

Příručka pro nácvik obchodních komunikačních dovedností

Varianta ANGLICKÝ JAZYK

Simona Pecková

2018

Obsah

Úvod	2
Negotiation.....	3
Presentation of a product	12
Telephoning + business documents	15
Email	21
Příloha	24

Jakékoliv nápady či připomínky uvítám na adrese:

peckova.simona@email.cz

Úvod

Nabízíme několik aktivit, které by mohly žákům i učitelům usnadnit jazykovou přípravu pro účely cizojazyčné obchodní komunikace v rámci fiktivní firmy. Jedná se situace, se kterými se žáci při mezinárodním obchodování setkávají.

Z aktivit zaměřených na ústní řečové dovednosti je to:

- vyjednávání obchodních podmínek
- prezentace výrobku na veletrhu
- telefonování.

A jsou zde také aktivity zaměřené na písemné dovednosti:

- obchodní email a práce s obchodní dokumentací (konkrétně s fakturou).

Aktivity jsou přibližně na úrovni B1, ale lze přizpůsobit i případně vyšší jazykové úrovni žáků.

V úvodu každé aktivity uvádíme informace o potřebném čase na přípravu a samotnou aktivitu. Následuje popis situace shodný pro všechny studenty a poté pokyny pro jednotlivé role (student A a B). Žákům je nabídnut seznam slovních obrátů, které mohou při hraní své role používat. Aktivita by měla probíhat tak, že si každý žák nejprve prostuduje popis situace a pokyny ke své roli. Poté si stručně v bodech připraví, co by rád řekl. Přípravná fáze by u ústních aktivit měla trvat 10 – 15 min. Při dialozích učitel obchází dvojice žáků a poskytuje v případě potřeby konzultace. Může si poznamenat některé obzvláště časté a závažné chyby, kterých se žáci dopouštějí a po provedení aktivit se k nim vrátit, vysvětlit je, se žáky procvičit apod.

Písemný projev je prováděn individuálně. Doporučujeme připravit so strukturu textu nejprve v bodech. Pro hodnocení písemného projevu je k dispozici metodika Cambridge¹.

¹ Viz příloha

Negotiation

Type of work: pair work

Time: 45 minutes (including preparation)

Situation:

Philips is a British company producing electrical goods such as irons and food mixers. The production manager of Philips invited the sales director of Martens Electronics, their main supplier of electronic components. The two companies shall negotiate the conditions of their future cooperation.

Student A:

You are the production manager of Philips in the UK. You are quite satisfied with the previous cooperation with Martens Electronics. The only problem is that the delivery times are too long (3 weeks). During the negotiation you will tell your business partner that the only thing you want to change in your cooperation contract is that the delivery time will be 1 week instead of 3.

Your plan for the negotiation:

- welcome the visitor, ask about the journey, offer something to drink
- appreciate the previous cooperation
- say the delivery dates are too long
- reach an agreement with the second party
- say good bye

Student B:

You are the sales director of Martens Electronics. Philips is a very important client. They buy a lot of things from you and they always pay on time. The only problem of your future cooperation is that the prices of materials of your products have increased and so you also have to increase your prices by 20%.

Your plan for the negotiation:

It's a pleasure to see you here.

Welcome to...

It's nice to be here.

How do you do.

Nice to meet you.

How are you?

Good to see you again.

Introducing, small talk

This is... He's in charge of... / He looks after...

Let me introduce you to...

Did you have a good journey? / How was your flight?

Is this your first visit to...?

Is your hotel comfortable?

I hope to see some of the sights.

Starting the negotiation, objectives, agenda

Let's get started. / Let's get down to business.

We're here today to... / The main objective / purpose of today's meeting is...

There are two / there / four items / things on the agenda.

We'll deal with ... first. . / Shall we look at ... first?

Prioritizing

Wouldn't it be better to... than... ? I'd prefer... rather than...

Our main aim is to...

Asking for opinions

What do you think of...? / What are your thoughts on...?

How do you feel about...? / What is your opinion on...?

Would(n't) you agree that...?

Do you mind if....? / I hope you don't mind if...

Is that OK for you?

Giving opinions

I (don't) think we should...

It might be a good idea to...

My opinion is that...

Accepting proposals, rejecting proposals, offering counter-proposals

Good idea. / That sounds fine.

I couldn't agree more.

I think that meets our requirements.

That sounds reasonable / acceptable.

That's true, but.../ I can see your point, but....

I'm afraid that's not possible.

That's not quite what I had in mind.

I hate to disagree, but...

That is out of question.

I can't agree to that.

Instead of ..., how about...?

Perhaps a better idea would be...

Managing questions

Can I deal with that later?

I was just coming to that.

Could I just finish what I was saying?

Inviting interruptions

Please don't hesitate to interrupt.

Please feel free to ask questions.

Making proposals, making concessions

I propose... / I suggest.../ I advise you to...

I think we should.../ Why don't we...? How / What about...?

Our idea is that we...

Could we offer you...?

We might consider...?

Bargaining, exerting pressure

If you can guarantee that..., then we will accept the proposal.

If you can't ..., I'll have to look elsewhere..

I'm afraid we'll have to call it a day unless....

What would you say if we offered you...?

We won't be doing business with you unless...

Checking understanding

So, you are saying ...

I'm sorry, did you say...?

When you said..., did you mean...?

I'm sorry, I didn't catch that.

If I understand you correctly, you are offering...

Is that clear?

Does it answer your question?

Encouraging, showing interest, clarifying

I'd be interested to know more about...

Could you tell us something about...

What exactly do you mean by...?

Could you be more specific?

Go ahead.

Fine. / Sure. / Of course.

Please do.

Showing understanding

Yes, I see. / Right. / A/ha, yes. / OK.

Sequencing, ordering

Firstly... secondly... thirdly...

Then...next...finally...

Let's start with...

Now we come to...

Let's get back to....

Giving reasons / causes

Therefore / so / as a result / that's why

Contrasting

But / however

Comparing

Similarly / in the same way

Contradicting

In fact / actually

Summarizing

To sum up / in brief / in short

Concluding

In conclusion / to conclude

Highlighting

In particular / especially

Giving examples

For example / for instance / such as

Generalising

Usually / generally / as a rule

Polite questions

Do / Would you mind if I ask you...

Do / Would you mind telling me...

I'm interested / I'd like to know...

Polite answers

Go ahead. / Please do. / Certainly.

That's a good question. / That's interesting.

Avoiding giving answer

I'm afraid that's not my field.

I don't have the figures with me.

I'm sure Mr... could answer that question.

Checking the questioner is satisfied

Does that answer your question?

Is it clear?

May we go on?

Summarizing, closing signal, progress made

I think we have covered everything.

I think we can call it a day.

Let's stop here.

Let's just recap / go through...

To sum up, ... / To recap, ...

We've taken a major step forward.

We have made excellent progress.

We didn't get as far as I hoped, but...

Let's go over the main points again.

We've agreed the following...

We'll let you have a detailed summary in writing.

I think it was a successful meeting. Thank you for coming.

Do you have anything to add?

Have I missed anything out?

Outlining future action

So you are going to...

As agreed, we will...

Thanking / Saying good bye

Thank you. Would you like a cup of coffee before you leave?

Goodbye. I look forward to speaking to you (next week).

Presentation of a product

Type of work: pair work

Time: 45 minutes (including preparation)

Situation:

There is going to be an international trade fair of office equipment and enterprise information systems. Companies present their products here and try to find new clients.

Student A:

You are Lucy Mc Kenzie, a Sales Director of IMA Ltd – a software company offering identification systems for various kinds of institutions. You have a stand at the international trade fair. Apart from your older products, you focus on presenting here a brand new kind of alarm system. You are just introducing it on the market. One of your competitors is developing a similar product, but it won't be ready until next year. The strong points of your new alarm system are that it is energy efficient and easy to handle thanks to the improved design. As it is made from recycled products, it is environmentally friendly. During the developmental testing, it has reached excellent results.

Your plan for the encounters at the trade fair:

- exchange a couple of informal words
- find out about the company's needs
- try to propose them a solution that meets their needs
- suggest a meeting with them where you could discuss the conditions of the possible future cooperation more in details
- say good bye

Student B:

You are Francis Scott, an IT manager of Nova Catering Ltd, a large international catering company. You own several buildings and employ about five hundred people. That's why you are searching for a supplier of an identification system that

USEFUL PHRASES:

- the same like for negotiation

Telephoning + business documents

Type of work: pair work

Time: 45 minutes (including preparation)

Situation:

Blue Line Ltd is a British company selling electronics. Recently, they have sold a couple of e-book readers to Experian Ltd, another British company. They issued an invoice (see below) and sent it to Experian Ltd and now they are expecting to receive the payment.

Blue Line Ltd
51 Main Street
Nottingham

NG11 9AE
tel: 115 941 0888

fax: 115 941 0888

Experian Ltd
160 Dundee
Street
Edinburgh
EH11
1DQ
tel: 131 228 8030
fax: 131 228 8030

Invoice number:
35862234
Due date: 5 March 2015

Item	quantity	unit price	total
Kindle Paperwhite	2	£ 80,00	160,00
Kindle Voyage	3	£ 135,00	405,00

	£
subtotal	565,00
discount	0
S&H	£ 2,00
TVA	20%
	£
TOTAL	680,00

Student A:

You are de Peter Jason, an account manager of Blue Line Ltd. You are responsible for relationships with some of your smaller clients. To attract new clients, your company offers a 10% discount on the first order. However, you are not responsible for invoicing and sometimes the clients contact you because of some mistakes that the accountant made in their invoices.

During an usual phone call with a client, you :

- introduce yourself
- find out why the client is calling
- if you know the person more, you exchange a couple of informal phrases
- offer a solution to the client's problem . (You always follow the company's rules: a new client may get a 10% discount on their first order, but they must pay on time. On the other hand, loyal and reliable customers may pay even 2 weeks after the due date with no additional fees, but no discount may be offered to them.)
- when there is an agreement reached between you and the client, ask if there's anything else you could do for the client
- if everything is OK, finish the phone call

Student B:

You are Penny Tannen, a secretary of Experian Ltd. Your company has recently bought a couple of e-book readers from Blue Line Ltd. As this was your first purchase from this company, they agreed to give you a discount of 10%. You appreciated this and decided to buy the goods from them and not from another company. However, when you received the invoice, you noticed that the 10% discount is not included there. Another problem is that the due date should be 5 March while your boss prefers to pay at the end of the month. So you decided to call the supplier and to discuss these two things with them.

Your plan for the phone call:

- call to the company and say you want to speak to Peter Jason (an account manager who promised you the 10% discount)
- tell Mr Jason about the two problems you found in your invoice and ask him what he could do about that
- say good bye

Preparation :

I'm calling to check .../ to ask about.../ to tell you about...

Making small talk

How are things with you these days? / How are you?

Did you have a good weekend / holiday?

I've not seen you since...

Giving a running commentary, filling silences

The file's just opening now.

I'm just thinking that through.

I'm just getting my diary /for my notes to check.

Showing that you are listening

Aha./ I see. / Right./ OK. / Hm.

Gaining time

I'm sorry, I can't say right now.

I'll have to get back to you to answer that.

I don't really know right now. Can I put it in an email?

Checking and clarifying

Can you repeat that, please?

Sorry, which department did you say?

Sorry, I didn't catch that.

Summarizing and ending a call

OK, so we agreed to...

Just to summarize, we said we would...

Right, I think that's it for now.

So, if there's nothing else, we'll stop now.

Promising action, referring to the next call

I'll let you know about...

I'll inform the staff.

We'll speak again next week.

See you next month.

Email

Type of work: individual

Time: 45 minutes (including preparation)

Read this email from Mary Bennett:

Dear Ms Middleton

I'm writing you to inform you that we are interested in your products, especially your smart phones.

Could you send me a catalogue containing the most up-to-date information about all the smart phones you produce? And please don't forget to attach a complete pricelist.

And would it be possible to get contacts to some of your other clients?

Best wishes

Mary Bennet

Purchasing Manager

MK electronics

Write an email to Mrs Bennett:

- Thanking for her email
- Saying that the pricelist is attached to your email (as well as the list of references) and
- that the catalogue will be sent to them via post
- Saying that you are looking forward to the possible future cooperation

Write 60 - 80 words.

Preparation :

In reply to...

Nice to hear from you. / Thank you for your email.

Referring to future contact

I hope to hear from you.

If you need any further information, please do not hesitate to contact us.

Directing the reader

See below for further information.

Please find attached...

As you can see in the attached file,...

My responses can be found directly after each of your questions.

Endings

Yours sincerely / faithfully

Best regards/ wishes

Bye for now

Přílohy

Hodnocení písemného projevu:

Cambridge používá k hodnocení psaného projevu kandidátů dělení do 6 kategorií, která nazývá „pásma“ (angl. „band“):

Pásma 5

- Kandidát obsáhl všechny body požadované v instrukcích
- Bohatá slovní zásoba a variace v gramatických strukturách
- Pokud se objevují drobné chyby, nemají vliv na porozumění textu čtenářem
- Správně zvolený registr
- Celkově tento psaný projev vytváří na čtenáře velmi dobrý dojem

Pásma 4

- Kandidát obsáhl všechny nebo téměř všechny (tj. tři nebo čtyři) body požadované v instrukcích
- Odpovídající slovní zásoba a variace v gramatických strukturách
- V textu je několik chyb, které ale celkově umožňují jasně chápat smysl sdělení
- Celkově dobře organizovaný text, kde jedna část logicky navazuje na předchozí
- Poměrně správná volba registru
- Celkově tento psaný projev vytváří na čtenáře dobrý dojem

Pásma 3

- Maximální hodnocení pro kandidáta, který odevzdal text v rozsahu 25 – 50 slov (místo požadovaných 60 – 80 slov)
- Kandidát obsáhl všechny nebo téměř všechny (tj. tři nebo čtyři) body požadované v instrukcích
- Dostatečná slovní zásoba a variace v gramatických strukturách
- V textu je několik chyb, některé z nich znemožňují jasně chápat smysl sdělení
- Celková organizace textu je uspokojivá
- Volba registru není zcela optimální
- Celkově tento psaný projev vytváří na čtenáře uspokojivý dojem

Pásma 2

- Maximální hodnocení pro kandidáta, který odevzdal text v rozsahu do 25 slov (místo požadovaných 60 – 80 slov)
- Kandidát obsáhl dva nebo tři (z celkových čtyřech) body požadované v instrukcích
- Slovní zásoba a variace v gramatických strukturách je omezená
- Množství chyb, velká část z nich znemožňuje správné pochopení textu
- Jednotlivé části na sebe logicky nenavazují, což znemožňuje správné pochopení textu
- Celkově tento psaný projev vytváří na čtenáře neuspokojivý dojem

Pásmo 1

- Obsah textu neodpovídá zadání
- Kandidát obsáhl maximálně dva (z celkových čtyřech) body požadované v instrukcích
- Chybí odpovídající slovní zásoba a gramatické struktury
- Velké množství „začátečnických“ chyb
- Jednotlivé části na sebe logicky nenavazují, což zcela znemožňuje pochopení textu
- Celkově tento psaný projev vytváří na čtenáře naprosto neuspokojivý dojem

Pásmo 0

- Celkově není co hodnotit. Text zcela neodpovídá zadání nebo je nečitelný.