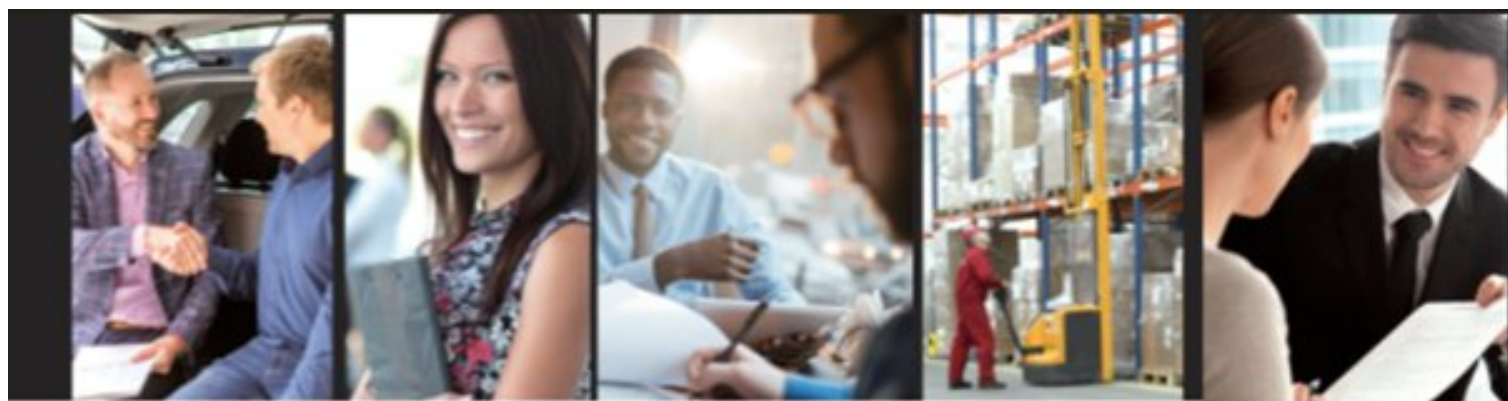




WORKPLACE ENGLISH

A Hands-On Course for Workplace Professionals

Student's Book

3

B1 - B2



LiveABC

WORKPLACE ENGLISH

*A Hands-On Course
for Workplace Professionals*

3

Table of Contents

Lesson	Topic	Learning Goals
1	Job Interview ● ● ● ●	• Expressing yourself in a job interview • Answering the questions in a job interview • Job offers and job rejections • Saying yes or no to a job
2	Business Etiquette ● ●	• How to shake hands • Starting a conversation • Table manners
3	Sales ● ● ● ●	• Making a cold call • Setting an appointment with customers • Sales skills • Writing a call report
4	Marketing ● ● ● ●	• Discussing marketing strategy • Cooperating with advertising agents • Writing a sales promotion plan • Writing a sales letter
5	Trade Show ● ● ● ●	• Applying for a trade show with detailed information • Ironing out the details of a trade show • Booth logistics and set-up challenges • Making a big sale in a trade show



<i>Dialogues / Readings</i>		<i>Pages</i>
Part A : Express Yourself Part B : The Right Answers Part C : Job Offers and Job Rejections Part D : Saying Yes or No to a Job		7–22
Part A : How Do You Do Part B : For Openers—Starting a Conversation Part C : Table Manners—Dos and Don'ts at the Table		23–34
Part A : Making Cold Calls—A Cool Customer Part B : Making Cold Calls—It's a Date! Part C : Sales Skills I Part D : Sales Skills II Part E : Writing a Call Report		35–52
Part A : Brand Recognition—My House, My Rules Part B : Brand Recognition—Unfamiliar Territory Part C : Writing a Sales Promotion Plan Part D : Writing a Sales Letter		53–68
Part A : Calls Before the Show Part B : Ironing Out the Details Part C : Booth Logistics and Set-Up Challenges Part D : Making a Big Sale		69–84



Table of Contents

Lesson	Topic	Learning Goals
6	Presentation ● ● ● ●	• Presentation: core concepts • Presentation preparation • Starting a presentation • Presentation: Q&A
7	Negotiations ● ● ● ●	• Negotiation skills • Planning a negotiation strategy • Identifying “must” points and “give” points
8	Signing a Contract ● ● ● ●	• Reading a sales contract • Discussing the details of a sales contract • Going over a sales contract
9	Placing an Order and Arranging Shipment ● ● ● ●	• Placing an order • Dealing with an emergency reorder • Reading and writing a letter of arranging shipment • Arranging a shipment by phone
10	Customer Service ● ● ● ●	• Reading and writing a complaint letter • Dealing with a complaint letter • Handling a dissatisfied customer • Solving a customer problem



<i>Dialogues / Readings</i>		<i>Pages</i>
Part A : Get Yourself Noticed with an Effective Presentation Part B : Presentation Core Concepts Part C : Presentation Preparation Part D : A Good Start Part E : Presentation Q and A		85–102
Part A : The ABCs of Negotiating I Part B : The ABCs of Negotiating II Part C : Planning a Negotiation Strategy Part D : It's a Game of Give and Take		103–118
Part A : Contract for Sale of Goods Part B : The Devil's in the Details Part C : On the Dotted Line		119–130
Part A : Placing an Order to a Factory Part B : Emergency Reorder Part C : Arranging Shipment by Mail Part D : Reply to Shipping Arrangement		131–146
Part A : Complaint Letter Part B : Responding to Complaint Letter Part C : Handling a Dissatisfied Customer Part D : Fixing a Technical Problem		147–162



Overview

Welcome to *Workplace English—A Hands-On Course for Workplace Professionals*. This is the third book in a series designed for learners who aim to prosper in the business sector. *Workplace English 3* is the book that will help you reach your English goals in an increasingly globalized world.

As the title suggests, *Workplace English 3* is geared towards business-related subjects. Learners will be introduced to many useful topics and will have the opportunity to practice each of the four major language skills: listening, speaking, reading, and writing. In *Workplace English 3*, each lesson has clearly stated objectives and follows a goal-oriented sequence. The lesson, which is divided into several units, opens with discussions that highlight key points. The units begin with practical dialogues based on real-life situations in a typical business environment. Example sentences put key vocabulary and phrases into context. Each unit also includes an English Corner section that contains reinforcement activities and role-playing exercises. The lesson then ends with a review segment that helps learners track their progress.

Workplace English 3 is separated into 10 lessons. The book starts with a lesson on job interviews. The next lesson moves on to business etiquette. Lessons Three, Four, and Five deal with regularly occurring workplace issues, such as sales, marketing, and the trade show. Lesson Six has everything learners need to know about presentations. In Lesson Seven, negotiations are introduced. The following two lessons familiarize learners with signing a contract and placing an order and arranging shipment. *Workplace English 3* finishes with a lesson on customer service, a valuable skill in the business world.

It does not matter where you are or what you do for a living. *Workplace English 3* will provide you with the tools you need to feel comfortable working and communicating in English.

Job Interview



Checklist ▶ *In this lesson, you will learn about...*

- ☐ Expressing yourself in a job interview
- ☐ Answering the questions in a job interview
- ☐ Job offers and job rejections
- ☐ Saying yes or no to a job

-
- Get Ready** ▶
1. *What do you need to prepare before a job interview?*
 2. *What qualities do you have that employers are looking for?*
 3. *How can you say no to a job offer politely?*



Part A: Express Yourself

Sam is in an interview. The interviewer asks him to talk about himself.

S: Sam I: Interviewer

S: Good morning!

I: Good morning. Have a seat.

S: Thank you.

I: Why don't you **get the ball rolling**♦ by telling me about yourself?

S: My pleasure. My name is Sam Jones. I graduated *magna cum laude* from Indiana University two years ago with a major in business. I like to think of myself as a fast learner who's quick to pick things up.

I: Of course you can learn a lot in the classroom, but how did you fill the rest of your time at college? Any **extracurricular**¹ activities?

S: I'm glad you brought that up. While I was at IU, I started my own small company selling sportswear.

I: Now this is **intriguing**.² Please **elaborate**.³

S: Sure. I sold T-shirts and sweatshirts with my university's logo on them, usually at school sporting events. I also set up a website to sell my products online.

I: And was your business successful?

S: Yes! I'm proud to say that my small company was able to turn a profit. The money from this **enterprise**⁴ went towards my tuition. I also learned a lot.

I: Such as?

S: I learned that I'm a self-starter and a decision-maker. As an **entrepreneur**,⁵ I also discovered that my success is directly tied in to how hard I work.

I: Those are valuable lessons. We certainly like employees who aren't afraid to **take the bull by the horns**.♦

S: Well, I fit the bill♦ in that regard.♦





Listening Comprehension MP3 Track 2

Listen and answer the questions.

1. ☐ a. Outside school ☐ b. Fun
☐ c. Sports ☐ d. Educational
2. ☐ a. Become bigger ☐ b. Pay bills
☐ c. Make money ☐ d. None of the above
3. ☐ a. He prefers working alone.
☐ b. He has the qualities the interviewer requires.
☐ c. He has learned that hard work is linked to success.
☐ d. He paid for university with his company's profits.

Language Notes

Word Bank MP3 Track 3

1. **extracurricular** [ˌɛkstrəkəˈrɪkjələ] *adj.*
The school offered several extracurricular programs for students.
2. **intriguing** [ɪnˈtrɪɡɪŋ] *adj.*
The longer he stayed there, the more intriguing Duncan found India.
3. **elaborate** [ɪˈlæbəˌreɪt] *v.*
My manager has asked me to elaborate on my proposal to cut company costs.
4. **enterprise** [ˈɛntəˌpraɪz] *n.*
Despite several problems, Eloise was confident that her latest enterprise would be a success.
5. **entrepreneur** [ˌɑntɹəprəˈnɜː] *n.*
Jim's father is an entrepreneur who has started several small companies.

Phrases

- ◆ **get the ball rolling**
Justine was worried that if she didn't get the ball rolling with her vacation plans, the flights might be too expensive.
- ◆ **take the bull by the horns**
Umberto was never scared of a challenge and always prepared to take the bull by the horns.
- ◆ **fit the bill**
The director held an audition for the lead role in his film but didn't think any of the actors fit the bill.
- ◆ **in that regard**
Although Murray's salary was not very high, he enjoyed his work and felt fortunate in that regard.

FYI

magna cum laude

stems from Latin, means someone's academic performance is excellent

English Corner



I. Listening Practice MP3 Track 4

Listen and fill in the blanks.

I: Interviewer

J: Jamie

- I: Jamie, please tell me more about your _____. Specifically, what courses did you take that helped prepare you for this _____?
- J: As a business major, I'm familiar with a range of sales and marketing techniques that would be valuable for this job.
- I: What would you say are your greatest _____?
- J: I would say that my strong work ethic is definitely one of my strengths. I believe application and hard work are crucial to success.
- I: What about your _____?
- J: Perhaps I'm too much of a perfectionist, which admittedly causes me a bit of stress sometimes.



II. Speaking Practice

Check the following personality traits you have. Then, introduce yourself to a partner.

- | | | | | |
|--|---|--------------------------------------|--------------------------------------|-------------------------------------|
| ☐ optimistic | ☐ open-minded | ☐ ambitious | ☐ hardworking | ☐ honest |
| ☐ dedicated | ☐ self-motivated | ☐ responsible | ☐ easygoing | ☐ careful |
| ☐ dynamic | ☐ mature | ☐ patient | ☐ cooperative | ☐ passionate |
| ☐ team-oriented | ☐ sensitive | ☐ thoughtful | ☐ smart | ☐ humorous |



III. Reading Practice

Put the following sentences into the correct order.

- A. So, please tell me a little bit about yourself.
- B. Let me ask you, where do you see yourself in five years?
- C. My goal is to be able to grow with a company and continue to take on new challenges that will test me and make me a better employee.
- D. As you already know, this company is well respected. Working here would be a dream come true.
- E. Well, I'm originally from Ohio, but I moved to Los Angeles four years ago to attend UCLA.
- F. Wonderful. Why are you interested in working for our company?

Interviewer: _____

Interviewee: _____

Interviewer: _____

Interviewee: _____

Interviewer: _____

Interviewee: _____



Part B: The Right Answers

Listen and fill in the blanks.

A. Why did you leave that job?

B. What did you do there?

C. Why should I hire you?

D. How are you at working with a team?

The interviewer is interviewing Sam and asking him questions.

S: Sam

I: Interviewer

I: I see here on your resume, Sam, that you worked at Paulson Appliances after graduating.

S: Correct. I wanted to get some experience in a small, family-run business **right off the bat**.[♦]

I: _____

S: I started off as a sales assistant and worked my way up to regional sales manager.

I: _____

S: I felt that I was ready to take my career to the next level and take on bigger challenges at a larger company like this one.

I: Speaking of which, tell me what you know about us.

S: To begin with, you're a multinational company that's looking to expand its presence on the Internet.

I: That's right. And you could play a role in doing that?

S: Definitely. I've already **administered**¹ my own website and **headed up**[♦] online sales teams. I can raise your company's profile on social networking sites, like Facebook.

I: _____

S: I'm a great team player. I'm adaptable and cooperative, and I can lead or be led.

I: OK. I'm going to **lay it on the line**:[♦] _____

S: I can step in and contribute from day one. I am the ideal **candidate**² to **spearhead**³ your online **expansion**.⁴

I: Good. That about wraps things up on my side. Any questions for me?

S: Yes. I recently read about your plans to enter the Asian market. Could you tell me more about this?


Listening Comprehension MP3 Track 6

Listen and answer the questions.

1. ☐ a. It is run by Sam's family.
☐ b. It sells sports goods.
☐ c. Sam started there straight after university.
☐ d. It is a large business.

2. ☐ a. He has experience at a multinational company.
☐ b. He knows how to expand businesses.
☐ c. He is knowledgeable on global expansion.
☐ d. He has experience working with the Internet.

3. ☐ a. She has finished.
☐ b. She wants to put on her coat.
☐ c. She needs Sam's e-mail address.
☐ d. She is happy with Sam's performance.

Language Notes

Word Bank MP3 Track 7

1. **administer** [ədˈmɪnɪstə] v.
 My doctor administered a course of medication for my stomach problem.

2. **candidate** [ˈkændəˌdeɪt] n.
 We are spoiled for choice with candidates for this position, even receiving some international applications.

3. **spearhead** [ˈspɪrˌhed] v.
 The software firm hoped its new product would spearhead a move into the cell phone sector.

4. **expansion** [ɪkˈspænfən] n.
 Many companies are looking into expansion overseas to increase profits.

Phrases

- ◆ **right off the bat**
 The increase in health care premiums is expected to affect families right off the bat.

- ◆ **head up**
 The police officer was chosen to head up a new task force on street crime.

- ◆ **lay sth. on the line**
 I have to lay it on the line that I don't like people who are dishonest, so don't lie to me.

English Corner



I. Listening Practice MP3 Track 8

Listen to the monologue and answer the questions.

- What do Ann and Mr. Lee share at the start of the interview?

☐ a. A gesture
 ☐ b. A handshake

☐ c. A hug
 ☐ d. A wink
- What did drama club teach Ann?

☐ a. How to get people to work together
 ☐ b. How to make a sale

☐ c. How to write papers
 ☐ d. How to act in front of people
- According to Ann, what is her weakness?

☐ a. Not working hard enough
 ☐ b. Not willing to give up

☐ c. Not working well in a team
 ☐ d. Not asking questions



II. Matching

Choose the best response for each question.

Question	Response
____ 1. Why do you want to work for us?	A. I'm hardworking, organized, and I'm a team player.
____ 2. What would you say are your strong points?	B. I want to be part of a progressive company. I believe I would make a valuable addition to J&R company.
____ 3. Why do you consider yourself qualified for the job?	C. I have the educational background and experience required for the position.
____ 4. What made you decide to leave your last job?	D. I'm looking for something more challenging.



III. Speaking Practice

Create a conversation using the cues. Take turns playing the role of interviewer and interviewee.

Interviewer	Interviewee
• What are your long-term career goals?	• _____
• What would your dream job be?	• _____
• What would you say has been your greatest accomplishment in your present job?	• _____
• What have you got to offer to a prospective employer?	• _____



Part C: Job Offers and Job Rejections

I. Job Offer MP3 Track 9

Fill in the blanks with the words provided.

A. starting salary B. on board C. position D. paid vacation

Dear Mr. Smith,

On behalf of VIP Technologies, I am pleased to confirm an offer of employment for the _____ of assistant manager in our sales department.

As was discussed in your interview of December 15, the starting date is January 10. Your _____ will be \$3,000 per month, which will be paid on the tenth of every month. As a full-time employee, you will be **eligible**¹ for full medical and dental **coverage**² as well as tuition **reimbursement**³ for selected courses. You are **entitled**⁴ to seven days of _____ during your first year of employment.

Please let us know at your earliest possible convenience whether you will be accepting this offer. If you have any questions about the terms or responsibilities of this job, please feel free to contact me at anytime. We would like to thank you for your interest in VIP and look forward to welcoming you _____ soon.

Sincerely,

Anna Taleveski

VIP Technologies

Human Resources Department

II. Job Rejection MP3 Track 10

Choose the best word for each blank.

Dear Ms. Jones,

We would like to thank you for your interest in the entry-level marketing position at ValuLeader and for **①** the interview with us on December 14. Unfortunately, after careful **②**, we have determined that we are unable to extend an **③** of employment to you at this time.

We were certainly impressed by your academic achievements and your **extensive**⁵ work experience, and your **enthusiasm**⁶ for this job also **came through**⁴ quite clearly in the interview. There is no doubt that you will have every success in eventually securing a job that suits your unique **blend**⁷ of talents and skills.

__4__, we appreciate your interest in ValuLeader and would like to thank you for taking the time to interview with us. We wish you all the best in your job search and future endeavors.⁸

Sincerely,

Robert Massamino

ValuLeader

Marketing Department

- | | | | | |
|----------|-------------------|----------------|----------------|-----------------|
| _____ 1. | (A) attend | (B) to attend | (C) attends | (D) attending |
| _____ 2. | (A) consideration | (B) confident | (C) conclusion | (D) cooperation |
| _____ 3. | (A) apply | (B) offer | (C) interview | (D) payment |
| _____ 4. | (A) However | (B) Once again | (C) Eventually | (D) In addition |

Language Notes

Word Bank MP3 Track 11

1. **eligible** [ˈɛlədʒəbəl] *adj.*

After working here for two years, employees are eligible for a three-week paid vacation.

2. **coverage** [ˈkʌvərɪdʒ] *n.*

The company is working hard to improve employees' health coverage.

3. **reimbursement** [ˌriːmˈbɜːsmənt] *n.*

The company will provide you cost of living reimbursement if you are expatriated.

4. **entitle** [ɪnˈtaɪtəl] *v.*

Workers in the U.K. are entitled by law to two 15-minute breaks every day in addition to a lunch break.

5. **extensive** [ɪkˈstɛnsɪv] *adj.*

Our company offers an extensive range of cosmetics for all types of skin.

6. **enthusiasm** [ɪnˈθjuːzɪ.æzəm] *n.*

Any product will sell better if the sales staff shows enthusiasm for it.

7. **blend** [blɛnd] *n.*

This book was fun to read, for it is a blend of humor and history.

8. **endeavor** [ɪnˈdɛvər] *n.*

Our endeavors to win customer loyalty have paid off.

Phrases

◆ **on behalf of**

On behalf of the board and CEO of Unicorp, I welcome all of you.

◆ **come through**

Jenna's involvement in and influence on the art project undeniably came through on the finished piece.

English Corner



I. Writing Practice

Fill in the blanks with the sentence patterns for a thank-you letter.

- Thank you for taking time out to interview me.
- This is to thank you for interviewing me on Thursday, January 8.
- My thanks for your walking me through the details of the job.

_____ meeting with me this afternoon to discuss the managerial position.

- The interview reinforced my strong interest in becoming a part of your company.
- Please know that I am very interested in the position.

Please know that _____ working at your company and look forward to hearing from you soon.

- I look forward to hearing from you at your earliest convenience.
- I hope we will be in touch again soon.

_____ knowing your decision on the position in the near future.



II. Writing Practice

Read the interview follow-up letter, and then practice writing your own letter.

Dear Mr. Paulson,

This is to thank you for interviewing me on Thursday, January 8. It was a pleasure meeting you.

Thank you too for taking time out to explain some of the finer points of the position. I believe my strengths, which we discussed, would be an asset to J&R Company. I look forward to hearing from you at your earliest convenience.

Sincerely,

Gloria Bullinton

Dear _____,

This is to _____

I look forward to _____



Part D: Saying Yes or No to a Job

I. Saying Yes to a Job MP3 Track 12

Fill in the blanks with the words provided.

A. feel free B. offer C. starting salary D. joining

February 21, 2018
Rod Phillips
Marketing Manager
Denton Corporation

Dear Mr. Phillips,

Thank you very much for your recent ____ of employment at Denton Corporation. It is with great pleasure that I accept this job offer.

As we discussed, my employment will begin March 1, and I will be ____ the marketing department as an assistant, with a focus on **social media**.¹ My ____ will be US\$4,000 per month, and I will receive full health-insurance coverage once I begin my employment. I will also be eligible for Denton's 401(k) program.

I am confident I can make an immediate **impact**² with Denton, and look forward to getting started. If you have any questions, please ____ to call me at 219-234-4567.

Sincerely,
Tammy Snyder
33 Tyler Street
Munster, Indiana 46222



Reading Comprehension

Answer the questions.

____ 1. What will the writer NOT get as part of the job?

- | | |
|---------------------|--|
| a. A monthly salary | b. Eligibility for Denton's 401(k) program |
| c. Health care | d. Free social media |

____ 2. Which of the following is most likely true?

- | | |
|---|--|
| a. The writer is applying for a job. | b. The writer has met Rod Phillips before. |
| c. The writer has not been offered a job. | d. The writer is refusing employment. |

II. Saying No to a Job MP3 Track 13

Fill in the blanks with the words provided.

- A. Unfortunately B. pleasure C. suitable D. appreciate

February 22, 2018

Sue Banner

Accounting Department

Urton Labs

Dear Ms. Banner,

Thank you very much for your recent letter. I certainly ____ your kind offer of employment in the accounting department at Urton Labs. ____, I will not be taking **advantage**³ of your offer at this time as I have taken a job in a local small business, where I will be heading up the accounting department.

It was a ____ to meet with you during our interview, and I would like to wish you the best of luck in finding a ____ candidate for this position.

Sincerely,

Tim Hooper

224 Bedson Avenue

Wakefield, Kansas 28435

**Reading Comprehension**

Answer the questions.

- ____ 1. What is the purpose of this letter?
- a. To accept a job offer
 - b. To make a complaint
 - c. To refuse a job offer
 - d. To fire an employee
- ____ 2. What line of work is the writer most likely interested in?
- a. Accountancy
 - b. Research
 - c. Teaching
 - d. It's not clear.
- ____ 3. What wish does the writer express?
- a. That the company invests in small business
 - b. That Ms. Banner does not write back
 - c. That Urton Labs finds someone for the position
 - d. That Ms. Banner arranges another interview

Language Notes

Word Bank MP3 Track 14

FYI

1. **social media** [ˈsoʃəl] [ˈmiːdiə] *n.*

As Twitter gears up for its public debut, the comparisons with another social media IPO are of course inevitable.

401(k) program

a retirement fund deposit system which is established by IRS (Internal Revenue Service)

2. **impact** [ˈɪm.pækt] *n.*

Recent events in Europe have had some impact on stock markets in America.

3. **advantage** [ədˈvæntɪdʒ] *n.*

Because Edward is so tall, he has an advantage when he plays basketball.

English Corner



I. Listening Practice MP3 Track 15

Listen and answer the questions.

1. Where are Sebastian and Bianca looking for jobs?

- ☐ a. They are looking for work at a local job center.
- ☐ b. They are looking at advertisements in a newspaper.
- ☐ c. They are trying to get some ideas from the television.
- ☐ d. They are looking at job websites on the computer.

2. What kind of job is Bianca interested in?

- ☐ a. She wants to tell people how to save their money.
- ☐ b. She wants to be able to talk to people.
- ☐ c. She wants to teach elementary school children.
- ☐ d. She wants to sell things in her own store.

3. What else does Bianca want in her job?

- ☐ a. She wants to earn a lot of money quickly.
- ☐ b. She wants to work somewhere near her home.
- ☐ c. She wants to work all day instead of a few hours.
- ☐ d. She wants to play some fun and interesting games.



II. Reading Practice

Complete the letter of recommendation with the words provided.

A. versatile B. through C. asset

To Whom It May Concern:

I had the pleasure of having Oscar Delucci on my staff from April 2014 _____ October 2018. Although Oscar joined the HR team with no specifically related experience, I knew his previous work as an office manager would be an _____ to Dynamite. He is incredibly motivated, conscientious, and independent. I found I could rely on him for any project that he was participating in, let alone responsible for.

I would not hesitate to recommend him for any future position, as Oscar is truly _____ in applying his managerial and people skills to the task at hand.

Sincerely,
Donna Asters
HR Director
Dynamite Consulting



III. Speaking Practice

What is the most important thing that makes you decide to accept or refuse a job offer? Discuss with a partner.

- ☐ salary
- ☐ opportunity for promotion
- ☐ benefits
- ☐ corporate culture
- ☐ business philosophy
- ☐ other: _____



REVIEW

Part A: Photographs MP3 Track 16

Listen and choose the sentence that best describes the photo.

_____ 1.



_____ 2.



Part B: Incomplete Sentences

Choose the best word to complete each sentence.

- _____ 1. Without a doubt, it took skill to finish the _____ carving of the statue.
 (A) identifiable (B) underdeveloped (C) elaborate (D) nuclear
- _____ 2. It's a pity when students with such talent show so little _____ for learning.
 (A) invention (B) enthusiasm (C) compassion (D) criticism
- _____ 3. The _____ was known for starting several successful businesses.
 (A) entertainer (B) entrepreneur (C) interpreter (D) introducer

Part C: Text Completion

Read the passage and fill in the blanks.

In a job interview, Mr. Sawyer describes his personality. He claims that his strongest point is his ____①____. When he faces a difficult ____②____, he continues to work towards his goal, no matter what it takes. In a situation where he needs to ____③____ on a goal, people may think he is introverted. On the other hand, he can be quite ____④____ in social situations. He enjoys working with people in a team situation and has ____⑤____ skills and experience. Also, the way he answers the manager's questions proves his self-confidence.

- | | | | |
|----------------------------|----------------|------------------|-------------------|
| _____ 1. (A) consideration | (B) employment | (C) introduction | (D) determination |
| _____ 2. (A) exhibition | (B) challenge | (C) advantage | (D) standing |
| _____ 3. (A) focus | (B) hatch | (C) inform | (D) permit |
| _____ 4. (A) outgoing | (B) political | (C) regional | (D) annoying |
| _____ 5. (A) risk | (B) passion | (C) leadership | (D) wisdom |

Marketing



Checklist ▶ In this lesson, you will learn about...

- ☐ Discussing marketing strategy
- ☐ Cooperating with advertising agents
- ☐ Writing a sales promotion plan
- ☐ Writing a sales letter

- Get Ready** ▶
1. What are the different ways to promote a product?
 2. What information do you need if you want to sell a product?
 3. What are the categories of advertisements?
 4. Have you ever received a sales letter or e-mail? Did it appeal to you?



Part A: Brand Recognition—My House, My Rules

Amber, Julie, Martin, and Bernard are discussing the marketing strategy.

A: Amber J: Julie M: Martin B: Bernard

A: I understand we did all of our own marketing up to now. Why should that stop? Why do we need to pull in outside help?

J: We do what we're good at. But with the men's cosmetics line, we've reached unfamiliar **territory**.¹ We have no experience selling to men.

M: Isn't marketing going to require a greater portion of the **budget**?²

J: It will, yes. But after we've gotten some experience **under our belts**,³ we'll be able to bring it back in-house.

B: At that point, we'll add various other types of media to the mix.

A: What do you plan to start with?

B: Television. It's the **mainstay**.³ medium of any decent-sized advertising campaign.

J: Television has its limitations, so we'll **enlist**.⁴ the aid of magazines. Skiing, sailing, and surfing magazines are where we'll **pick up**.⁴ the more physically active **clientele**.⁵

M: And the boob tube captures us, the couch potatoes!

B: More or less. Production costs are different because the audience is different.

M: I was kidding.

J: Radio will capture some on the **commute**.⁶ to and from work, and Internet ads will capture others at home or at work.



Listening Comprehension MP3 Track 48

Listen and answer the questions.

1. ☐ a. Selling products to men ☐ b. Selling cosmetics products
☐ c. Marketing in various media ☐ d. Selling belts
2. ☐ a. They will increase the budget.
☐ b. They will hire a larger marketing company.
☐ c. Their own advertising department will take the account.
☐ d. They will cut down on other budget except advertising.

Language Notes

Word Bank MP3 Track 49

1. **territory** [ˈtɛrəˌtɔːrɪ] *n.*
Salesmen guard their territory from the competition.
2. **budget** [ˈbʌdʒət] *n.*
I'm happy to say we will have no problem balancing the budget in the first quarter.
3. **mainstay** [ˈmenˌsteɪ] *n.*
Sales of local wine are the mainstay of the economy.
4. **enlist** [ɪnˈlɪst] *v.*
To be successful, we need to enlist the help of all our employees.
5. **clientele** [ˌklaɪənˈtɛl] *n.*
The social media website attracts a young clientele.
6. **commute** [kəˈmjut] *n.*
Some people think nothing of a commute of two hours each way.

Phrases

- ◆ **under one's belt**
With fourteen years of apprenticing under his belt, it was time to take over.
- ◆ **pick up**
A good company can pick up many new customers by word of mouth.

Slang

boob tube: television

- Fifteen years ago, kids sat in front of the boob tube; now it's the computer.

couch potato: a person who spends a lot of time sitting and watching television

- Television can be fattening, especially when you're a couch potato.

FYI

Advertisement Vocabulary

ad agency	appeal point
account executive (AE)	commercial film (CF)
advertiser	copywriter (CW)

English Corner



I. Matching

Join the two parts of the sentences together.

- | | |
|---|--|
| <p>_____ 1. If we raise our selling prices,</p> <p>_____ 2. All products have been</p> <p>_____ 3. Only by using Internet marketing</p> <p>_____ 4. A new competitor has entered the local market,</p> <p>_____ 5. Peter suggested we see</p> | <p>A. can we really reach our target clients/ demographics.</p> <p>B. demand will/might fall.</p> <p>C. so we should be more aggressive (in) promoting our product lines.</p> <p>D. if we can work on new ad campaigns.</p> <p>E. put (out) on the shelves.</p> |
|---|--|



II. Listening Practice MP3 Track 50

Listen to the conversation between the Manager (M) and Kelly (K). Then, fill in the blanks.

M: Your _____ is to increase your membership by year's end, am I right?

K: Yes, a 20 percent _____ to be exact.

M: Well, in order to reach your _____, it's going to be necessary to spend money on a comprehensive _____.

K: Will we be required to cancel the advertising we are already running for this to be successful?

M: You won't need to do that, and there's no need to be concerned about your current campaign _____ with the new one.



III. Reading Practice

Read the passage and choose whether the statements are true (T) or false (F).

Researchers know that e-mail has the highest potential of any direct marketing channel. DM veteran Reggie Daily digs into the nuts and bolts for you and uncovers the essential factors in getting your messages opened and read. You can register for either of these 90-minute seminars for \$99. Even better, become a Premium Plus member for only \$199 a year and your first seminar is free! If you or your staff need a leg up in direct marketing, this is the smartest training investment you will ever make.



- ___ 1. E-mail has the highest potential in direct marketing.
- ___ 2. Reggie Daily is a marketer with experience.
- ___ 3. The 90-minute sessions cost \$199.



Part B: Brand Recognition—Unfamiliar Territory

Listen and fill in the blanks.

A. room B. growth C. start with D. by

Bernard and Julie are discussing the men's cosmetics market with Troy and Debbie.

B: Bernard T: Troy D: Debbie J: Julie

B: We're prepared to increase our marketing budget, but _____ how much?

T: You're in the FMCG market, the fast-moving consumer goods, so we expect you to spend a minimum of 8 to 10 percent of your **gross**¹ sales.

D: Your more **aggressive**² competitor will be spending more than that, I **guarantee**.³

J: What kind of _____ are we talking about in the men's cosmetics market?

T: It's **phenomenal**!⁴ Over the past seven years, the growth in this market has been 800 percent.

D: And the men's cosmetic market is fifteen years behind the female market!

J: Then there's plenty of _____ for growth.

B: How do you see us approaching our entrance into the market?

T: We've discussed it and we think an aggressive approach would be best.

D: We'll _____ print in the form of billboards and magazines. We'll create some **awareness**⁵ that way, then slip in the Internet home page and some banner ads. About a week or two after the home page opens, we'll start a blog with text **hyperlinks**.⁶

T: Then, we'll **saturate**⁷ with TV ads and spots.




Listening Comprehension MP3 Track 52

Listen and answer the questions.

1. ☐ a. Fast Moving Consumer Goods
☐ b. Financial Management, Corporate Growth market
☐ c. Family Mortgage Consulting Groups
☐ d. Female and Male Cosmetic Groups
2. ☐ a. 1,500 percent ☐ b. 800 percent
☐ c. 400 percent ☐ d. 1,600 percent
3. ☐ a. They're going to saturate with TV ads and spots.
☐ b. They're going to construct a web home page and start a blog.
☐ c. They're going to use print ads like billboards and magazines.
☐ d. They're going to hold a big sale of men's cosmetics.


Language Notes
Word Bank MP3 Track 53

1. **gross** [ɡrɒs] *n.*
 The company's gross was more than one billion dollars last year.
2. **aggressive** [əˈɡresɪv] *adj.*
 It is possible to come across aggressive competitors who approach their sales and marketing with a forceful tone to conversion.
3. **guarantee** [ˌɡærənˈti] *v.*
 This bank guarantees high interest rates on savings accounts.
4. **phenomenal** [fəˈnɒmənəl] *adj.*
 The player scored a phenomenal goal to end the game.
5. **awareness** [əˈweɪnɪs] *n.*
 Behavioral scientists now know that apes have self-awareness.

6. hyperlink [ˈhaɪpəˌlɪŋk] *n.*

Oftentimes news articles will include hyperlinks to additional information.

7. saturate [ˈsætʃəˌret] *v.*

The company saturated the city with their flyers; everyone knew their name.

FYI
Advertising Methods
✿ Electronic advertising methods:

- Internet ads
- radio ads
- TV ads/spots

✿ Printed matter:

- billboards
- brochures
- car cards
- direct mailings (D.M.)
- flyers
- magazine/newspaper ads
- posters

English Corner



I. Speaking Practice

Create a conversation using the cues. Take turns doing each part.

Student A

We're going to release a new product / hold a big sale.
What marketing strategy do you think is suitable for us?

Student B

I would _____.



II. Reading Practice

Read the following article and answer the questions.

It is important for movie studios to get more people to watch their films. Yet how can you capture everyone's attention? One way is through viral marketing. This is where ads are created to stir up interest, such as through e-mail, text messaging, and the Internet. A good example is the monster film *Cloverfield*. A mysterious scene from the film was shown with the film, *Transformers*. At the time, *Cloverfield* did not even have a title. People rushed to the Internet to find any information they could. The studio created fake websites with hints about the movie's plot. These got people talking and trying to guess the film's story. The release of the film was a success, because everyone wanted to see it.

1. What is viral marketing all about?

- ☐ a. Producing viruses to make people interested in products.
- ☐ b. Marketing poisonous products by means of the Internet.
- ☐ c. Using networks to increase people's awareness of a product.
- ☐ d. Setting up fake websites to attract people to a product.

2. How did the film *Cloverfield* attract audiences' attention?

- ☐ a. Many of their ads were placed on the Internet.
- ☐ b. A scene of it was played in another film.
- ☐ c. There were websites set up that gave away its story.
- ☐ d. It was shown right after another hit movie.

3. Which of the following may be a means of viral marketing?

- ☐ a. E-mail.
- ☐ b. Text messages.
- ☐ c. The Internet.
- ☐ d. All of the above.





Part C: Writing a Sales Promotion Plan

UPCOMING SALES PROMOTION FOR MOTHER'S DAY

Dates & Duration¹

Our annual sales promotion for Mother's Day will begin May 1 and run through the actual day, May 13, 2018.

Target Customer

Our sales **pitch**² will be aimed at husbands, sons, and daughters.

Pricing

Medium-price-range gifts, those from \$20 to \$60, will be in the personal care products and personal electronics **categories**,³ both located on the first floor for this event.

Featured products are:

- A. Spa Treatments \$45–250
- B. Personal audio-video products \$30–400
- C. Bath oils, salts, and **aromatherapy**⁴ \$20–55
- D. Skin care products \$20–45
- E. Colognes and perfumes \$25–220



Drawings⁵ & Giveaways⁶

Giveaways will include instant prizes at purchase with a grand-prize drawing of a \$5,000 store gift certificate to be held on May 13. The winner need not be present. Several vendors will use this opportunity to hand out samples.

Advertising

Advertising will be handled by Bartles and Jaymes Ads and will include newspapers, weekly magazines, radio, and Internet. Ads will appear in local newspapers and in magazines such as Motocross, College Life, and others at the discretion of⁷ the advertising agency to reach our targets. Internet ads will include Yahoo!, Facebook, and Google.

Projected⁷ Sales

We expect sales to be up 5 to 8 percent over last Mother's Day, which will bring the entire event to 38 to 41 percent over an average period in May.



Reading Comprehension

Answer true (T) or false (F) based on the promotion plan.

- _____ 1. Their sales pitch will be aimed at husbands, sons, and daughters.
- _____ 2. Skin care products will be located on the first floor for this event.
- _____ 3. Advertising will include newspapers, magazines, radio, and Internet.
- _____ 4. The expected sale will be more than 8 percent over last Mother's Day.

Language Notes

Word Bank MP3 Track 55

1. duration [du`reɪʃən] *n.*

Due to the rain, all activities will be held indoors for the duration of the fair.

2. pitch [pɪtʃ] *n.*

Some of your competitors have made pretty compelling pitches.

3. category [ˈkætəˌɡɔːrɪ] *n.*

The books on the shelf were organized into different categories such as history and science.

4. aromatherapy [əˌrɒməˈθerəpi] *n.*

Jessie's mother loves aromatherapy massage a lot, and she says it can help her release stress.

5. drawing [ˈdrɔːɪŋ] *n.*

The order of play for the tournament will be decided by the drawing of lots.

6. giveaway [ˈɡɪvəˌweɪ] *n.*

Each customer who buys today will receive this lovely giveaway.

7. project [prəˈdʒekt] *v.*

The company's accountants project a net loss for the fiscal year.

Phrases

◆ **at the discretion of**

Discipline is at the discretion of the principal in many cases.

Sentence Patterns

begin *date* and run through *date*

- My vacation will begin on July 2 and run through July 16.

Our sales pitch will be aimed at . . .

- Our sales pitch will be aimed at business travelers.

middle/lower/higher-price-range gifts will be in the *product category*

- Lower-price-range gifts will be in the novelty gadget category.

We expect sales to be up *number/range* percent over . . .

- We expect sales to be up 22 percent over our competition.

FYI

Common Promotion:

- | | |
|--------------------|----------------------|
| • giveaway | • prize drawing |
| • gift certificate | • sample |
| • cash back | • value package |
| • discount coupon | • gift with purchase |

English Corner



I. Listening Practice MP3 Track 56

Listen to the monologue and answer the questions.

- | | |
|---|---|
| 1. ☐ a. Electronic equipment. | ☐ b. Cars. |
| ☐ c. Products that improve the home. | ☐ d. Clothing. |
| 2. ☐ a. More than 80. | ☐ b. More than 30. |
| ☐ c. More than 50. | ☐ d. More than 20. |



II. Reading Practice

Read and choose the correct answers.



Rhonda's Steak and Seafood House Valentine's Day Special

Make this Valentine's Day a special one for you and the love of your life. Come and celebrate at Rhonda's Steak and Seafood House, home 1 the best cooking around.

Try Rhonda's Surf and Turf Valentine's Special, featuring a 12-oz. New York steak grilled to perfection and 2 with fresh, juicy lobster—for just \$12.99. Or try our fresh salmon, trout, and seafood treats. For the vegetarians, we offer a full-service, all-you-can-eat salad bar.

This Valentine's Day, Rhonda's will be offering live music. The popular Kenny's Jazz Players will 3 well-known dance songs, giving diners a chance to spend much of the romantic evening on the dance floor. So be sure to make this February 14 the most romantic ever.



- | | | | |
|-------------------|-------------|-------------|-------------|
| ___ 1. a. for | b. to | c. at | d. in |
| ___ 2. a. given | b. produced | c. served | d. featured |
| ___ 3. a. perform | b. act | c. audition | d. cast |



Part D: Writing a Sales Letter

Read the following two sales letters and fill in the blanks. MP3 Track 57

I. A. virtual lifetime B. as a C. expand it D. Whether

Greetings gamer!

Pixel-8 is **breaking new ground**.[♦] **Immerse**¹ yourself in the **virtual**² Kingdom of Cron. Establish an empire and ____ through real-time battles with your **adversaries**.³ Become a shopkeeper making in-world objects and selling them to other players for money called Crona. Try your hand ____ sorcerer or a dragon. The only limit is your imagination! Enjoy a multiplayer role-playing format with unbelievable high-quality graphics.

State-of-the-art⁴ servers **wipe out**[♦] lag like never before.[♦] The game is only a 50 meg download and everything else is stored on Pixel-8 servers. ____ you are on a PC or a Mac, you can be part of the Kingdom of Cron. Join thousands of players like yourself online for the experience of a ____!



GAMEPIXEL

II. A. look for B. includes C. with D. using MP3 Track 58

Dear valued customer,

Credit Bank International is pleased to announce our Extended Service Line on our current credit cards. Our customers are now able to make small purchases using their Credit Bank International credit card. By making your daily purchases with your CBI credit card, you will receive discounts ____ movie tickets at selected theaters. Fill up your gas tank ____ your CBI card and you will gain CBI Service Points that can be **redeemed**⁵ for wonderful gifts from our online **catalog**.⁶ The Extended Service Line ____ department stores, restaurants, specialty shops, grocery stores, and bakeries. The **enclosed**⁷ **brochure**⁸ lists the many **participating**⁹ businesses. **Alternatively**,¹⁰ ____ the CBI logo in store windows. Start a new convenient way to save money today.

Helen Foxx
Credit Bank International
Extended Service



Reading Comprehension

Read the sales letter and answer the questions.

- _____ 1. Where can you find the Kingdom of Cron?
- a. In a computer game
 - b. In your imagination
 - c. In Europe
 - d. On another planet
- _____ 2. Which of the following is NOT mentioned as a potential character in the Kingdom of Cron?
- a. Dragon
 - b. Shopkeeper
 - c. King
 - d. Sorcerer
- _____ 3. What does the passage say Pixel-8's servers do?
- a. Ensure the game runs at the right speed.
 - b. Allow you to play a multiplayer game.
 - c. Help you establish an empire.
 - d. Wipe out boredom.
- _____ 4. What kind of business does the second letter come from?
- a. Bakery
 - b. Grocery store
 - c. Bank
 - d. Department store
- _____ 5. What kind of businesses are NOT mentioned as participating in the Extended Service Line?
- a. Restaurants
 - b. Specialty stores
 - c. Supermarkets
 - d. Movie theaters
- _____ 6. How can customers get gifts?
- a. By looking for the CBI logo in store windows
 - b. By building up CBI Service Points
 - c. By purchasing a catalog
 - d. It's not clear.

Language Notes

Word Bank MP3 Track 59

1. **immerse** [ɪˈmɜːs] *v.*

Traveling alone is the best way to immerse yourself in a new culture.

2. **virtual** [ˈvɜːtʃwəl] *adj.*

The website is a virtual mall where you can purchase nearly anything.

3. **adversary** [ˈædvəˌsɛrɪ] *n.*

To political ally and adversary alike, Jerry Ford's word was always good.

4. **state-of-the-art** [ˈsteɪvəˌdiː ɑːt] *adj.*

My gym has state-of-the-art equipment, which makes it a bit more expensive than other gyms.

5. **redeem** [rɪˈdiːm] *v.*

You can redeem this voucher for a free dessert with your next meal purchase.

6. **catalog** [ˈkætəˌlɒɡ] *n.*

A catalog should have accurate descriptions of items but not necessarily list prices.

7. **enclose** [ɪnˈkloʊz] *v.*

For your convenience, we have enclosed a copy of the invoice.

8. **brochure** [brəˈʃʊr] *n.*

This brochure will tell you all about the products we sell.

9. **participate** [pɑːˈtɪsəˌpet] *v.*

All employees are required to participate in at least two of the five upcoming seminars.

10. **alternatively** [ɒlˈtɜːnətɪvli] *adv.*

We can meet at the restaurant or, alternatively, I can pick you up.

Phrases

◆ **break new ground**

With every album that they recorded, the Beatles broke new ground in pop music.

◆ **wipe out**

We've just received word that a tornado has wiped out the town of Greensburg.

◆ **like never before**

Due to the constant rain, umbrellas have been selling like never before.

FYI

specialty shop

a shop that sells one type of thing



grocery store

a store that sells food and household supplies



English Corner



I. Reading Practice

Read the e-mail and check the information it includes.

New message _ [] x

To

Subject

Dear Customers,

Barry's Books is holding a going-out-of-business sale this weekend at three of its Southern California locations as part of the company's plan to close half of its 50 stores across the country. Come on down for some unbelievable deals:

- novels: 40% off • nonfiction books: 20%–30% off • CDs: 30% off
- DVDs: 20% off • magazines: 20% off • stationery: 30%–60% off

In addition, the stores will be selling shelves and racks that used to hold products. Most of these items are in excellent condition and are ideal for stores and small businesses. The sale ends at 10 p.m. Sunday.

Locations: (1) Harbor Blvd. in the city of Anaheim;
 (2) Golden West Blvd. in the city of Westminster;
 (3) Magnolia St. in the city of Huntington Beach

☰

Send

- | | | | |
|--|---|---|---|
| ☐ Seller's name | ☐ Buyer's name | ☐ Sale location | ☐ Sale time |
| ☐ Product prices | ☐ Product categories | ☐ Product discounts | ☐ Product rating |
| ☐ Company address | ☐ Store locations | ☐ Store phone number | |



II. Listening Practice MP3 Track 60

Listen to the monologue and answer the questions.

1. What does the woman want to find out?
 - ☐ a. What products the man plans to advertise
 - ☐ b. How much money the man wants to spend
 - ☐ c. What magazines the man wants to place ads in
 - ☐ d. What the company did for advertising last year
2. What kind of advertising does their director think is best?

☐ a. Newspaper ads	☐ b. Traditional advertising
☐ c. Inexpensive advertising	☐ d. Internet advertising

REVIEW

Part A: Short Talk MP3 Track 61

Listen to the radio advertisement and answer the questions.

- _____ 1. In addition to selling a variety of devices, what else does Electronics Warehouse offer?
(A) Fresh coffee (B) Men's clothes (C) The lowest prices (D) Free delivery
- _____ 2. What will the store do if you find a lower price?
(A) Refund your money. (B) Offer a lower price.
(C) Charge more. (D) Offer the same price.

Part B: Incomplete Sentences

Choose the best word to complete each sentence.

- _____ 1. The computer game takes place in a _____ version of modern New York City.
(A) vertical (B) virtuous (C) visual (D) virtual
- _____ 2. We stayed at a _____ hotel to save money on our trip.
(A) budget (B) bundled (C) blunt (D) broken
- _____ 3. The _____ was an advertisement for a restaurant.
(A) novel (B) megaphone (C) printer (D) brochure
- _____ 4. The artist's music style is very diverse, so it's hard to put into a(n) _____.
(A) category (B) destination (C) obstacle (D) fume

Part C: Text Completion

Select the best answer to complete the text.

- (A) arousing (B) evaluate (C) formula (D) regardless (E) loyalty

Recently, the laws of supply and demand have been used in a marketing strategy known as hunger marketing. Although this strategy may seem like a simple _____, it can easily backfire. Therefore, it's important for companies to _____ whether hunger marketing is right for them. Consumers will expect some level of quality _____ of the product's price. That's why _____ customers' appetites and then failing to meet their expectations can be dangerous. One important question for marketing experts is if a short-term strategy such as hunger marketing can help companies create the brand _____ needed for future success. This is the real challenge that many companies are facing today.