

The ideal meeting has no surprises and follows the agenda to a T. This could be a challenge since side conversations and _____ are pretty common in the conference room, so it's important to keep those off-topic conversations short — you can always book another time to discuss further.

2. Run through a Post-Meeting Recap

If you have a clear desired _____, it is instantly clear when a meeting is a success. Afterward, managers can assess whether it achieved the desired outcome and figure out what would have made it more successful.

Sending out a quick _____ of the meeting will boost the retention of information as well as clear up any _____ that might have occurred. You can also include any further action that your colleagues might need to take to reiterate the outcome of your meeting. Learn how to take effective _____ to ensure you don't miss any important details or takeaways from your meetings.

3. Use Dependable Video Conferencing Software

Productive business meetings don't always have to be held _____ — with the right video conferencing solution, you can still meet face to face and have a quality meeting experience without leaving your office space. If your video conferencing _____ is intuitive enough, you'll be able to _____ your screen, _____ your call and _____ your meeting to guest callers across different devices seamlessly.

Completely dedicated to delivering the best video conferencing experience possible, Lifesize is the 4K quality and easy-to-use video conferencing solution you and your IT admin have been looking for. After more than fifteen years of developing conference room systems, wireless meeting room presentation devices, mobile apps and a global cloud network that ties it all together, Lifesize delivers an unmatched unified meeting experience that you can trust.

Keep All Meeting Types Efficient and Profitable

Meetings aren't going away any time soon, but they don't have to be so terrible! Just by defining what type of meeting you'd like to have and implementing these tips, you can keep your meetings productive and upbeat. Make the most of your meetings with Lifesize and experience what a great business meeting should be like.

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до проведення практичних занять
із навчальної дисципліни

«ІНОЗЕМНА МОВА»

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126 – Інформаційні системи та технології,
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