

SECOND EDITION

COMMUNICATING



IN BUSINESS ENGLISH

BOB DIGNEN / LUCAS FOSTER

1

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SECOND EDITION

COMMUNICATING

 IN BUSINESS

ENGLISH

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How to Use

CHAPTER 01

English for Calls

- 1 What Makes a Good Call?
- 2 Making a Video Call
- 3 Getting Through
- 4 Opening a Call
- 5 Messages
- 6 Structuring a Call
- 7 Transferring Information
- 8 Communication Difficulties
- 9 Calling Back
- 10 Making Appointments
- 11 Complaints
- 12 Closing a Call
- 13 Calls in Different Cultures
- 14 Business Tips for Calls

WARM-UP

1. Which method do you most often use for discussions with business partners and clients? (video call, video call, instant messaging, etc.)
2. What strategies do you use to make sure your calls are successful?
3. How do you approach calls with business partners and clients from different cultures?

Audio

Scan the QR code at the start of each chapter for lesson audio.

01 What Makes a Good Call?

Learning Objectives

- To learn vocabulary for business-related calls
- To recognize the language of professional calls
- To learn formal & informal language related to calls at work

Vocabulary

Before the call

- Consider if being more formal or more informal is appropriate.
- Prepare what you want to say.
- Send an email or message before the call if necessary.
- Have important information available.
- Check the connection, display, and settings on your device.

During the call

- Identify yourself appropriately and clearly.
- Identify the other party and state your small talk (if culturally appropriate).
- Give the reason(s) for the call.
- Be polite.
- Create a positive atmosphere.
- Communicate your objective clearly.
- Actively listen in order to make sure you understand.
- Take brief notes to refer back to after the call is finished.
- Check to make sure the other side understands you.

Ending the call

- Confirm the result of the call.
- End politely and positively.
- Review your notes and add appropriate details if needed.

Checklist

More formal	How are you today?	I am calling to discuss...	Could you please repeat that?	It has been a pleasure.
More informal	How's it going?	I wanted to talk about...	I didn't catch that.	Take care.

DIALOGUE

Fill in the blanks. Listen and check.

introduction	purpose	result	discussion
Under: Are we prepared and ready to go for the conference call this afternoon with the new customer from Mexico?	Under: Yes, we're all ready.	Under: Did you check the settings on the _____ in the conference room?	Under: Yes, I checked it out. I did a test call to my friend over in Mexico just to make sure it's working well. Everything is set so now in conference room 6, which has the best _____ in the office.
Under: Great! Thank you. You need a good _____ from this call. And this is a new client, so let's try to keep the discussion a bit more formal.	Under: OK. It'll be good to make a _____ atmosphere.	Under: Great. Make sure you also take short notes during the call.	Under: Right. We don't want to forget anything after it's finished.
Under: Sounds good. I think we're ready. Thank you for preparing everything.			

VOCABULARY

Circle the word that does not belong in each group.

1. atmosphere	climate	environment	style
2. confirm	suggest	check	verify
3. greet	welcome	greet	acknowledge
4. brief	short	single	short
5. name	display	pinpoint	name

PRACTICE

Choose the best word to complete each sentence.

- Let's have some small talk before we _____ the reason for the call.
 - identify
 - greet
 - prepare
 - create
- Make sure you check to see what time the customer is _____ to take your call.
 - brief
 - position
 - appropriate
 - available
- During the call, please make sure you say "please," "thank you," and "I'll be right back" to keep the other person from thinking talking to you isn't _____ wait for.
 - actively
 - politely
 - clearly
 - positively
- What _____ are you going to use to call our partner?
 - display
 - connecting
 - atmosphere
 - result
- Do you think it's more _____ to be formal or informal during business discussions?
 - position
 - appropriate
 - available
 - brief

Lessons

The first page of every lesson gives lesson objectives, topical warm-up questions, target vocabulary, and useful language or functional information.

The second page of each lesson provides a topic-relevant listening and vocabulary exercises.

Activities

Every lesson has an additional practice activity in the Activity File section at the back of the book to actively reinforce learned vocabulary, structures, and situational strategies. Scan the QR code at the start of the Activity File for activity audio.

ACTIVITY FILE

Chapter 1 Lesson 1: Activity, pages 6-7

Scenario: You are the head of the business development division for a large corporation. You are working with a client colleague to prepare a conference call with an overseas business partner. Write an email with a checklist of what you want the junior colleague to prepare before the conference call.

Checklist

Checklist	

Chapter 1 Lesson 2: Activity, pages 8-9

Scenario: You work for the HR department at a company that is going to start to hire employees work from home. Write a brief practice guide for employees about how to use Zoom for work-related discussions. Review the steps and use the language learned in the lesson to write the guide.

Checklist

Create an account	Be sure to use a professional, secure email address and a private one.
Schedule the call	
Share the call link	
Make the call	
Use the best tools	

Chapter 1 Lesson 3: Activity, pages 10-11

Scenario: Making a call between a caller who wants for an advertising company and an executive assistant who works at a company called Q3 Connect. Check with a partner, choose a role, and use the language learned in the lesson to fill in the table below.

Role A: Executive Assistant	Role B: Caller
State and identify the call and attempt to transfer the call. Include that the head of marketing at your department is in a meeting.	State and identify the caller and explain the purpose.
Confirm information and extend the conversation.	Confirm information.
Apologize if the connection is poor.	Ask to be on message.

Chapter 1 Lesson 4: Activity, pages 12-13

Scenario: The head of sales is messaging a member of the accounting team to get information about changes to the customer billing process. The sales team needs to know who will pay for domestic and international shipping from the company or the customer. Complete the conversation below.

Ask for information:

Reply and send documents

I could be in line - more about...

Ask further questions:

Answer questions

Study Booster

Every lesson has further practice exercises on our digital platform.



Improve your conversation skills with authentic dialogs



Perfect your pronunciation with the vocal dictation feature



Build your vocabulary with the extensive word library



English for Calls

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WARM-UP

1. Which method do you most often use for discussions with business partners and clients? (voice call, video call, instant message, etc.)
2. What strategies do you use to make sure your calls are successful?
3. How do you approach calls with business partners and clients from different cultures?

01

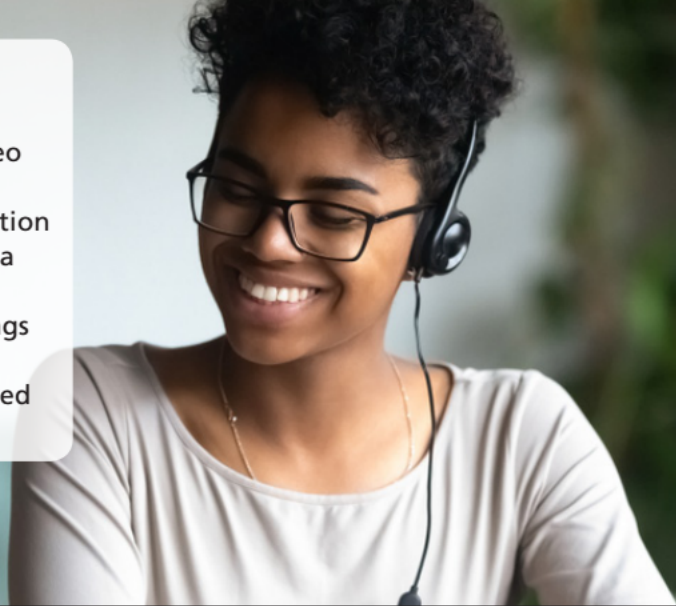
What Makes a Good Call?

Learning Objectives

- To learn vocabulary for business-related calls
- To recognize the sequence of professional calls
- To learn formal & informal language related to calls at work

WARM-UP

1. How often do you make phone or video calls at work?
2. What basic information should you give on a professional call?
3. What are some things you should prepare before a work-related call?



Vocabulary

NOUNS

atmosphere
connection
device
display
information
result

VERBS

confirm
greet
identify
prepare

ADJECTIVES

appropriate
available
brief
positive

ADVERBS

actively
appropriately
clearly
culturally
politely
positively

Call Sequence — A Checklist

Before the call

- Consider if being more formal or more informal is appropriate.
- Prepare what you want to say.
- Send an email or message before the call if necessary.
- Have important information available.
- Check the connection, display, and settings on your device.

Beginning the call

- Identify yourself appropriately and clearly.
- Greet the other party and make some small talk (if culturally appropriate).
- Give the reason(s) for the call.

During the call

- Create a positive atmosphere.
- Communicate your objective clearly.
- Actively listen in order to make sure you understand.
- Take brief notes to refer back to after the call is finished.
- Check to make sure the other side understands you.

Ending the call

- Confirm the result of the call.
- End politely and positively.
- Review your notes and add appropriate details if needed.

Biz Tip

Use formal language with people you interact with for the first time. Use informal language with people you know well.

More Formal

How are you today?

I am calling to discuss...

Could you please repeat that?

It has been a pleasure.

More Informal

How's it going?

I wanted to talk about...

I didn't catch that.

Take care.

[DIALOG]

Fill in the blanks. Listen and check. **Track 1-01**

connection

positive

result

device

Linda: Are we prepared and ready to go for the conference call this afternoon with the new customer from Mexico?

Mark: Yes, we're all ready.

Linda: Did you check the settings on the _____ in the conference room?

Mark: Yes, I checked it out. I did a test call to my friend over in HR just to make sure it's working well. Everything is set up over in conference room B, which has the best _____ in the office.

Linda: Great! Thank you. We need a good _____ from this call. And this is a new client, so let's try to keep the discussion a bit more formal.

Mark: OK. I'll do my best to create a _____ atmosphere.

Linda: Great. Make sure you also take short notes during the call.

Mark: Right! We don't want to forget anything after it's finished.

Linda: Exactly. OK. I think we're ready. Thank you for preparing everything.

[VOCABULARY]

Circle the word that does not belong in each group.

- | | | | |
|---------------|---------|-------------|-------------|
| 1. atmosphere | climate | environment | style |
| 2. confirm | suggest | check | verify |
| 3. greet | welcome | speak | acknowledge |
| 4. brief | short | simple | smart |
| 5. room | display | picture | view |

[PRACTICE]

Choose the best word to complete each sentence.

- Let's have some small talk before we _____ the reason for the call.
a. identify b. greet c. prepare d. create
- Make sure you check to see what time the customer is _____ to take your call.
a. brief b. positive c. appropriate d. available
- During the call, please make sure you say "please," "thank you," and _____ wait for the other person to finish talking before you start to speak.
a. actively b. politely c. clearly d. positively
- What _____ are you going to use to call our partner?
a. device b. connecting c. atmosphere d. result
- Do you think it's more _____ to be formal or informal during tomorrow's discussion?
a. positive b. appropriate c. available d. brief

02

Making a Video Call

Learning Objectives

- To learn vocabulary for video calls
- To understand best practices for making and receiving video calls
- To practice prepositions related to calls at work



WARM-UP

1. What devices and tools do you need to make a video call for work?
2. How should you prepare for a work-related call?
3. Have you ever used Skype, Zoom, or another piece of software for professional online calls?

Vocabulary

NOUNS

account
availability
chat
contact
host
invitation
link
participant
program
tool

VERBS

activate
admit
create
join
launch
mute
schedule

ADJECTIVES

secure

ADVERBS

promptly
properly

Making a Video Call — Dos & Don'ts

	Do	Don't
Create an account	use a professional and secure email address	use a personal or a private email address
	activate the account right away	wait to activate the account
Schedule the call	use a group chat	email the participants separately
	confirm the availability of the participants	wait too long to hear back from the participants
Share the call link	create an invitation link and share it before the call	create an invitation link just before the call starts
	click the link to make sure it works properly	share the link without testing it first
Make the call	launch the calling program a few minutes early and wait for people to join	launch the calling program exactly on time
	admit the participants promptly	keep the participants waiting
Use the host tools	mute yourself and others while listening	allow the call to get too noisy
	send files and messages as needed	send unnecessary files or messages

Preposition	on...	in...	via...
Meaning	using (communications that transmit information)	at a particular place that we can see	by way of
Examples	Find it on the internet. I am on the phone.	Type it in the chat. It is in the agenda.	Have a call via Zoom. Send it via email.

[DIALOG]

Fill in the blanks. Listen and check. **Track 1-02**

tools

participants

account

via

Greg: Hello, this is Greg in Human Resources. Who is calling, please?

Linda: Hi, Greg, this is Linda from the Management team. Were you able to create that Zoom _____?

Greg: Oh, hi, Linda. Yes, I activated it yesterday.

Linda: Great. Thank you. Did you have a chance to use it and get familiar with the _____ in the program?

Greg: Yes, I checked it out a little bit, and I think it is fairly easy to use.

Linda: Wonderful. Actually, we need to schedule a call for next week with our HQ in San Diego. I would like to do it _____ Zoom if possible.

Greg: OK. Sure. I can do that. Can you send me a list of contacts who will participate in the call via email? I need to check the availability of the _____ in advance.

Linda: No problem. I can send that to you after lunch.

Greg: Perfect! After I have confirmed everyone's availability, I will create a link and share it on the company message board.

[VOCABULARY]

Match the words that have the same meaning.

- | | |
|---------------|--------------|
| 1. admit • | • a. start |
| 2. launch • | • b. let in |
| 3. create • | • c. on time |
| 4. promptly • | • d. safe |
| 5. secure • | • e. make |

[PRACTICE]

Fill in the blanks with the correct word.

properly

mute

invitation

join

chat

1. I can't hear you that well because I think your mic isn't working _____.
2. Use the _____ feature while other people are talking so you can communicate politely.
3. Try to _____ the call a few minutes early.
4. I sent you the _____ via email. Did you get it?
5. It is polite to _____ your mic when you aren't speaking, so as not to accidentally interrupt the other participants.

Learning Objectives

- To learn vocabulary for directing phone calls
- To understand a range of phrases for transferring calls
- To practice phrasal verbs related to calls at work

WARM-UP

1. What is a polite way to answer the phone at work when you don't know who is calling?
2. How do you politely introduce yourself on a work call when a stranger answers?
3. What are some other good habits when on a work-related call with an unfamiliar person?



Vocabulary

NOUNS

behalf
confirmation
customer
menu
representative

VERBS

apologize
assist
connect
deliver
hang up
hold
reach
regard
take down
transfer

ADJECTIVES

afraid
automated
out
urgent

ADVERBS

slowly

Transferring Calls — A Process

Greet and identify your company / department

- Good morning. Lake Technology.
- I'm a customer service representative, and my name is Jessica.

Ask about the purpose

- How can I assist you?
- What is your call in regard to?

Identify the caller and confirm their information

- I apologize, but could you spell your name for me?
- Thank you. And could I have your phone number in case we get disconnected?

Connection

- Please hold while I get confirmation on that for you.
- One moment, please, while I try to reach him / her.

Apologies and no connections

- I am sorry, but I am afraid...
→ he / she is out sick today.
→ he / she is out on business.
- Could I take down and deliver a message for you?
- Sorry, could you say that once more a bit more slowly?

Make the connection

- Please hold while I transfer your call.
- One moment, please, while I connect you.

Biz Tip

Use verbs in a more serious, formal situation, and phrasal verbs when you want to create a more friendly, slightly less serious atmosphere.

Verb

record

assist

connect

end

Phrasal Verb

take down

help out

get / put through

hang up

[DIALOG]

Fill in the blanks. Listen and check. **Track 1-03**

behalf

assist

representative

take down

Jessica: Good morning. Lake Technology. I'm a customer service _____, and my name is Jessica. How may I assist you today?

Calvin: Hello, Jessica. My name is Calvin. I'm calling on _____ of Future Capital. Our company is looking to set up a new software security system.

Jessica: Hello, Calvin. We can certainly help you with that. I'll need to transfer you to Mr. Barratt, who is in charge of B2B sales. He can further _____ you with your needs. Could you hold while I see if he is available?

Calvin: Yes.

Jessica: Thank you. One moment, please. Hello, Calvin. I do apologize, but it seems that Mr. Barratt is out on vacation until next week. Could we _____ your contact information and deliver a message for Mr. Barratt to contact you as soon as he returns?

Calvin: Sure. That would be great!

Jessica: Thank you. We have an automated system for that. I will transfer you, and you can use the menu to leave a message and enter your contact information for Mr. Barratt.

Calvin: Thank you!

[VOCABULARY]

Complete each definition with a word from the vocabulary list.

1. When you are sorry about something, you can _____.
2. When you are finished with a phone call, you _____.
3. Before transferring you to an actual person, many companies have an _____ system.
4. If something needs to be done right away, then it is _____.
5. If someone is not available to take a call, you can say they are _____.

[PRACTICE]

Match each question with the correct response.

- | | | |
|--|---|--|
| 1. How can I assist you today? | • | • a. Please tell her it's urgent and to call me back ASAP. |
| 2. I apologize, but could you spell your name for me? | • | • b. I'm trying to reach Mr. Barratt. |
| 3. Could I have your contact information? | • | • c. Yes, I'll send it to you via email. |
| 4. Would you like me to deliver a message to her on your behalf? | • | • d. Sure. It's Hong. That's H-O-N-G. |
| 5. Could you hold while I see if he's available? | • | • e. Absolutely. |

04 Opening a Call

Learning Objectives

- To learn vocabulary for opening a work call
- To respond to information shared before a call
- To learn common work-related abbreviations



WARM-UP

1. What are the most common reasons you make calls at work?
2. How often do you make contact via messenger before a call?
3. What kind of information is useful to share before a work-related call?

Vocabulary

NOUNS

billing
details
fee
inquiry
invoice
message
messenger
notice

VERBS

discuss
receive
reference
simplify
text / message
depend on

ADJECTIVES

advance
complicated
detailed
technical
tedious
unclear

Opening a Call — A Checklist

Sending messages before the call

- Send important information that will help the other person prepare.
- Send information that they may need to reference before or after the call.
- Send complicated, detailed, technical, and tedious information.

Beginning the call

- Identify yourself appropriately and clearly.
- Greet the other party and make some small talk (if culturally appropriate).
- Give the reason(s) for the call.

Referring to information shared before the call

- Confirm that shared information was received.
- Confirm that shared information was understood.
- Discuss any points that are unclear.

Proceeding with the call

- Clearly move to the next agenda item for the call.
- Share additional information, files, etc. via messenger during the call if necessary.
- State any information that will be shared via messenger after the call is finished.

Biz Tip

Abbreviations are more common in written communication than in spoken communication, and are more appropriate in more informal situations.

Abbreviation

FYI

IMO

e.g.

i.e.

doc

Meaning

For your information,

In my opinion,

For example,

In other words,

document