

3 Visitors

Learning objectives in this unit

- Talking about company structure
- Asking questions
- Welcoming visitors
- Presenting visual information

Activity

- The question game

Starting point

- 1 Do you visit other companies? If so, why? Who do you go with?
- 2 What sort of people visit the department you work in? Why?
- 3 Make a list of five departments you find in a company.

Working with words | Company structure

1 Read the text and answer the questions.

- 1 What was the aim of the customer visit programme?
- 2 How was it different from other programmes?
- 3 Which departments participated in the visits?
- 4 Was the programme a success? How?

The importance of customer contact

The American computer manufacturer Hewlett-Packard ran a very successful customer visit programme. The idea of the visits to HP customers was not to sell the company's products, but simply to listen and learn.

The visits were conducted by mixed teams who visited between ten and forty customers. These teams included a project engineer from the Research and Development Department, and a person from Marketing who played a part in putting the product on the market. In most cases, a sales rep who was responsible for each customer was also present.

In a questionnaire, 88% of staff involved in the programme said that customer satisfaction was better as a result of the visits. About 90% indicated that the visits gave them ideas for changing the products or services offered to customers.

This programme showed the value of customer contact for all employees in an organization. In so many companies, it is only those who work in Sales, Marketing, Customer Service, or Technical Support who have direct contact with customers.



2 Which department in the text in 1 usually

- 1 sells the products? _____
- 2 looks for new markets for new or existing products? _____
- 3 creates new products? _____
- 4 answers technical questions from customers? _____
- 5 answers all other questions from customers? _____

3 Complete the sentences about other departments with words from the list.

finds buys checks arranges maintains deals organizes

- 1 The Logistics Department arranges the transport of products.
- 2 The Training Department _____ courses.
- 3 The Purchasing Department _____ from suppliers.
- 4 The Human Resources Department _____ new staff.
- 5 The IT Department _____ the computer system.
- 6 The Finance Department _____ with all the money.
- 7 The Quality Control Department _____ that the products have no defects.

4 Work with a partner. Take turns to make sentences about different people who work in a company and to guess which department they work in.

*Example: A She deals with all the money.
B She works in the Finance Department.*

5 13▶ Three people are receiving visitors from other departments in their company. Listen to the three conversations and complete the table.

Person	Which department does he / she work in?	Which department does his / her visitor work in?
1		
2		
3		

6 13▶ Listen again and complete these sentences.

- 1 I have a meeting today with Anna Neves, who's _____ our software.
- 2 Our company is _____ three business units.
- 3 He's the person in _____ buying for the whole group.
- 4 I _____ a lot of training organizations.
- 5 I _____ the HR Director.

» For more exercises, go to **Practice file 3** on page 106.

7 Work with a partner. Ask and answer questions about your own job.

- 1 Which department do you work in?
- 2 What are you responsible for?
- 3 Who is in charge of your department?
- 4 Who do you report to?
- 5 Which department(s) do you have most contact with? Why?
- 6 Is your department divided into different sections or units? What are they?

8 Work with a different partner. Take turns to describe your job and department. Then describe the other people and departments around you.

Language at work | Asking questions

1 Work with a partner. Complete the questions. Then take turns to ask and answer them.

- 1 _____ people does your company employ?
- 2 _____ did your company open in your town?
- 3 _____ department do you work in?
- 4 _____ often do visitors come to your company?
- 5 _____ are you working on at the moment?

2 Look at the word order for questions in the table. Then complete the table with the questions in 1.

Question word or phrase	Auxiliary verb	Subject	Main verb	Rest of question
<i>How often</i>	<i>do</i>	<i>you</i>	<i>speak</i>	<i>English?</i>
<i>How many people</i>	<i>does</i>	<i>your company</i>	<i>employ?</i>	



3 14▶ An employee is showing a visitor round her company. Listen to extracts 1–4 and decide where they are or who they are meeting in each one.

- 1 Where: _____
- 2 Who: _____
- 3 Where: _____
- 4 Who: _____

4 Work with a partner. Put questions 1–8 in the right order.

- 1 this / often / use / How / does / office / he ?
- 2 from / does / he / come / Where ?
- 3 long / are / here / staying / How / you ?
- 4 see / you / here / while / want / do / to / you're / Who ?
- 5 open / did / it / When ?
- 6 do / receive / calls / a day / How / you / many ?
- 7 you / do / Which / visit / countries ?
- 8 about / much / you / market / know / the / How / Polish / do ?

5 14▶ Match questions 1–8 with responses a–f below. Then listen again and check your answers.

- | | |
|--|------------------------------|
| a One or two people in Sales and Marketing. ____ | e Just two days. ____ |
| b In January. ____ | f New York. ____ |
| c Sweden and Denmark mostly. ____ | g About one day a week. ____ |
| d Not very much. ____ | h About 500. ____ |

» For more information and exercises, go to **Practice file 3** on page 107.

Tip | which and what

Which and *what* are very similar, but there is one main difference in meaning. We use *which* when there is a limited choice of answers.

Which city do you prefer – Rio or Buenos Aires?

Which department do you work in? The Sales Department.

We use *what* when we are not thinking of a choice.

What does your company produce?

6 You have a new employee in your department. He / she has a lot of questions for you. Make complete questions using the prompts.

- | | |
|-----------------------------------|-------------------------|
| 1 Person in charge of department? | 5 Photocopier? |
| 2 Opening / closing hours? | 6 Number of people? |
| 3 Nearest toilets? | 7 Key or security pass? |
| 4 Lunch? | 8 Coffee or tea breaks? |

7 Work with a partner. Take turns to ask and answer the questions in **6** about your departments.

Practically speaking | How to welcome visitors

1 15▷ You work for the Freebird Corporation in Lisbon. A customer is visiting you for the first time. Complete sentences 1–7 with phrases from the list. Then listen and check your answers.

*Did you find ...? Where ...? Did you get ...? Welcome ...
How long ...? Did you have ...? Would you like ...?*

- 1 _____ to Freebird.
- 2 _____ a good trip?
- 3 _____ your way here all right?
- 4 _____ are you staying?
- 5 _____ are you here for?
- 6 _____ something to drink before we start?
- 7 _____ the programme I sent you?




2 15▷ Listen again and write down the visitor's responses. Then practise the conversation with a partner.

3 16▷ We often ask follow-up questions to develop a conversation. Listen to a longer version of the conversation in **1**. Then complete follow-up questions 1–7.

- 1 Is this _____ in Lisbon?
- 2 What time _____ last night?
- 3 How did you _____ – by car?
- 4 Is it _____ for you?
- 5 Will you have time _____ around Lisbon while you're here?
- 6 How do you _____?
- 7 Would you like to _____ changes?

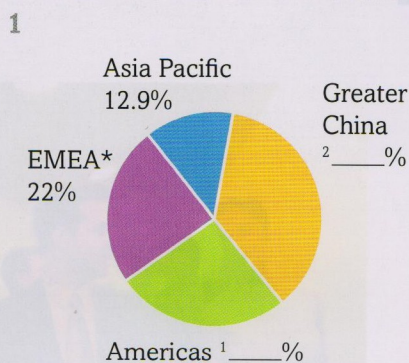
4 Work with a partner. Imagine someone is coming to visit you in your company. Have a conversation with them, using the questions in **1** and the follow-up questions in **3**.

 » Interactive Workbook » Email

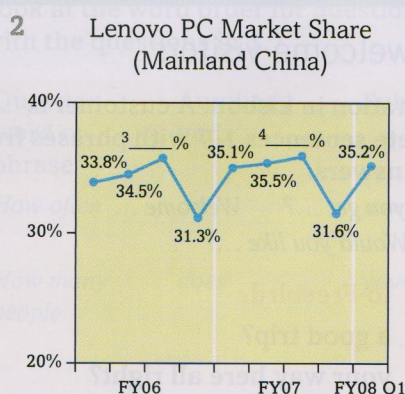
Business communication | Presenting visual information

1 Look at the information about Lenovo, the computer manufacturer.

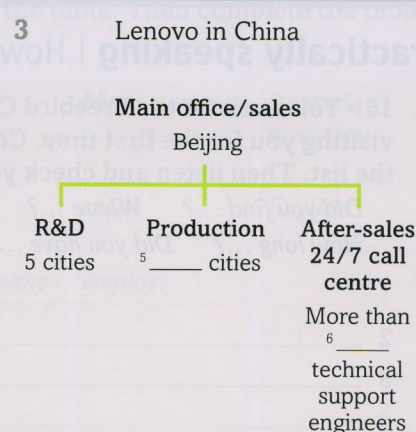
- 1 Which slide is in the form of
 - a a diagram? b a graph? c a pie chart?
- 2 Which slide shows
 - a rises and falls in market share?
 - b the breakdown of sales by market?
 - c some key figures in Lenovo's organizational structure?



Lenovo 2007/8 results
* Europe, Middle East, Africa



*FY2004/05 market share information reflects combined shares of Lenovo and IBM PCD



2 17▶ Listen to a presentation about Lenovo and complete the missing information on the slides.

3 17▶ Work with a partner. Which slide 1–3 does each sentence refer to? Listen and check your answers.

- a *This pie chart gives you the breakdown of Lenovo's sales.* _____
- b *Note that the company has operations in many different cities.* _____
- c *This graph shows the change in market share.* _____
- d *This diagram summarizes the company's main operations.* _____
- e *The important thing here is that Lenovo is still the market leader in China.* _____
- f *As you can see, 27.6% of sales are in the Americas.* _____
- g *But notice that China represents 37.5% of worldwide sales.* _____

4 Which phrases in *italics* in 3 are used to

- 1 describe briefly what is in each slide? _____, _____, _____
- 2 say what is important in each slide? _____, _____, _____, _____

5 Work with a partner. Choose two slides in 1. Cover the phrases in 3, and take turns to present a slide. Describe each slide briefly and say what is important about the information.

» For more exercises, go to **Practice file 3** on page 106.

6 Work with a partner. Student A, turn to File 04 on page 135. Student B, turn to File 31 on page 141. Give a short presentation to your partner, using the slides. Say what is important or interesting about the information.

Key expressions

Referring to visuals

This table / pie chart / graph / diagram gives you / shows / summarizes ...

Let's look at this ...

Have a look at this ...

Checking

Can everybody see that OK?
Is that clear?

Focusing on important points

As you can see, ...

Notice that ...

Note that ...

The important thing here is ...

② » Interactive Workbook »
Phrasebank

② » Interactive Workbook » Exercises and Tests

The question game

Work with a partner. One of you is visiting the other's company. Take turns to be the visitor and the host. Have a conversation in each 'place' in the table below. The aim of the game is to ask more questions than your partner.

- 1 The host starts each conversation with the 'conversation opener'.
- 2 Use a question form in the 'Questions' column to continue the conversation.
- 3 Use the ideas in the 'Subjects' column to help you.
- 4 Tick (✓) the 'Points' column every time you use one of the question forms. You can use the same forms as often as you like, but try to use them all before the end of the game.
- 5 The winner is the person who has the most points.

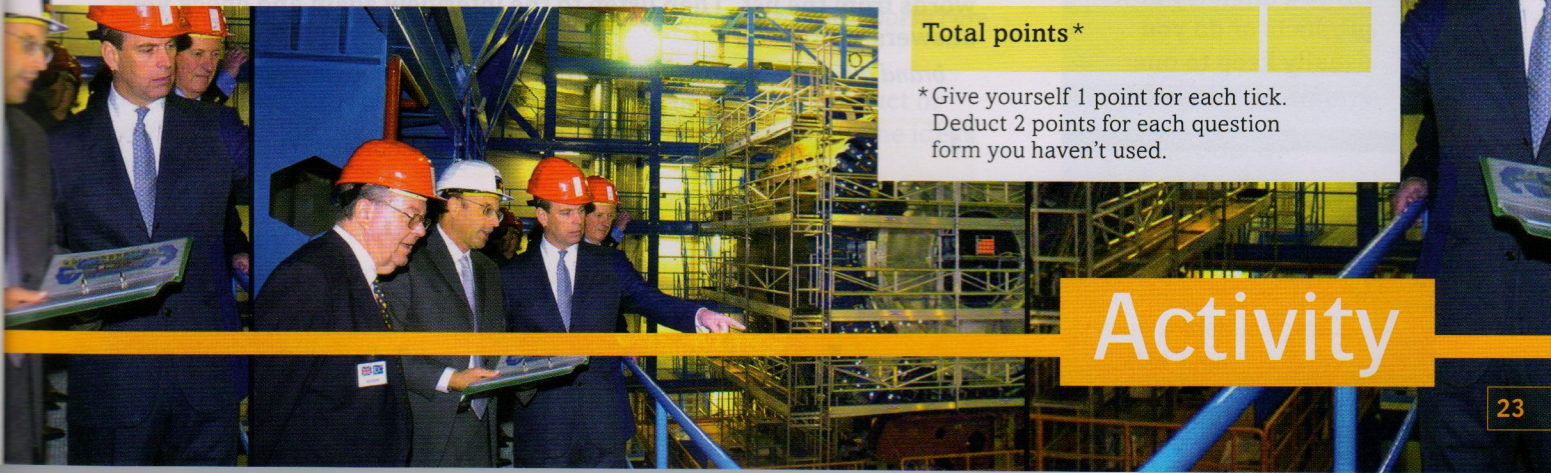
RECEPTION Host: Nice to see you again. How are you? (1 point)

Visitor: I'm fine. Sorry I'm a little late. What time is it exactly?

Place	Conversation opener	Questions	Subjects	Points (✓)
Reception	Nice to see you again.	Is ...? Are ...? Do ...?	<ul style="list-style-type: none"> • Visitor's journey, hotel, etc. • Programme for visit 	
Host's office or desk	This is where I work.	Does ...? Did ...? Can ...? Where ...?	<ul style="list-style-type: none"> • Host's job and department • Visitor's job and department 	
Colleague's office or desk	My colleague isn't here today, but he / she ...	What ...? Who ...?	<ul style="list-style-type: none"> • Colleague's job • Visitor's work colleagues 	
Another department	Now we're in the (name) department.	Why ...? When ...? How ...?	<ul style="list-style-type: none"> • What it does • Relations with host's department 	
Meeting room	This slide shows the structure of our company.	How often ...? How many ...? How much ...? How long ...?	<ul style="list-style-type: none"> • Company structure and key people • Key people in visitor's company 	
Restaurant	This is the best restaurant in town.	Would you like ...?	<ul style="list-style-type: none"> • Town where company is located • Visitor's home town 	

Total points *

* Give yourself 1 point for each tick. Deduct 2 points for each question form you haven't used.



Activity

File 01 | Unit 1

Activity, page 11

Rules

- 1 You need two counters or small coins. Player A, place your counter or coin on the Player A, Start square. Player B, place your counter or coin on the Player B, Start square.
- 2 Player A, move down to the next square in one of three directions.



On a blue square, answer the question.

Example: Blue Square: *Where are you from?*

Player A: *I'm from Korea.*

On a yellow square, give a question to the answer there.

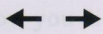
Example: Pink Square: *I'm a sales manager.*

Player A: *What do you do?*

- 3 If you are correct, move down one square.



If you are not correct, move left or right.



- 4 Now Player B plays.

- 5 If you arrive on a 'Joker' square, you will either hear a question from your teacher or on the audio. The first person to answer correctly moves down to the next square.



The other player moves back one square.



File 02 | Unit 2

Case study, Discussion, Exercise 2, page 17

The company used the media to warn the American people not to use the medicine.

They recalled 31 million bottles from shops at a cost of \$100 million.

They stopped all production of the medicine and designed new packaging to protect this and other medicines from contamination.

They offered a special reduction of \$2.50 to people buying the medicine.

More than 2,250 sales reps made presentations to doctors to encourage them to use the product again.

File 03 | Unit 2

Case study, Task, Exercise 1, page 17

Student A

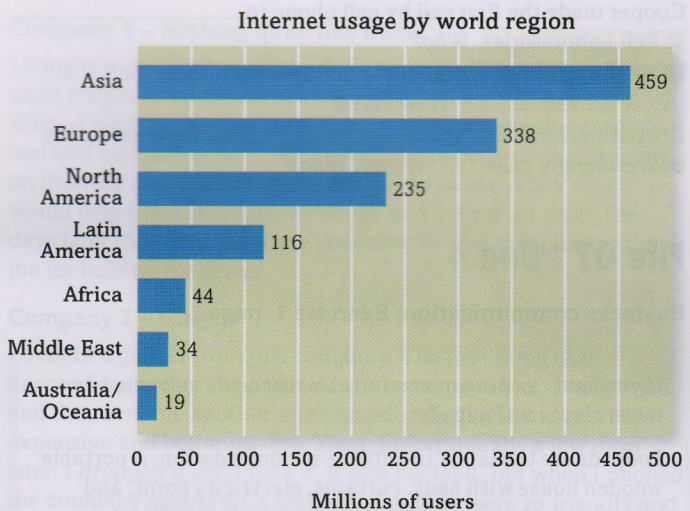
- 1 You are the Area Manager for the cosmetics company. Call your Production Manager at Head Office to inform him / her of this problem and suggest that the company stops production of the product.
- 2 You receive a call from a journalist. He / She wants to know more about the problem moisturizer. Answer his / her questions and say you'll call him / her back when you have more information.

File 04 | Unit 3

Business communication, Exercise 6, page 22

Student A

Look at the information in the slide below.



File 05 | Unit 15

Business communication, Exercise 7, page 94

Student B

- 1 Listen to your partner's problems and make suggestions.
- 2 Now describe the problems below and respond to your partner's suggestions. If you reject a suggestion, give your reasons.
 - a Tomorrow is your annual appraisal. You want to talk about your promotion prospects. But every year, your boss talks non-stop for 45 minutes and there's no time to discuss other things.
 - b You want to work part-time for two years to give you time to do an MBA (Masters in Business Administration). But until now you've always worked 60 hours a week, and you know that the 25-year-old son of the CEO is very interested in your post.

File 27 | Unit 14

Language at work, Exercise 8, page 87

Student A

- 1 Read the questions below and answer them for yourself.
 - 2 Ask your partner the same questions, starting with *If...*
Example: If you wanted to call a colleague at home, what would be the latest possible time to phone: 9.00 p.m., 10.30 p.m., or it doesn't matter?
 - 3 Compare your answers and say why they are the same or different.
 - 4 Check your score in File 57 on page 146.
- 1 Imagine you want to call a colleague at home. What's the latest possible time you would phone?
a 9.00 p.m.? b 10.30 p.m.? c it doesn't matter?
 - 2 Imagine a customer asks you for a quotation by the end of the week. When would you email it?
a Thursday? b Friday? c when you find the time?
 - 3 Imagine you're in a meeting which started at 9.00 a.m. It's now 1.00 p.m. Would you
a suggest stopping for lunch?
b look at your watch every five minutes?
c not worry about it?
 - 4 Imagine your friends and family advise you to slow down and work less. Would you
a say it's not possible because there's too much to do?
b try to follow their advice?
c say you're surprised – your work isn't stressful at all?

File 28 | Unit 14

Business communication, Exercise 5, page 88

Student A

You work for Sigma Supplies. You have asked Pixel Printing to print your new catalogue for next year, but you now want to change the details of the order. Phone the company, explain the situation, and negotiate the new conditions.

	Original order	You now want
No of pages	300	350
No of catalogues	5,000	6,000
Delivery	By 15 Dec	By 15 Nov
Price per catalogue	€3.00	The same price

Notes

You think you should pay the same price per catalogue as you are increasing your order.
Pixel Printing is a good quality supplier with reasonable prices.

File 29 | Unit 11

Case study, Task, Exercise 1, page 71

Group C

The French Connection

Guests are taken on a trip to the Champagne region of France to taste the exquisite wines of the area. They stay in a private castle where the food is prepared by famous French chefs. The first morning is spent playing golf or enjoying the relaxing spa in the castle. Then guests are taken on a tour of an exclusive vineyard by a leading wine expert and they try a number of different champagnes.

File 30 | Unit 14

Case study, Task, Exercise 2, page 89

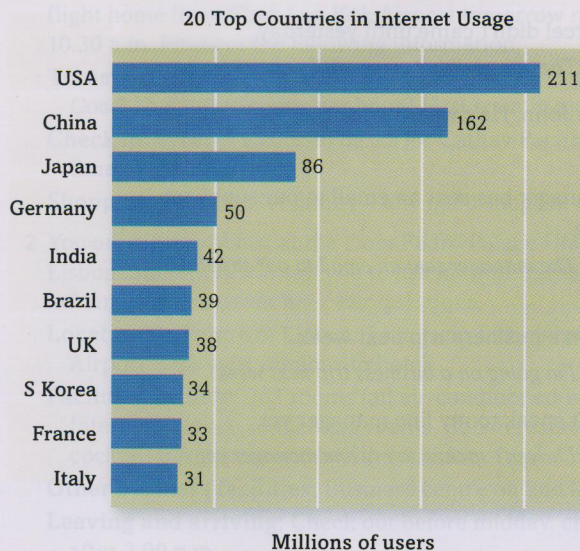
Who / what	Time	Notes
Internal walls	3 weeks	Internal walls must be finished first.
Plumbers	1 week	Can work at same time as electricians.
Electricity	2 weeks	Internal walls must be finished first.
Floor	2 weeks	Building must be empty first week.
Decorators	2 weeks	On holiday last week in December. Might work then if offered enough money.

File 31 | Unit 3

Business communication, Exercise 6, page 22

Student B

Look at the information in the slide below.



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