

**HAI PHONG PRIVATE UNIVERSITY
DEPARTMENT OF FOREIGN LANGUAGES**

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GRADUATION PAPER

**A STUDY ON BUSINESS COMMUNICATION IN
ENGLISH**

By:

Nguyen Thi Tuyet Mai

Class: 902

Supervisor:

Dang Thi Van, M.A

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CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM

Độc lập – Tự do – Hạnh phúc

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**BỘ GIÁO DỤC VÀ ĐÀO TẠO
TRƯỜNG ĐẠI HỌC DÂN LẬP HẢI PHÒNG**

NHIỆM VỤ ĐỀ TÀI TỐT NGHIỆP

Sinh viên: Mã số:

Lớp: Ngành:

Tên đề tài:

NHIỆM VỤ ĐỀ TÀI

1. Nội dung và các yêu cầu cần giải quyết trong nhiệm vụ đề tài tốt nghiệp (Về lí luận, thực tiễn, các số liệu cần tính toán và các bản vẽ):

2. Các số liệu cần thiết để thiết kế, tính toán:

3. Địa điểm thực tập:

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Người hướng dẫn thứ nhất:

Họ và tên:

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Họ và tên:

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1. Tinh thần thái độ của sinh viên trong quá trình làm đề tài tốt nghiệp:

2. Đánh giá chất lượng Đ.T.T.N (So với nội dung yêu cầu đã đề ra trong nhiệm vụ Đ.T.T.N trên các mặt lý luận, thực tiễn, tính toán giá trị sử dụng, chất lượng các bản vẽ).

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1. Đánh giá chất lượng đề tài tốt nghiệp về các mặt thu thập và phân tích số liệu ban đầu, cơ sở lý luận chọn phương án tối ưu, cách tính toán chất lượng thuyết minh và bản vẽ, giá trị lý luận và thực tiễn đề tài.

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Người chấm phản biện

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Part one: INTRODUCTION

1. Rationale

Hybels (1992: 5) has claimed, “Communication is vital to our life, to live is to communicate”. Apart from verbal and nonverbal, communication includes other more specific types of communication, such as: business communication, graphic communication, science communication, nonviolent communication, technical communication, etc. Especially, business communication becomes more and more important in the current global situation. However, not all people are aware of this.

As I see it, there is a need for young people graduating from universities to be prepared for more business related communication in addition to the more social and casual day-to-day communication skills that the majority of the students can master. With this graduation paper, I wish to stress the importance of acquiring this skill to be prepared for the challenges they will encounter when starting a new employment. Moreover, in the current global financial crisis, the communication in business relationships has become a need of utmost importance.

Based on the above facts and other acquired information I made the decision to study more in detail about business communication in English for my graduation paper, hoping that it can help me and other learners understand and practice it properly in our future working life.

2. Aims of the study

This subject is to help everyone using business communication in English properly by:

- Giving theoretical background of general communication, business communication in English, and practical dialogues with realistic situations.
- Analyzing words, phrases and situations in business communication in English.
- Giving steps to get a effective business communication
- Discussing some possibly problems occurred in business communication such as: presenting without a purpose, saying too much, not informing enough detailed information for customers, failing to apologize or compensate to employees/ customers

3. Methods of the study

The communication in English is a large field with many different types like facilitated communication, graphic communication, nonviolent communication, science communication, strategic communication, business communication and so forth.

Due to the limitation of time, knowledge and experience, I only refer to business communication and raise some problems occurred in business communication and some solution concepts.

4. Scope of the study

In English, communication is a large field with many types such as: as facilitated communication, Graphic communication, Nonviolent Communication, Science communication, Strategic Communication, business communication etc. Due to the limitation of time, knowledge and experience, I only refer to business communication and raise some problems occurred in business communication and some suggestions to overcome.

5. Design of the study

The study is divided into 3 main parts:

The first part is the introduction which gives out the reason for choosing the topic, point out the aims of the study, the scope of the study as well as the methods applied.

The second part is the development which consists of three chapters

- The first chapter deals with the theoretical background which provides readers with the knowledge of general communication, business communication.
- The second one focuses on the performance of business communication such as: arranging a business meeting with a potential client, job interview, telephone contacts and marketing.
- The third chapter provides readers some reason for poor business communication in English and some suggestions to overcome.

The last part is the conclusion of the study. All the information from the previous parts of the study is summarized in this part and some suggestions are even offered for further study.

Part two: DEVELOPMENT

Chapter I: THEORETICAL BACKGROUND

1. An overview of communication

1.1. Definition of communication

There are probably around 130 published various definitions of communications.

([http:// www.regent.edu/acad/schcom/phd/com707/def_com.html](http://www.regent.edu/acad/schcom/phd/com707/def_com.html))

Communication is the process of conveying information from a sender to a receiver with the use of a medium in which both sender and receiver understand the communicated information the same way. In other words, a process allows people to exchange information by several methods.

There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, by using writing. Communication is thus a process by which we assign and convey meaning in an attempt to create shared understanding. This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. If you use these processes, it is developmental and transfers to all areas of life: home, school, community, work, and beyond.

(<http://en.wikipedia.org/wiki/Communication>)

Another definition of communication is “Any act by which one person gives to or receives from another person information about that person’s needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, it may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes.” On the other hand, in simple words, communication is the exchange of ideas, opinions and information through written or spoken words, symbols or

actions. Communication is a dialogue, not a monologue. In fact, communication is more concerned with a dual listening process. For communication to be effective, the message must mean the same thing to both the sender and the receiver.

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

1.2. Classification of communication

Communication is classified into many types: However, in my opinion. I agree with the way that there are four types of communication: verbal communication, nonverbal communication, visual communication and other types of communication.

(<http://en.wikipedia.org/wiki/Communication>)

1.2.1. Verbal communication

Verbal communication is one way for people to communicate face-to-face. Some of the key components of verbal communication are sound, words, speaking, and language.

(http://cobweb2.louisville.edu/faculty/regbruce/bruce//mgmtwebs/commun_f98/Verbal.htm)

For example: When a boy says, “I’m thirsty “. It means that he wants some water to drink.

1.2.2. Nonverbal communication

Nonverbal communication is the process of communicating through sending and receiving wordless messages. Such messages can be communicated through gesture, body language or posture; facial expression and eye contact, object

communication such as clothing, hairstyles or even architecture, or symbols and info graphics, as well as through an aggregate of the above, such as behavioral communication. Nonverbal communication plays a key role in every person's day-to-day life, from employment to romantic engagements.

Speech may also contain nonverbal elements known as paralanguage, including voice quality, emotion and speaking style, as well as prosodic features such as rhythm, intonation and stress. Likewise, written texts have nonverbal elements such as handwriting style, spatial arrangement of words, or the use of emoticons.

(<http://en.wikipedia.org/wiki/Communication>)

For example: There was a Japanese man in Mexico City. He wanted to order omelet, so he pointed at the frying pan, said "Akaka" as the hens, said "plop", pointed at his rear end, three finger meaning three eggs, pretended to whip eggs and a few minutes later he had his omelet with a smile of recognition from the chef.

1.2.3. Visual communication

Visual communication as the name suggests is communication through visual aid. In other words the conveyance of ideas and information in forms that can be read or looked upon. The communication with visual effects is presenting information through visual form such as pictures, diagrams, photos, et cetera, and text, integrated on a computer display.

(<http://en.wikipedia.org/wiki/Communication>)

For example: All students use projector as a mean of visual communication to present their opinions on a certain subject in the graduation papers.

1.2.4. Other types of communication

Other types of communication include:

- Business communication
- Graphic communication
- Nonviolent Communication
- Science communication
- Strategic Communication
- Facilitated communication
- Technical communication

(<http://en.wikipedia.org/wiki/Communication>)

2. Business Communication

2.1. Definition

Business communication is a communication used to promote a product, service, or organization; relay information within the business; or deal with legal and similar issues. It is also a means of relying on a supply chain, for example between a manufacturer and the consumer.

At its most basic level, the purpose of communication in the workplace is to provide employees with the information they need to do their jobs

(http://en.wikipedia.org/wiki/Business_communication)

Business is conducted through various channels of communication, including the Internet, Print (Publications), Radio, Television, Ambient media, Outdoor, and Word of mouth

2.2. Types of Business Communication

There are two types of business communication in an organization:

- Internal Communication
- External Communication

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

2.2.1. Internal Communication

Communication within an organization is called “Internal Communication”.

It includes all communication within an organization. It may be an informal or a formal function or a department providing communication in various forms to employees like work instructions, job descriptions etc.

An effective internal communication is a vital mean of addressing organizational concerns. Good communication may help to increase job satisfaction, safety, productivity, and profits and decrease grievances and turnover.

Under Internal Business Communication types there come;

- Upward Communication
- Downward Communication
- Horizontal/Literal Communication

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

2.2.2.1. Upward Communication

Upward communication is the flow of information from subordinates to superiors, or from employees to management. Without upward communication, management works in a vacuum, not knowing if messages have been received properly, or if other problems exist in the organization.

By definition, communication is a two-way affair. Yet for effective two-way organizational communication to occur, it must begin from the bottom.

Upward Communication is a mean for staff to:

- Exchange information
- Offer ideas
- Express enthusiasm
- Achieve job satisfaction
- Provide feedback

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

2.2.2.2. Downward Communication

Information flowing from the top of the organizational management hierarchy and telling people in the organization what is important (mission) and what is valued (policies).

Downward communication generally provides enabling information - which allows a subordinate to do something, say instructions on how to do a task.

Downward communication comes after upward communications have been successfully established. This type of communication is needed in an organization to:

- Transmit vital information
- Give instructions
- Encourage 2-way discussion
- Announce decisions
- Seek cooperation
- Provide motivation
- Boost morale
- Increase efficiency

- Obtain feedback

Both Downward & Upward Communications are collectively called “Vertical Communication”

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

2.2.2.3. Horizontal/Literal communication

Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate. Communication among employees at the same level is crucial for the accomplishment of work. Horizontal Communication is essential for:

- Solving problems
- Accomplishing tasks
- Improving teamwork
- Building goodwill
- Boosting efficiency

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

2.2.2. External Communication

Communication with people outside the company is called “external communication”. Supervisors communicate with sources outside the organization, such as vendors and customers.

It leads to better:

- Sales volume
- Public credibility

- Operational efficiency
- Company profits

It should improve

- Overall performance
- Public goodwill
- Corporate image

Ultimately, it helps to achieve

- Organizational goals
- Customer satisfaction

(<http://www.rizwanashraf.com/2008/02/04/business-communication-and-its-types/>)

CHAPTER 2: A STUDY ON BUSINESS COMMUNICATION IN ENGLISH

2.1. Arranging a business meeting with a potential client

The purpose of arranging a business meeting with a potential client is to increase the company's customer base.

That is in normal cases done by contacting a potential or an established client to schedule an appointment for a business meeting at an agreed day and time.

2.1.1. Contact a potential client to schedule an appointment.

The first step is to contact a potential client to make an appointment to agree on a suitable day and time for the meeting. However, it is not easy to contact a potential client to make an appointment. In this case, the tip for contacting a potential client successfully is to make excuses calling a customer.

Making excuses calling a customer is having a good reason (or “excuse”) to call. Without having a good reason to call, the opening of the conversation can be very uncomfortable for many people. This is why you should get into the habit of looking for creative “excuses” when calling your potential customers.

For example: Mai works in a Hai Phong real estate agency. She read an article about a house for sale. She wanted the owner, Mr. Nguyen, to be her potential client to use her agency’s services. She called Mr. Nguyen and mentioned the article, and began gently to ask whether she could offer to help him. Here is the excuse in Mai’s calling to Mr. Nguyen:

“Good morning, Mr. Nguyen. I am Mai working for a Hai phong real estate agency. I could not help noticing the article in yesterday’s paper. I know that you are looking for a buyer for your house. However, if you have not yet found any buyer and don’t know how long you have to wait until you find a suitable buyer for the house. This is the reason why I call you today to offer you our services. I will tell you my plan more in detail if I can meet you. I do assure you that you won’t regret to meet me.”

In the above example she made an excuse by referring to the forthcoming sale of Mr. Nguyen’s house, and supposing that Mr. Nguyen hadn’t found any buyer and he didn’t know how long to wait for a suitable buyer. Thanks to a good excuse and her client’s needs, Mai contacted Mr. Nguyen successfully.

In conclusion, there is no real limit to how inventive and “true” your excuses are. The important thing is get your “foot in the door” and to do it in a credible and realistic way.

Another method is to distribute product success stories, meaning that you gather a selection of positive quotes from the feedback you receive on products sold to other customers. These quotes will also be very useful when you want to promote this particular product, whether you do so via telephone, e-mail or post it on the intranet home page.

For example: Mai works for a cosmetics company named Oriflame and she wants to attract more new customers to buy her products. Of course, to get in touch with new customers, her first action will be to call them and refer to earlier successful sales promotion campaigns in Europe and the positive feedback received from all the satisfied clients over there. Here is one of her conversation with a new customer, Ms. Le.

“Good evening Ms. Le. My name is Mai and I work for the cosmetics company named Oriflame. Excuse me for calling you this late, but I figured this is the only available time to get in touch with you because of your working hours. How are you this evening? Do you mind if I take some of your time to introduce to you our new sun protections lotion product, which is being promoted this month by giving a 20 % discount. This product has been sold earlier this year in Europe with successful result and we have received a lot of feedback from satisfied customers over there. I also know that you are working as a tourist guide and spend a lot of time outdoor. That is the reason why I call you tonight with this information and to advise you not to miss such as a golden opportunity. If you want to try the product and get more details, please come to visit our shop in Parkson.”

One small tip for **an** effective conversation to a potential customer is to keep the tone of your voice friendly and curious, not aggressive or judgmental.

Show them you are listening by saying things like “I just want to make sure I have understood you correctly; what you’re saying is ...” By mirroring their words back to the potential client, he will feel listened to.

2.1.2. The meeting

The second step is to arrange the meeting with the potential client. Despite the difficulties in contacting the potential customer, you managed to arrange the meeting with him. Nevertheless, it really is challenging and rewarding to accomplish your business target, which is to persuade the client to use your company’s products/ services.

The act of persuasion simply means to cause the client to do something, to consent to something or believe in something. At the heart of persuasive selling is the ability to ask the right questions, acquiring good business intelligence and observing. While a good sales person's job is to act in the best interest of the client, in order to accomplish this he has to be able to identify the client's needs, expectations, desires, objections and fears. He needs to know exactly what is important to this particular client and to give a great sales presentation is the key to a greater sales success.

The dialogue below is a conversation between Mike and Cindy. Mike is working for Adrad, advertising company. He tries to persuade Cindy, the director of Toy Company, to use his company's service to promote her toy product.

Dialogue: Persuade the client.

Mike : Good morning, Ms Metz. My name's Mike Donta.

Cindy : Hello, I'm Cindy Metz. What can I do for you?

Mike: I represent Adrad. I'd like to talk to you about creating an advertising campaign for your business.

Cindy : I'm sorry, Mr. Donta. I'm not interested in making any changes to our advertising right now. We are doing just fine

Mike : That's why I wanted to talk to you, you see. Now is the best time to start advertising more aggressively.

Cindy: Why is that?

Mike: Now you've got something to brag about. You've grown, you're doing well and you're exporting to Europe. It's an impressive record.

Cindy: And we got there without any fancy advertising campaign

Mike: My point is that you wait until business falls off to think about what's lacking in your advertising, it looks like you're in trouble

Cindy: What makes you think my business will fall off?

Mike: I'm not saying it will. Only that now is the time to create a positive image of your company in the customers' mind

Cindy: I'm sorry, Mr. Donta. Even if I were interested in beefing up our advertising, we really couldn't afford it

Mike : if you look at it as an investment, you'll see that it pays for itself many times over.

Cindy: I assume you can guarantee that?

Mike : I can assume you that you won't regret working with us

Cindy: How do you explain the success we're enjoyed so far, with only minimal advertising?

Mike: You've built a good relationship with a few good customers. I am suggesting that you let us help you expand your customer base.

Cindy: I'm not convinced that it's necessary

Mike: Ms. Metz, there are hundreds of companies like yours, all vying for the attention of buyers. We help you get that attention.

Cindy: And then what?

Mike: Then you have a chance to show them what you can do

Cindy: I don't know, Mr. Donta. We are a small company trying to control our growth.

Mike : This gives you greater control over your growth. With a broader customer base, you can decide what you can do and when you can do it

Cindy: I can do that now

Mike: But with only few customers, you always run the risk of losing one or two of them. Then you are not in control any more

Cindy: I don't know

(<http://ezinearticles.com/?Persuasive-Negotiation-Tips-To-Get-What-You-Want&id=250603>)

Analyze some Mr. Dona's recipes to persuade his client, Cindy, to use his company's service to create an advertising campaign for her business. First, He analyzes the reason why she needs to do that. He said, "Now is the best time to start advertising more aggressively". Secondly, He describe the benefits she would gain from advertising campaign as well as Cindy's fear or running the

risk of losing one or two of her familiar customers. Finally, he concludes that she is not in control in her company's growth any more unless she creates a positive image of her company in the customers' mind. In addition, he guarantees that the advertising campaign pays for itself many times over if she looks at it as an investment

To have a good communication of persuading the customer in the meeting, you need some techniques like:

- Sales kit of visual communication aids
- Showing Genuine Customer Care and Pay attention to proper demeanor
- Present feedback history

To persuade the potential client successfully in the meeting, you need to prepare the sale kit:

- Make an introduction CD or presentation of your products.
- Make mini brochures. A full version of the product catalogue may well seem overwhelming at first.
- Make a self-explanatory product presentation to the potential customer.
- Make sure that you can navigate the potential customer to your website.
- For quieter periods of the year, you may consider to offer an introductory price/ discount.
- Business cards

For instance, Mai who is working in Oriflame, contacted her potential customer, Ms. Le who is a tourist guide, and made an appointment with her on the next Saturday. To persuade Ms. Le to buy the company's new sun protection lotion. She prepares the sales kit such as introduction about her company, list of cosmetic products in a catalogue, self-explanatory presentation and so forth. That sales kit is very helpful in the meeting.

Showing genuine customer care and pay attention to proper demeanor

It is extremely important to demonstrate to our customers that we are genuinely interested in them. Your demeanor is also of utmost importance to facilitate a good communication, which makes the customer feel comfortable and trusted in

your company's products/ services and make sure they are receiving value for money with a purchase and use of our products

For instance, Mr. Carson came to N&M shop. Mai, the shop assistant, dressed in a chic N&M uniform, came over to him and asked with a friendly smile and soft voice how she could be of service.

Mr. Carson explained to Mai that he urgently needed an of the shelf white dress shirt as he had been invited to a wedding party later during the day. Mai then told him that at the present time, they did not have any such shirts in stock, but she knew of another shop that might have it. She asked Mr. Carson to wait a while, went over to the counter, and made a phone call. After a few minutes, she came back and told him that across the street there was another shop called Blue Exchange that had exactly the shirt he needed.

Mr. Carson then expressed his gratitude to Mai over the excellent service rendered and told her that she now had him as a regular customer and bade her goodbye.

The above example shows a good communication in business technique by always expressing customer care and shop assistant's demeanor. Mai left a good impression to Mr. Carson. Firstly, she looked so professional in her chic N&M dress. Secondly, it is her demeanor. Although her shop did not have the requested white dress shirt in stock, she took the time to call other shops in the neighborhood and found out that in the Blue Exchange shop they had the shirt for Mr. Carson. With Mai's demeanor and excellent customer care, Mr. Carson realized that N&M would be a good shop for him. Most likely, he will be a regular customer at N&M shops when buying clothes in the future.

Present feedback history

The other sale technique is not just to focus on promoting or selling, but purely on using customer feedback in order to improve marketing and sales, which in turn will benefit the customer.

For instance, it is not a good business communication if Mai only advertises the new sun protections lotion product in order to sell it. Mai should give Ms. Le some customer feedback from Europe for sun protection lotions such as:

Feedback 1: Cannot praise it enough. This is my second full order and I continue to be impressed with the quality of the item and wonderful customer service. I keep coming back because the sun protection lotions are so wonderful for my skin. I can go outdoor without being afraid of the sunshine

Feedback 2: I am a regular customer, and the service and sun protection lotions are always consistently great. Keep up the good work!

Feedback 3: I love this company. A great sun protection lotion, great customer service, generous sampling...I am a customer for life.

By giving the feedbacks, the client will feel worthy paying money for sun protections lotion product.

Naturally, if you get strong buying signals from the client, you should also try to close a sale. However, it is extremely important to be aware of the distinction between showing genuine care and selling/promoting.

2.2. Job Interview

2.3.1. Definition

Interview is a somewhat formal discussion between two parties in which information is exchanged. For a business looking to fill an open job position, an employee might interview potential candidates to gain a better understanding of their backgrounds, qualifications and skills.

2.2.2. Job Interview Communication Tips

Success at an interview is not just about answering the questions correctly. You must also include all the following elements in order to give a good impression and build rapport:

- A good handshake
- Pronounce the interviewer's name properly. (You can often get the pronunciation by calling the company after hours and listening to the interviewer's voicemail greeting.)
- Get the interviewer to do a lot of the talking. Have your brake through questions ready.
- Good eye contact with your interviewer.
- Smile. Look as if you are enjoying the conversation.
- Confident posture.
- Keep all your answers positive.
- Show enthusiasm.
- Listen carefully to the interviewer's question.
- Get the interviewer to see you in the job by responding to questions with examples that create pictures in the interviewer's mind.
- Stop selling when you have made the sale.

Do not smoke--even if the interview does and it is lunchtime. If you smoke, keep your suit in a bag hanging in your closet and do not take it out until you have had your last cigarette before you go to the interview.

Do not put your note pad or anything on the interviewer's desk, ever, unless you are told to do so. Putting your things on other people's desks is invading their space.

Do not abbreviate the interviewers name unless the interviewer asks you to. For example, if the interviewer asks you to call her "Debbie", do not call her "Debs".

Do not rest your foot on top of your knee

Do not fold your arms. (Its bad body language that communicates that you are not open to the questions you are being asked.)

Do not fidget. It is easy to tap your pen or fidget with your hair -- don't do it!

Do not criticize former bosses.

2.2.3. Interview questions

Job interviews are always stressful - even for job seekers who have gone on countless interviews. The best way to reduce the stress is to be prepared. Then it is wise to research the company before interviewing. That way you **will** be ready with knowledgeable answers for the job interview questions that specifically relate to the company you are interviewing with. Take the time to review the "standard" interview questions below:

- work history
- about you
- the future
- the new job and the new company

2.2.3.1. Work History

- Name of company, position title and description, dates of employment.
- What were your expectations for the job and to what extent were they met?
- What were your starting and final levels of compensation?
- What were your responsibilities?
- What major challenges and problems did you face? How did you handle them?
- Which was most / least rewarding?
- What was the biggest accomplishment / failure in this position?
- Questions about your supervisors and co-workers.

- What was it like working for your supervisor? What were his strengths and shortcomings?
- Who was your best boss and who was the worst?
- Why are you leaving your job?
- What have you been doing since your last job?
- Why were you fired?

2.2.3.2. Job Interview Questions about You

- What is your greatest weakness?
- What is your greatest strength?
- Describe a typical workweek.
- Do you take work home with you?
- How many hours do you normally work?
- How would you describe the pace at which you work?
- How do you handle stress and pressure?
- What motivates you?
- What are your salary expectations?
- What do you find are the most difficult decisions to make?
- Tell me about yourself.
- What has been the greatest disappointment in your life?
- What are your pet peeves?
- What do people most often criticize about you?
- When was the last time you were angry? What happened?
- If you could relive the last 10 years of your life, what would you do differently?
- If the people who know you were asked why you should be hired, what would they say?
- Do you prefer to work independently or on a team?
- Give some examples of teamwork.
- What type of work environment do you prefer?

- How do you evaluate success?
- If you know your boss is 100% wrong about something how would you handle it?
- Describe a difficult work situation / project and how you overcame it. -
Best Answers
- Describe a time when your workload was heavy and how you handled it. -
Best Answers
- More job interview questions about your abilities.
- More job interview questions about you.

2.2.3.3. The Future

- What are you looking for in your next job? What is important to you?
- What are your goals for the next five years / ten years?
- How do you plan to achieve those goals?
- What are your salary requirements - both short-term and long-term?
- Questions about your career goals.
- What will you do if you don't get this position?

2.2.3.4. The New Job and the Company

- What interests you about this job?
- Why do you want this job?
- What applicable attributes / experience do you have?
- Are you overqualified for this job?
- What can you do for this company?
- Why should we hire you?
- Why are you the best person for the job?
- What do you know about this company?
- Why do you want to work here?
- What challenges are you looking for in a position?

- What can you contribute to this company?
- Are you willing to travel?
- Is there anything I have not told you about the job or company that you would like to know?

(<http://jobsearch.about.com/od/interviewquestionsanswers/a/interviewquest.htm>)

For instance, Miles is working for Adrad, an advertising company. However, he does not want to work for Adrad any more, likes to work for bigger company. It is Greensboro Marketing and Advertising agency. Anta is working in personnel department in Greensboro Marketing and Advertising agency. Now she is interview Miles. Here is their dialogue in the interview.

Dialogue: A job interview

Anta: Good morning, Miles. It's nice to meet you

Miles: It's very nice to meet you, Ms. Lectrice.

Anta: Well, your credentials are certainly impressive. I'm sure you're eager to talk about the position

Miles: Yes, I'm. I am very proud of the work that I've done at AdRad

Anta: Can you tell me about the contributions you made there?

Miles: Certainly. My most important achievement was to improve efficiency and communication within and between departments

Anta: That's very interesting. Would you say then, that organization is one of your strengths?

Miles: Yes, I would I think that for a business to run efficiently, careful organization is crucial

Anta: you also mentioned communication. Do you feel the need to keep superiors and subordinates informed of your every move?

Miles: In the early stages of a project when things are changing rapidly, I don't see the need for constant communication and conferences. However, once a project gets rolling, effective communication is essential

Anta: What would you say is your greatest weakness?

Miles: I'd have to say that I'm not always as patient as I should be. There have been times when I've let things get to me

Anta: And how do you handle that ?

Miles: I try to put myself in the other person's shoes, see things from their point of view. If comes worst to worst, I step back and I keep the big picture in mind

Anta: How do you think your subordinates would describe you?

Miles: I think they would describe me as demanding and somewhat of a perfectionist but fair. I always try to deal evenhandedly with everyone

Anta: How would your superiors describe you?

Miles: Hardworking, dependable, and always ready to give a hundred and ten percent

Anta: What are your long-term career goals?

Miles: My goal is to achieve an executive management position

Anta: Very good.

(Software Business English: v1-d2)

In the interview, Anta asked Miles some questions such as the contributions Miles made in Adrad, his long-term career goals, his greatest weaknesses, his strengths, the superiors and subordinates describing him, the need to keep superiors and subordinates informed of your every move, and the role of organization in business. All of the questions Anta asked Miles are very common, but it is also difficult. Thus, try to practice them a lot to get a good communication in an interview.

A good communication in an interview requires two way process, not one-way information delivery. It means that an applicant not only answers well all the questions asked by interviewers, but also asks actively a interviewer some questions regarding the company and the position, which makes the interviewer realizes that the candidate is so interested in the job and ready to work for them.

The dialogue below is show that this time Miles actively to communicate with Anta by asking her some questions concerning the company.

Dialogue: Discussing the benefits in a job interview

Anta: Good. Now, What more can I tell you about the company or the position?

Miles: I'm pretty clear about the job itself but I'd like to know something about company policies.

Anta: Go ahead. That's what I'm here for

Miles: Great. As I told you earlier, I've been doing some work on my own. Does your company have a policy on freelancing?

Anta: Yes, we do. Generally, we require that our employees limit freelance work to projects unrelated to the company

Miles: Ok. That makes sense. Do you have an idea of how much time I would be traveling?

Anta: We're expanding into new markets, to begin with, I'd expect frequent trips to Europe, at least once a month.

Miles: How long would each trip last?

Anta: In the beginning, as you're developing new accounts, I'd say the trips would last from one to two weeks

Miles: so I'd be spending half the year traveling?

Anta: That's just six starting out, I'd say that within five or six month, we'd have things set up so that you could pull back and let your subordinates handle most of the easy travel

Miles: That sounds fine. Could we talk about benefits for a moment?

Anta: Of course. Greensboro offers a full range of health benefits, as well as stock option for employees

Miles: Is there a pension program?

Anita: No, not a pension per se. But we do off a 401 (K) plan

Miles: Ok. And, finally, can you tell me about your vacation policy?

Anta: Full – time employees receive two weeks paid vacation after the first year. After five years, it goes up to three weeks

Miles: I think that answers most of my questions. If other questions occur to me, may I call you?

Anta: Of course. Call me anytime

(Software: v3-d2)

In the interview, Miles left a good impression to Anta by asking her some questions such as: a policy on freelancing, how much time He would be traveling, how long each trip would last, benefits, pension program, stock option and vacation policy. Then, he did not forget to ask to call her if other questions occurred to him. He made a perfect communication in an interview.

How useful and well prepared you are when you study and practice some words and phrases used in an interview quite frequently.

Vocabulary		Meaning of words
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Credentials	N	Qualifications
Associate	N	A person united with another or others in an act, enterprise, or business; a partner or colleague
Eager	adj	Often with to or for: having or showing keen interest or intense desire or impatient expectancy.
Contribution	N	The part played by a person in bringing about a result - I am proud of my contribution in advancing the project”
Run	V	Manage - he ran a small hotel
Organization	N	The activity or result of distributing or disposing persons or things properly or methodically - his organization of the work force was very efficient.
Superior	N	A person who rules or guides or inspires others
Subordinate	N	a person or thing that is of lesser rank or importance
Get down	phrase	Take the first step or steps in carrying out an action- let’s get down to work now
Handle	V	To deal with or have responsibility for; conduct: handles matters of corporate law
Demanding	adj	Difficult, hard or requiring more than usually expected or thought
Somewhat	adv	Rather; a bit - somewhat surprising
Evenhandedly	adv	Showing no partiality; fair
Record	N	Anything (such as a document or a phonograph record or a photograph) providing permanent evidence of or information about past events - he have a clean record

At hand	idiom	Soon in time; imminent
Goal	N	The purpose toward which an endeavor is directed; an objective ; an intention
Executive	adj	Having, characterized by, or relating to administrative or managerial authority
Kick in	phrase	To become operative or take effect
Pull back	phrase	withdraw or retreat
Stock option	N	Benefit given by a company to an employee in the form of an option to buy stock in the company at a discount or at a fixed price
Manual	N	A small reference book, especially one giving instructions.
Applicable	Adj	Relevant, able to be used, in reference to, appropriate - My applicable skills include writing, proofreading, and typing.
Excel	V	To surpass the average in success in an area - My grade point average in my major will reveal that I excel in English
Practiced	Adj	Masterful, experienced, possessing a repeatedly demonstrated skill - I am a practiced editor, having that title on six publications in the past seven months.

2.2.4. Some appropriate responses and comments essential for answering questions that are asked during in an interview.

Interviewer: Tell me about yourself.

Candidate: I was born and raised in Milan, Italy. I attended the University of Milan and received my master's degree in Economics. I have worked for 12

years as a financial consultant in Milan for various companies including Rossi Consultants, Quasar Insurance and Sardi and Sons. I enjoy playing tennis in my free time and learning languages.

Candidate: I have just graduated from the University of Singapore with a degree in Computers. During the summers, I worked as a systems administrator for a small company to help pay for my education.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: This question is meant as an introduction. Do not focus too specifically on any one area. The above question will often be used to help the interviewer choose what he/she would like to ask next. While it is important to give an overall impression of who you are, make sure to concentrate on work related experience. Work related experience should always be the central focus of any interview (work experience is more important than education in most English speaking countries).

Interviewer: What type of position are you looking for?

Candidate: I'm interested in an entry level (beginning) position.

Candidate: I'm looking for a position in which I can utilize my experience.

Candidate: I would like any position for which I qualify.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: You should be willing to take an entry-level position in an English speaking company as most of these companies expect non-nationals to begin with such a position. In the United States, most companies provide many opportunities for growth, so do not be afraid to start from the beginning!

Interviewer: Are you interested in a full-time or part-time position?

Candidate: I am more interested in a full-time position. However, I would also consider a part-time position.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: Make sure to leave open as many possibilities as possible. Say you are willing to take any job, once the job has been offered you can always refuse if the job does not appeal (not interest) to you.

Interviewer: Can you tell me about your responsibilities at your last job?

Candidate: I advised customers on financial matters. After I consulted the customer, I completed a customer inquiry form and catalogued the information in our database. I then collaborated with colleagues to prepare the best possible package for the client. The clients were then presented with a summarized report on their financial activities that I formulated on a quarterly basis.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: Notice the amount of detail necessary when you are talking about your experience. One of the most common mistakes made by foreigners when discussing their former employment is to speak too generally. The employer wants to know exactly what you did and how you did it; the more detail you can give the more the interviewer knows that you understand the type of work. Remember to vary your vocabulary when talking about your responsibilities. Also, do not begin every sentence with "I". Use the passive voice, or an introductory clause to help you add variety to your presentation

Interviewer: What is your greatest strength?

Candidate: I work well under pressure. When there is a deadline (a time by which the work must be finished), I can focus on the task at hand (current

project) and structure my work schedule well. I remember one week when I had to get 6 new customer reports out by Friday at 5. I finished all the reports ahead of time without having to work overtime.

Candidate: I am an excellent communicator. People trust me and come to me for advice. One afternoon, my colleague was involved with a troublesome (difficult) customer who felt he was not being served well. I made the customer a cup of coffee and invited both my colleague and the client to my desk where we solved the problem together.

Candidate: I am a trouble shooter. When there was a problem at my last job, the manager would always ask me to solve it. Last summer, the LAN server at work crashed. The manager was desperate and called me in (requested my help) to get the LAN back online. After taking a look at the daily backup, I detected the problem and the LAN was up and running (working) within the hour.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: This is not the time to be modest! Be confident and always give examples. Examples show that you are not only repeating words you have learned, but actually do possess that strength.

Interviewer: What is your greatest weakness?

Candidate: I am overzealous (work too hard) and become nervous when my co-workers are not pulling their weight (doing their job). However, I am aware of this problem, and before I say anything to anyone, I ask myself why the colleague is having difficulties.

Candidate: I tend to spend too much time making sure the customer is satisfied. However, I began setting time-limits for myself if I noticed this happening.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: This is a difficult question. You need to mention a weakness that is actually a strength. Make sure that you always mention how you try to improve the weakness.

Interviewer: Why do you want to work for Smith and Sons?

Candidate: After following your firms progress for the last 3 years, I am convinced that Smith and Sons are becoming one of the market leaders and I would like to be part of the team.

Candidate: I am impressed by the quality of your products. I am sure that I would be a convincing salesman because I truly believe that the Atomizer is the best product on the market today.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: Prepare yourself for this question by becoming informed about the company. The more detail you can give, the better you show the interviewer that you understand the company.

Interviewer: When can you begin?

Candidate: Immediately.

Candidate: As soon as you would like me to begin.

(<http://esl.about.com/library/weekly/aa120797.htm>)

Comment: Show your willingness to work!

The above questions represent some of the most basic questions asked on any job interview in English. Probably the most important aspect of interviewing in English is giving detail. As a speaker of English as a second language, you might be shy about saying complicated things. However, this is absolutely necessary as the employer is looking for an employee who knows his or her job. If you provide detail, the interviewer will know that you feel comfortable in that job. Do not worry about making mistakes in English. It is much better to make simple grammar mistakes and provide detailed information about your experience than to say grammatically perfect sentences without any real content.

I hope these features help you to improve your job interviewing skills. Practice your replies often to these and other questions. Sit down with a friend and act out the interview. By repeating these phrases, you will gain much needed confidence.

2.3. Telephone contacts in business

The telephone is a telecommunications device that is used to transmit and receive electronically or digitally encoded sound (most commonly speech) between two or more people conversing. It is one of the most common household appliances in the developed world today. Most telephones operate through transmission of electric signals over a complex telephone network which allows almost any phone user to communicate with almost any other user.

(<http://en.wikipedia.org/wiki/Telephone>)

The role of the telephone has changed over recent years but today it remains a vital instrument in any successful modern business. Whilst there may be alternative methods of communication available none has the reliability nor guaranteed response that the telephone provides. How would you choose to contact the emergency services for instance?

The telephone today is used for inquiries requiring an immediate answer therefore effective use of the phone is mission critical if you are not to lose your customers to a competitor. If you are selling, a product and they cannot find out if product X has feature Y they will find your competitor and ask the same of them, the result being that a sale is lost. After sales care is just as important if you have a customer with one of your products that has a problem and they can not get an answer from you when they call, you can expect no repeat business from them especially if this is their first experience of your level of customer support.

Until we have a technology as reliable and robust as the telephone, it will remain a mission critical part of today's successful modern business.

The roles of phone in business are uncountable. I recommend some common useful roles:

- Leaving message
- Negotiating
- Making an appointment
- Supplying information about product/ service information
- Selling product
- Make reservation by phone

2.3.1. Leave a message.

In modern technology, telephones are designed to be more functional and suitable to the needs of modern life. There are two kind of leaving message by phone:

- Voice mail of the phone
- Leave message directly through assistants/ secretaries.

2.3.1.1. Voice mail of the phone

Trying to reach a person who is not immediately available can be pretty frustrating at times. A well-planned message could be a fine opportunity to enhance your reputation and even help build relationships.

The telephone can be an effective instrument for building relationships and allowing people to hear the sound of our voices even when all we do is leave a message.

When we intentionally reach voice mail by calling someone after hours, being prepared with the content of the message helps to ensure that the message is clear and accurate.

Here are some pointers to help you prepare:

- Know before you call the reason for the call.
- Start by saying your full name and company or department connection.
- State the reason for the call.
- State clearly what you want (a call back, a message left for you, to have them send you an email, etc.).
- Leave your phone number clearly and slowly.
- Leave a time frame is especially important if the matter needs attention right away

By the way, it is always appropriate to give a time frame for returning the call. It is a matter of courtesy and respect to return phone calls-all that request and require it-and to return those calls in a timely manner. Never make callers wait more than 24 hours for your call back.

For example: Peter is working for Adrad. He is having a trip in Spain. He wants to leave a message for his boss, Terrence Landis, to inform that Terrence Landis

got an offer on his property in Spain. Here is Peter's message to the boss by voice mail.

“Hello, Terrence. I am Peter. I want to inform to you that you got an offer on your property here in Spain. Call me by noon your time today or the deal's off”

I am sure that Terrence would call back to Peter in the right way. Because in the voice mail, Peter said clearly his name, the reason for leaving message and the time frame for returning the call.

2.3.1.2. Leave message directly through assistants/ secretaries

Leaving message through an assistant directly is also a kind of leaving message by phone. The way is the same as leaving message by voice mail of the phone. You also need to prepare:

- Saying your full name and company or department connection.
- State the reason for the call.
- State clearly what you want (a call back, a message left for you, to have them send you an email, etc.).
- Leave your phone number clearly and slowly.
- Leave a time frame is especially important if the matter needs attention right away

For instance, Peter called Terrence Landis's office, but he was not there. Therefore, it is so useful for Peter to leave a message. Here is the dialogue between Peter and Danna, the secretary in Terrence Landis's office. This will be a good helpful for you to envision clearly.

Dialogue 1: Leave message by phone

Danna : Hello, Food Forum Incorporated . How may I help you?

Peter : Hello. This is Peter Tenos. Is Terrence Landis in?

Danna : I'm sorry, Mr. Landis is unavailable . Would you like to leave a message?

Petter : Yes, please. Tell him we've got an offer on his property here in Spain, but they want a response today or they'll withdraw it

Danna : all right. What's your number there?

Peter: I'm at 34 952 33 15. You got that?

Dana: Yes, I did. Let me read it back to you, just to be sure: 34 952 33 50.

Peter: No, let me give it to you again. 34 952 33 15

Danna: Ok, I have it now. 34 952 33 15

Peter: Tell him to call me by noon your time today or the deal's off"

Danna: I'll get in touch with him right away.

Peter: Yes, please do that, and thank you. Goodbye

Danna: Goodbye.

(Ngoc: 36)

2.3.2. Negotiation in business by phone

In simplest terms, negotiation is a discussion between two or more disputants who are trying to work out a solution to their problem. This interpersonal or inter-group process can occur at a personal level, as well as at a corporate or international (diplomatic) level. Negotiations typically take place because the parties wish to create something new that could do neither on his or her own, or to resolve a problem or dispute between them. The parties acknowledge that there is some conflict of interest between them and think they can use some form of influence to get a better deal, rather than simply taking what the other side will voluntarily give them. They prefer to search for agreement rather than fight openly, give in, or break off contact.

(<http://www.beyondintractability.org/essay/negotiation/>)

These days many important negotiation conversations are carried out completely over the phone. This presents unique challenges to those accustomed to communicating about critical issues face to face. Not only does telephone negotiating require excellent negotiation skills, it also demands above average communication skills. Telephone used in specific negotiation skills to important business situations are selling, including incoming calls, outgoing calls, order taking, prospecting, selling, customer service, collection, and telephone etiquette.

Here are the eight-stage negotiation process by phone

This is a unique combination framework that puts together the best of many other approaches to negotiation. It is particularly suited to more complex, higher-value and slower negotiations.

1. Prepare: Know what you want. Understand them.
2. Open: Put your case. Hear theirs.
3. Argue: Support your case. Expose theirs.
4. Explore: Seek understanding and possibility.
5. Signal: Indicate your readiness to work together.
6. Package: Assemble potential trades.
7. Close: Reach final agreement.
8. Sustain: Make sure what is agreed happens.

(http://www.nationalseminarstraining.com/Product/Category/Warehouse_Purchasing_OSHA/Item/424/index.html)

For instance, Peter, who is working for Terrence, called Terrence from Spain where he is having a trip and got an offer on Terrence's property. Now He wants to negotiate with Terrence to take \$400,000 for his property in Spain, but Terrence just wants to take \$450,000. Here is their negotiation by phone.

Dialogue: Negotiate by phone

Peter: Hello, Peter Tenos

Terrence: Hello, Tenos. What's up?

Peter: Well, the Swedish group upped the offer.

Terrence: Did they go for the 450,000?

Peter: No, they didn't. Their final offer is \$ 400,000. I have the purchase offer right here.

Terrence: That's the best you could do?

Peter: Look, Terrence, I know it's less than you wanted, but I think you should take this offer. It is the first offer since we putted the property on the market six months ago.

Terrence: Do they know that? Did they tell them that, so now they think they can steal it?

Peter: Take it easy, Terrence. Of course I didn't tell them that.

Terrence: Well, tell them I won't take less than 450. Then if they come up to 425, I'll think about it.

Peter: Terrence, these people are through negotiating.

Terrence: Then let them walk.

Peter: I can't guarantee you'll find another buyer anytime soon.

Terrence: Maybe another real estate agency could find me more buyers

Peter: Terrence, the market's down. I can find you all the buyers you want, but none that will pay your price.

Terrence: Look, I'm sorry I sound so angry. I just didn't expect to settle for so much less.

Peter: Well, you can hold out if you're not comfortable with this. But frankly, I think it's the best you'll do.

Terrence: Four hundred . . . Ok, all right, I'll take the 400. Fax me the purchase offer and I'll have my attorney take a look at it.

Peter: Thank, Terrence. I think you made the right decision.

Terrence: I hope so.

(Software Business English)

In the dialogue above, Peter got a final agreement. He made Terrence to take \$400,000 for his property by showing that it was the first offer since they putted the property on the market six months ago and analyzed that market was down, so it would take quite a long time to have another offer.

Words and phrases in use for a negotiation by phone.

Vocabulary		Meaning of words
Alternatives	n	any other choices a person or group has, rather than agreeing with the other person or group - We can ask them to do A if we do B, but they have many alternatives
Arbitration	n	When a neutral person or group comes in to settle a disagreement - If we cannot agree by midnight tomorrow, this case will go to arbitration.
Asking price	n	The price at which an item is offered for sale
Attorney	n	A person legally appointed by another to act as his or her agent in the transaction of business, specifically one qualified and

		licensed to act for plaintiffs and defendants in legal proceedings
Commitment	n	An obligation to do something or deliver something - We have made a commitment on this point. If we don't do it, the agreement will fall apart
Compromise	v	An agreement where you get less than you want but also give less than the other person wants - If we don't compromise, this deal will never get done
Concession	n	Accepting less on one specific point in order to get something from the other person on a different point - Okay, you've made a concession on price, so we can make a concession on the delivery date
Confidentiality	n	An agreement that prevents either side from talking about the agreement in public - I'm sorry but our confidentiality agreement prevents me from answering your questions in detail.
Counteroffer	n	An offer made in return by one who rejects an unsatisfactory offer
Equivalent	adj	A proposed agreement that is different from, but equal in value to, a previous proposal - We can't agree to that proposal, but here we would like to suggest an equivalent package for you to consider

Expire	v	A limited period of time comes to an end – His three weeks' leave expires tomorrow
Facilitation	n	A process where people, called facilitators, try to make it easier for two people to reach an agreement - You may not reach a better agreement with facilitation, but you will reach an agreement faster
Final agreement	Noun phrase	The results of the negotiation that everyone agrees to put into action - After six long months, we now have a final agreement
Good faith	Noun phrase	Being honest about your intentions - If we negotiate in good faith, we are sure to reach an agreement eventually.
Immediate	adj	Occurring at once; instant - gave me an immediate response.
Impasse	v	When two sides hold different positions that they are unwilling to change - We were close to an agreement but we suddenly hit an impasse over payment terms.
Intermediary	n	A person who communicates between the two sides of a negotiation - They've been negotiating through an intermediary after that big argument last week."
Issue	n	Topic that needs to be discussed in a negotiation - Money is the biggest issue in this negotiation, but resources and responsibilities are important issues too

Mediation	n	When a neutral person or group comes in to identify the issues, explore options and clarify goals - If we use mediation, it may help to move the negotiations forward
Offer	v	One or more options that is sent by one negotiator to the other - Let's offer them a one-year service contract and see how they respond."
On the market	idiom	Available for buying - Many kinds of seasonal flowers are on the market; or up for sale
Package	n	A combination of options that has been offered as a solution - John put this package together last night. Let's look at each option and see if we really want to offer this.
Party	n	Either side in a negotiation is called a party, whether one individual or a whole group - If party A accepts party B's proposal, then the negotiation is finished.
Proposal	n	Any suggestion or idea given to one party from the other - We'll look at your proposal during the coming week and give you our response the following Monday
Tentative solution	Noun phrase	An agreement that depends on some conditions, so that it might not be a final agreement - At last we've reached a tentative agreement. Perhaps these long negotiations will be over soon

Trade-off	adj	An exchange process in which one side gives up partly on some issues in order to gain on other issues - There are always trade-offs when negotiating. You can't win them all!"
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2.3.3. Make an appointment.

2.3.3.1. Make an invitation.

Dialogue:

May Lee: This is May Lee from the ABC Company. Ms. Pierce, I've heard so much about you and your business from Mr. James Decker. I'm very interested in your business and I'd like to know more about you personally. Could we have a small talk over dinner tomorrow evening?

Pierce: Thank you very much for your interest and invitation. As a matter of fact, I've heard about your company, and I was thinking of calling you tomorrow.

May Lee: I'm glad to hear that. I can pick you up at about seven at your hotel.

Pierce: That's very kind of you. Thank you very much for your invitation. I'm looking forward to seeing you. Goodbye.

May Lee: good-bye.

(Ngoc: 185)

An invitation over the phone is often used in business. In the dialogue above Miss. May Lee made a phone call to Mr. Pierce to offer an invitation for business based on an instruction of a Mr. Decker.

2.3.3.2. Rearrange an appointment

It is said that belief is made when people keep their promise to each other. Making an appointment is also considered as a promise. When you made an appointment, you should come on time; especially in business, in which time is the fact that decides the success or failure. However, everything does not happen with our willingness. Sometimes happens suddenly can delay our appointment. In this case we should find the way to inform your partner about what cancels you as soon as possible with truthful attitude. Telephone, at that time, becomes the most effective mean in business. The following is a typical situation tat can help you to image more about this.

Dialogue:

Secretary: Mr. Hill's office. May I help you?

David Lee: This is David Lee. I have an appointment with Mr. Hill at noon.

Secretary: Yes, Mr. Lee. Why, you sound very distressed! Is there anything wrong?

David Lee: Well, frankly speaking, I don't think I can make it by noon. You see, I rented a car and started driving toward your company this morning, but it was broken down on the highway. It's already 11:40 now, and I don't think.

Secretary: Oh, that's too bad. Shall I call the service station for you?

David Lee: No, thanks. I can fix it myself. Do you think it's all right if I show up at 1:30?

Secretary: I'm afraid not, Mr. Hill has another appointment at 1:30. How about tomorrow at the same time?

David Lee: That's fine. Well, I'm terribly sorry and please give my apologies to Mr. Hill

Secretary: I will, Mr. Lee. Call me if you need any help. Will you?

David Lee: I will. Thanks a lot. Good-bye.

(Ngoc: 186)

In the above situation, David Lee who had an appointment with Mr. Hill but his rent car was suddenly broken on the highway, so he could not come on time then he made a phone call to Mr. Hill's office to present his circumstance and show his wish of rearranging the appointment.

2.3.4. Supplying information about product/ service.

Telephone help sellers/ agencies produce necessary information fast and effectively without wasting time for customers and the sellers/ agents.

For example: If a customer wants to choose a city in your country. He is going to travel to this city for a business meeting over the next weekend. Telephone a travel agency and reserve necessary information immediately such as:

- Round-trip flight
- Hotel room for two nights
- Restaurant recommendation
- Prices and departure times

2.3.5. Selling Your Product/ service

Selling product/ service by phone are becoming more common and convenient in business.

For instance: Mai is a salesperson for Red Inc. Mai is telephoning a client who She thinks might be interested in buying your new line of office supplies.

Discuss the following information with the client:

- New line of office supplies including: copy-paper, pens, stationary, mouse-pads and white boards
- You know the customer hasn't ordered any new products during this past year
- Special discount of 15% for orders placed before next Monday
- Any order placed before Monday will not only receive the discount, but also have its company logo printed on the products at no extra charge

Here is her conversation with the client:

Mai : Good morning, Mr. Carson. I'm Mai working for Red Inc. Can I have a small talk with you?

Carson: Hi, Mai. Yes, go ahead.

Mai: I know you are going to expand into a new branch in Hanoi. Therefore, I would like to recommend you my company's new office supplies including copy-paper, pens, stationary, mouse-pads and white boards

Carson: It sounds interesting

Mai: Yes, and even more attractive is that my company will offer you a special discount of 15% for orders placed before next Monday. Moreover, any order placed before Monday will not only receive the discount, but also have its company logo printed on the products at no extra charge.

Carson: It seems to me that I am lucky to receive this offer in time.

Mai: That's right. I can assure you that you won't regret to order it.

Carson: I got your point. I will get back to you if I accept.

Mai: I hope you will do soon. Thank you a lot

2.3.6. Make reservation by phone

In business, telephones are used as a fast and effective mean to make reservation such as booking a hotel room when a businessperson goes on business, booking a table in restaurant when he wants to treat partners, making an airline ticket in advance and so forth.

Here is a dialogue between a reservation clerk and a businessperson, who wants to book a return ticket.

Dialogue:

Reservation Clerk: United Airline. May I help you?

David Lee: Yes, I'd like to book a return ticket to Miami Leaving on April the seventh, and returning on the twentieth.

Reservation Clerk: Which class would you like?

David Lee: First class would be fine.

Reservation Clerk: May I have your name and telephone number, please?

David Lee: Yes, my name is David Lee, and my telephone number is 8321-3039

Reservation Clerk: Ok, Mr. Lee. Please call to confirm ticket three days before April 7

David Lee: I will. Thank you very much

Reservation Clerk: You are welcome. Good-bye

David Lee: Good-bye

(Ngoc: 123)

2.4. E-mails

Although emails are often seen as less formal than printed business letters, in the business world you cannot afford to let your language appear to be informal. Email may be faster and more efficient, but your client or business partner will not easily forgive correspondence that is too casual. Not to fear! Read on to discover simple secrets that will add a high level of professionalism to your English emails in business. These simple secrets are based on two webs <http://elc.polyu.edu.hk/CILL/eiw/e-mail.htm> and <http://my.opera.com/nhnhnu/blog/2006/12/02/how-to-write-a-perfect-professional-ema>

Greetings

Start the message with a greeting so as to help create a friendly but business-like tone.

Depending on the formality of your relationship, you may want to use their family name as opposed to their given name, i.e. "*Dear Mrs. Price,*" If the relationship is more casual, you can simply say, "*Hi Kelly,*" If you're contacting a company, not an individual, you may write "*To Whom It May Concern:*"

Thank the recipient

If you are replying to a client's inquiry, you should begin with a line of thanks. For example, if someone has a question about your company, you can say, "*Thank you for contacting ABC Company.*" If someone has replied to one of your emails, be sure to say, "*Thank you for your prompt reply.*" or "*Thanks for getting back to me.*" If you can find any way to thank the reader, then do. It will put him or her at ease, and it will make you appear more courteous.

State your purpose

If, however, you are initiating the email communication, it may be impossible to include a line of thanks. Instead, begin by stating your purpose. For example, "*I am writing to enquire about ...*" or "*I am writing in reference to ...*" It is important to make your purpose clear early on in the email, and then move into the main text of your email. Remember to pay careful attention to grammar, spelling and punctuation, and to avoid run-on sentences by keeping your sentences short and clear.

Make sure that the final paragraph indicates what should happen next. e.g. I will send a messenger to your office on Tuesday morning to collect the faulty goods.

Please let me have your order by the beginning of the month.

Action

Any action that you want the reader to do should be clearly described, using politeness phrases. Subordinates should use expressions such as 'Could you...' or

' I would be grateful if...' Superior staff should also use polite phrases, for example, 'Please...'

Attachments

Make sure you refer, in the main message, to any attachments you are adding and of course make extra sure that you remember to include the attachment(s). As attachments can transmit viruses, try not to use them, unless you are sending complicated documents. Copy-and-paste text-only contents into the body of the e-mail. If you use an attachment, make sure the file name describes the content, and is not too general; e.g. 'message.doc' is bad, but 'QA Report 2009.doc' is good.

Closing remarks

Before you end your email, it is polite to thank your reader one more time as well as add some courteous closing remarks. You might start with "*Thank you for your patience and cooperation.*" or "*Thank you for your consideration.*" and then follow up with, "*If you have any questions or concerns, don't hesitate to let me know.*" and "*I look forward to hearing from you.*"

End with a closing

The last step is to include an appropriate closing with your name. "*Best regards,*" "*Sincerely,*" and "*Thank you,*" are all professional. It's a good idea to avoid closings such as "*Best wishes,*" or "*Cheers,*" as these are best used in casual, personal emails. Finally, before you hit the send button, review and spell check your email one more time to make sure it's truly perfect!

Names

Include your name at the end of the message. It is most annoying to receive an email which does not include the name of the sender. The problem is that often the email address of the sender does not indicate exactly who it is from, e.g. 0385915d@polyu.edu.hk

Please follow these guidelines with all e-mail messages that you send.

Kind regards

Jennifer Ranford

Human Resources Manager

Sample: Here is a complete email that makes you figure out the above secrets of a email in business.

To: Marsha Dillard, Supervisor <mdillard@western.com>

From: Judith Wilson <jwilson@western.com>

Date: August 3rd

Subject: The Buena Vista Center.

Dear Mr. Dillard,

Thank you for your August 2nd email expressing interest in the Buena Vista Center as the venue for your similar. This email will confirm our final plans for your conference, as per our telephone conversation of July 28th.

We have reserved two rooms for you, each with a capacity of 50 people, from August 16th to August 18th. We understand that you expect appropriately 80 people to attend your meeting. Each room will contain ten tables and 40 chairs. Please let us know in advance if you think you will require additional seating. We will provide a TV, VCR, and broad bean projector (for presentations made using a computer) for one of the rooms. We plan to serve a light lunch on the 17th and coffee and tea every morning from the 16th to the 18th.

A deposit of 10 % of the total, \$ 1, 545.00, will be due upon receipt of this letter. Full payment is due on August 16th. Payment may be made by credit card or by check. If you have further questions or need to make any changes, please contact me. We look forward to seeing you on August 16th. Thank you for choosing the Buena Vista Center.

Sincerely yours,

Judith Wilson

Chapter 3: SOME REASONS FOR POOR BUSINESS COMMUNICATION IN ENGLISH AND SUGGESTIONS TO OVERCOME.

Genuine communication is a TWO-WAY reciprocal process, not one-way information delivery. It is as much a matter of human relationships as it is about transmitting facts.

Poor communication is a major, yet avoidable, obstacle to business productivity. Unfortunately, many managers and executives take their communication with employees, and even customers, for granted.

For example: In some shops, shop assistants just take care customers who buy their product, not customers who complain their brought products. In such cases there is an obvious lack of procedure for complaint handling. The shop assistants ignore that case which is called poor communication in business in English.

Many of them instinctively assume the role of a teacher who knows everything, and expects others to passively imbibe their knowledge. But genuine communication is a TWO-WAY reciprocal process, not one-way information delivery. It is as much a matter of human relationships as it is about transmitting facts.

Most employees rate their managers as average to poor presenters. Here are the most common reasons causing poor business communication and suggestions to get over.

- ***Presenting without a purpose.*** Many executives seem to be communicating just to hear themselves talk, because those they are presenting to cannot discern a relevant purpose to the presentation.

For instance, some students present their ideas of a certain topic in front of the class. Their presentations are unstructured without a red line from beginning to end. There is no clear introduction, developing the idea, end of the topic. In fact, that kind of students don't know what they talk, just speak out what pops up in their mind in dull. The listeners have very often no clues what they speak about. The solution is to begin at the end. Almost every effective business communication is in some way a "call to action" and you should pre-determine the specific outcome or action you want to achieve.

Do you want an employee to change their work habits? Do you want a customer to buy your product? Do you want the shareholders to approve the merger?

Decide in advance a specific objective that requires action or commitment on the part of your audience. If you cannot think of a specific outcome that requires action of commitment, then maybe you should be asking yourself if the communication is really necessary at all. Because if the only purpose is delivery of data, there are probably more efficient ways of doing it.

- ***Being dull and monotonous*** or even worse, attempting to open a presentation with a lame joke or anecdote.

The example in this part is similar as the example of presenting without purpose above. You can see that students' presentations are also dull and monotonous. Because they just enjoy listening to their own voices, and do not involve the audience in their presentations.

The solution is to earn attention. Never assume you have someone's full attention, because most people have a multitude of thought and ideas flowing through their mind at any one time. Their mental "noise" consists of everything

that distracts them including noise in the literal sense, physical or emotional discomfort, personal problems, negative attitudes, or distracting mannerisms. This is why gaining attention – EARNING attention – is an important prerequisite for effective communication.

Some people do this with an amusing anecdote, or a compelling personal story, and this works well in many circumstances if you have the ability to do it naturally.

However, you can also gain attention by presenting new information (the results of a surprising new research study, etc.) that is directly relevant to their situation.

- ***Saying too much.*** Many employees (and customers) report feeling overwhelmed by a flood of information that seems random and disjointed.

The example is similar as the above example of being dull and monotonous. Because when the students enjoy presenting and listening to their own voice, they will talk too much about the same thing or common sense.

The solution is to present with brevity. Oscar Wilde was quoted as saying, “Brevity is the soul of wit.” It is also the soul of effective business presentations. Whether you are delivering a keynote address, presenting a proposal to a prospective customer, or introducing yourself to a new employee, the essence of clear communication is brevity.

When you commit yourself to concise, succinct communication, it forces you to think through your most important points and to present them without a lot of “fluff” or extraneous information.

We are living in the age of 30-second commercials, and most people expect you to make a point pretty quickly, then move on to your next point, and your next, etc. Lengthy, drawn-out explanations or stories will do nothing but bore most people. So even if you have to deliver fairly intricate, complex information, break it up into information “packets” or “chunks” then make sure each element has “payoff” for the audience.

- ***Failing to ask great questions that help the listener understand what makes another "tick."***

We also have the similar example of presenting without purpose. The reason why their presentations become dull and monotonous is that they do not ask the audience some key questions to know how much they understand and to make the audience think about the topic. That is very helpful because when the audience knows about the topic, they will concentrate more in the presentation, not chatting around or doing some private stuff

The solution is to advocate action. Wrap up your communication with a specific “call to action.” This is the moment where you propel your abstract ideas or theoretical knowledge into the world of reality. Good ideas, which are not translated into some sort of action rarely last. Moreover, in most cases the action should be two-sided (remember, communication is reciprocal) so you have to do your part as well as ask others to do theirs. Your first exposure to these ideas may seem a little overwhelming at first, but you will find that if you focus on them one at a time, letting yourself improve your communication efforts gradually, you will eventually develop an exceptional ability to communicate in a clear, concise and relevant manner you can be proud of.

- ***Not informing enough detailed information for customers.*** This makes these customers confused and wonder what would happen next.

For instance: A customer bought an express boat ticket from Cat Ba to Hai Phong. The ticket wrote clearly that a boat departs from 4 o'clock. He expected a boat coming to pick him up. It was 4 o'clock, but there was no boat coming, only a bus. He hesitantly boarded the bus and after a long bus ride on a scary zigzag mountain road; the bus took the customer to a ferry station with the moored ferry ready for departure. He was not sure that the ferry would take him to Hai Phong. Then after a short passage across open sea, the ferry came to another ferry station. He went ashore not knowing what he would next to return to Hai Phong. He just waited there, not knowing how many minutes. After about 35 minutes of waiting, another bus came, which took him to his destination in Hai Phong. In this case, the poor service lacks detailed traffic information about

the actual journey from Cat Ba to Hai Phong including bus – boat – bus and the actual transfer waiting time at the 2nd ferry station on arrival.

The solution is to inform in detail. It is so necessary for service agents to inform clear and detailed information to their customers, such as time, departures, destinations, etc. All these information should write on a notice or be informed well by service assistants. Otherwise, customers would be confused. E.g. they would not be sure to get in the right bus / boat or how much time to come to destinations.

• ***Failing to apologize or compensate to employees/ customers.*** It is a common theory to say “sorry” when someone makes a mistake and then has to do something to compensate that mistake. That will cause a big large effect to the existence of company in the competitive market.

For instance, a foreigner went to Big C supermarket to buy some fruit juices and bars of dark chocolates that he liked very much. When he came to the cash register to pay, he could not do so because the bar code on the chocolate bars did not be read by the scanner. The clerk simply kept them and said that there was no price specified for them so they were not for sale. The foreigner was utterly confused over the extremely bad management system and decided to do future shopping in Intimex instead.

The solution is not to forget to apologize for mistake. It is unavoidable to cause a mistake in any company. Customers will feel so irritated if they do not get any apology from the company. In addition, it is not enough just to say “sorry” for the mistake, the company should compensate for the customers. That will make the customers feel comfortable and be taken care of.

CONCLUSION

The increasing internationalization of business activities in the late twentieth century has brought new challenges to many organizations, hence boosting international contacts and enhancing the capability to cooperate with partners in different business and areas. Linguistic boundaries enjoy a higher profile because effective business communication is essential to success in such global domains. Linguistic knowledge are basic nowadays when doing business internationally. Thus, international business communication is one of the most relevant fields of research in the context of English for Specific Purposes (ESP) given the growth of English as a lingua franca.

Those are the reasons why I choose this topic: “Business communication in English”.

In the study, the rationale, aims, methods, scope and design of the study are mentioned in part one in the hope that the readers can have an overview of my study.

Part two consists of three chapters: theoretical background, a study on business communication in English, and some reasons for poor business communication in English and suggestions to overcome.

In order to effectively conduct, my graduation paper studies an overview of general communication including definition, types, purpose and classification of communication, purpose of business communication in English, types of business communication was carried out first.

Then, a deep analysis was carried out into the essentials for many situations of business communication dialogues, words and phrases in use.

Finally, from the study of common problems, which may occur during the process of business communication, some suggestions are given with the purpose of helping the learners to overcome these problems.

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