

OXFORD Business English

business

# one : one

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student's book intermediate+



# How to announce a new product

In this lesson you will learn ways to give news about a new product.

## Starter

- 1 Tell your teacher about two or three new developments that have happened recently in your company.
- 2 In what ways are these improvements?



## Expressions

- 1 Listen to the first part of the meeting of AP Electronics and answer the following questions:

- 1 What is the man speaking about?
- 2 Why is the man so happy?

- 2 Listen again and try to write the exact words the man says.

Good morning everybody. I have

\_\_\_\_\_ for you all!

It gives me \_\_\_\_\_ that

the prototype of the new A471 ...

- 3 Listen to the second part of the meeting with Helen, the technical manager. She mentions several changes made from the A47 to the A471 model. Write the changes in the table below.

A47 MODEL

A471 MODEL

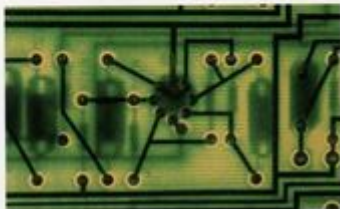
235 grams

16 x 4 x 3 cm

1 gigobyte

## Speaking

- 1 You work for AP Electronics and your teacher is one of your clients. Role-play the telephone conversation between the two of you. Tell your teacher about the new A471 from Expressions.



## Language box

There are many differences between the new A471 model and the old model, the following words were used to quantify these differences:

LARGE	SMALL	PRECISE
far	a little	five times
much	a bit	25%
a lot	slightly	\$15
considerably		

All of these words can be used with a comparative to show a difference between two things.

It's far larger than the old model.

He's much more intelligent than the rest of the team.

The road is a lot wider than before.

After the changes, we will have a considerably smaller workforce.

- 4 Peter Williams works for the Sales Department at AP Electronics. He phones a client with news of the A471. Listen to what he says.

- 1 What does he offer the client?
- 2 What is he going to do?

- 5 Listen to the conversation again and write down the words Peter uses.

- 1 I'm phoning because I think \_\_\_\_\_.
- 2 You'll be \_\_\_\_\_ that it's much lighter and smaller.
- 3 Yes, but that's \_\_\_\_\_.  
Chris! I'm sure you'll \_\_\_\_\_ that we can offer you a much better price!

### Hint

Notice how the word **news** is used in English. The news is not very good. I'm afraid. How I got news for you! That's an interesting piece / bit of news. The news are good! I have a news for you.



### Writing

- 1 Write two short emails about the following. Try to write about 40–50 words each time.
  - 1 Write a short email to a client about a recent development in your company that improves its service or product. Mention the advantages of the new development.
  - 2 Imagine Peter Williams couldn't speak to his client on the phone. Listen to listening script 15.3 again and write a short email telling the client about the new A471. Also suggest a day and time for a meeting.

The shape is a little squarer.  
When you paint the room, can you make the yellow a bit brighter?  
The gold model is slightly more expensive than the silver.  
It's ten times quicker than last year's model.  
It'll be 30% cheaper with your discount.  
A double room is €30 more expensive.

### Look

Look at listening scripts 15.1, 15.2 and 15.3 on page 117, and underline all the examples of these words with comparatives that you find.

### Lesson record

3 new words from this lesson

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 useful phrases from this lesson

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Things to remember

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# How to make, accept, and decline offers

In this lesson you will learn phrases for making and accepting offers, and polite ways of declining offers.

## Starter

- 1 Read the email below sent between two friends. What would you do in this situation?

Subject: My problem

Hi Yvonne  
As the project manager for our advertising company, I have commissioned a top artist to design a series of posters for us. The problem is that our office is in London, and the designer, Thor Rosen, lives in Norway. I need to meet Thor to discuss the project, and he has invited me to meet him at his home in Bergen. But Thor is a great entertainer, and if I meet him in his home, we'll spend a lot of time in pubs and restaurants and meeting friends. We should meet in London, where we'll get a lot more work done. But I don't want to upset him at the start of the project. What do you think?  
Mark

## Expressions

- 29.1 = 1 Listen to six short conversations. For each one, decide what the offer is, and whether it is accepted (✓) or declined (X).

	offer	✓ / X
1		
2		
3		
4		
5		
6		

- 2 Now listen again. This time complete the spaces with the words used.

1 Jamie: We're going to the Irish pub.  
Susan: Sounds like a nice idea.  
\_\_\_\_\_, thanks.

## Speaking

- 1 Look at the following situations. Decide if you would be more likely to accept or decline them (and if so, why). Then role-play them with your teacher.
- A client has taken you to meet colleagues of his at a reception. At the end, he offers you a lift back home. You think he has had too much to drink.
  - You are at an international conference. After the opening reception dinner, one of your clients suggests going to a nightclub. Tomorrow you are giving the opening plenary at the conference.
- 29.2 = 2 Now listen to two recordings of the situations above. Compare them with your answers.

## Language box

Two phrases that are often used for referring to an unreal situation are *if only ...* and *I wish ...*. Look at the following examples.

*if only he was more enthusiastic.*  
(= but he isn't)  
*if only she answered my emails.*  
(= but she doesn't)  
*I wish you were coming with me.*  
(= but you're not)  
*I wish you could stay longer.*  
(= but you can't)

Notice that in these examples the speaker refers to a situation in the present, but uses the past simple tense.

## Hint

When declining offers, it's usually polite to give a reason, excuse, or explanation. You can use the following to introduce the excuse:

Actually, I'd prefer to ... / I'd rather ...

I'm afraid I've got to ...

Thanks, but I've already / just ...

- 2 Oh, um, \_\_\_\_\_  
another copy? It won't take a moment.  
Et no, actually, \_\_\_\_\_  
I've got a copy of the office.
- 3 Oh, you can't make it – that's a pity!  
No, \_\_\_\_\_, I'm away  
at a wedding.
- 4 Well, would a drink help?  
\_\_\_\_\_  
a brandy perhaps?  
Oh, I wish I could have one! But  
\_\_\_\_\_  
It's fine, thanks.
- 5 Oh, \_\_\_\_\_ a taxi?  
I'd rather walk. But yes, \_\_\_\_\_  
A taxi would be great.
- 6 Oh, that's such a shame! Oh, go on, Tim.  
No, really, \_\_\_\_\_  
Thank you.

## Writing

- 1 For each of the following offers, write an email to **accept**, and **another to decline**.
- 1 You have received an email inviting you to open an exhibition in town next month. It clashes with your daughter's school Parents' Evening. You really do not like the artist's work, but you do not want to let them down, and feel it could be a useful business opportunity.
  - 2 You have been asked to give a talk at a conference early next year in Frankfurt to promote your products or services. The previous week you will be in Hong Kong, and the week after you will be in Cairo. You know that one of your competitors will have a large stand at the conference.



Another expression that uses the past tense to refer to the present is **it's time**:

It's time they left. (= they should leave now)

It's time he sent us the contract. (= it's late)

Notice that you can also use the infinitive when you are talking about yourself or someone else.

It's time to go now.

## Look

Look again at listening script 29.1 on pages 122–123, and underline all similar examples.

## Lesson record

3 new words

from this lesson

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

3 useful phrases

from this lesson

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

Things to remember

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# How to write a formal email

In this lesson you will practise different expressions to use in a formal email.

## Starter

- 1 Would you write a formal or an informal email in the following situations?
  - 1 Agreeing to meet a colleague for lunch.
  - 2 Complaining to a supplier about a mistake in an order.
  - 3 Requesting information from an official website.
  - 4 Attaching the agenda for a meeting in an email to a colleague abroad.
  - 5 Apologizing for a delay in delivery to a customer.
  - 6 Sending your boss a report.
- 2 How would you start each email?



## Expressions

- 1 Read the emails below and explain why the writers use a formal style.

Subject: Order no. FZ3505

Dear Mr Wong,

I am writing to draw your attention to the fact that we have not yet received our order for twenty interactive whiteboards. The delivery was due last Friday, and I find it most unsatisfactory that we have not been notified of the reason for the delay.

I would be grateful if you would offer me an explanation and assure me that the whiteboards will arrive by the end of this week.

If I do not hear from you, I regret to inform you that I will be obliged to cancel our order.

Yours sincerely

Gina Barluzza  
Director Instituto de Empresariales  
Buenos Aires

## Practice

- 1 Using the language in Expressions and in the Language box, write this email in a more appropriate style. Invent any extra information you need.

Hi there David

I'm writing to you about the conference centre you booked for the end of May. I'm sorry to tell you we've overbooked it, so you won't be able to use it then. We don't have an alternate day because we are closed for refurbishment from June. Hope this won't be a problem for you.

All the best

Rachel

- 2 Now telephone Rachel in response to her email. Your teacher will be Rachel.

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## Language box

Formal emails have a number of features which are not present in more friendly emails. Firstly, the vocabulary is more formal:

I am afraid I will not be able to attend the meeting on Friday.  
Not too sorry I can't make the meeting on Friday.

We tend to use fewer phrasal verbs:

If any problems arise ...  
Not ... problems come up ...  
We will test the prototype ...  
Not ... try out the prototype ...  
They may eventually sell ...  
Not ... end up selling ...

The phrases are often longer and more complicated:

## Hint

We use the word **due** to say when we expect something to happen.  
The delivery was due on 18<sup>th</sup> June.

We also use **due** to explain the reason why something happened.  
The delay was due to industrial action.

**Subject:** Re: Order no. FZ3505

Dear Ms Barlizza,

Thank you for your email regarding our delay in the delivery of your recent order of interactive whiteboards.

First of all, let me explain that the delay was due to a transport workers' strike, which has since been resolved.

Secondly, I can confirm that your order was dispatched first thing this morning, and it should reach you on Thursday at the latest. If this is not the case, please do not hesitate to contact me, so that I can speak to our distributors in person.

Finally, I would like to apologize for any inconvenience that has been caused. I look forward to hearing from you when the whiteboards arrive.

Best wishes

Gar Man Wong  
Active Media Ltd, Beijing

## 2 Read the emails again and write the formal equivalent next to these informal expressions.

1 Please get in touch.

2 I'm not happy.

3 Thanks for your email about ...

4 Please ...

5 I'm sorry for any problems.

6 We sent your order ...

7 I'm sorry to tell you ...

8 I'm writing to let you know ...

We will not transfer the amount on the invoice until we have received our complete order in perfect condition, however long that may take.

### We normally do not contact the verb forms:

I am writing to inform you that I will not be in the office on Monday as I have a doctor's appointment.

Not I'm writing to tell you I won't be in on Monday because I'm going to the doctor's.

### We often use the passive:

Your invoice will be sent next week.

I was told we would receive a 10% discount.

## Look

Look again at the two emails in Expressions and underline all the features of formal emails.

## Lesson record

3 new words  
from this lesson

3 useful phrases  
from this lesson

1 \_\_\_\_\_ 1 \_\_\_\_\_

2 \_\_\_\_\_ 2 \_\_\_\_\_

3 \_\_\_\_\_ 3 \_\_\_\_\_

Things to remember

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_