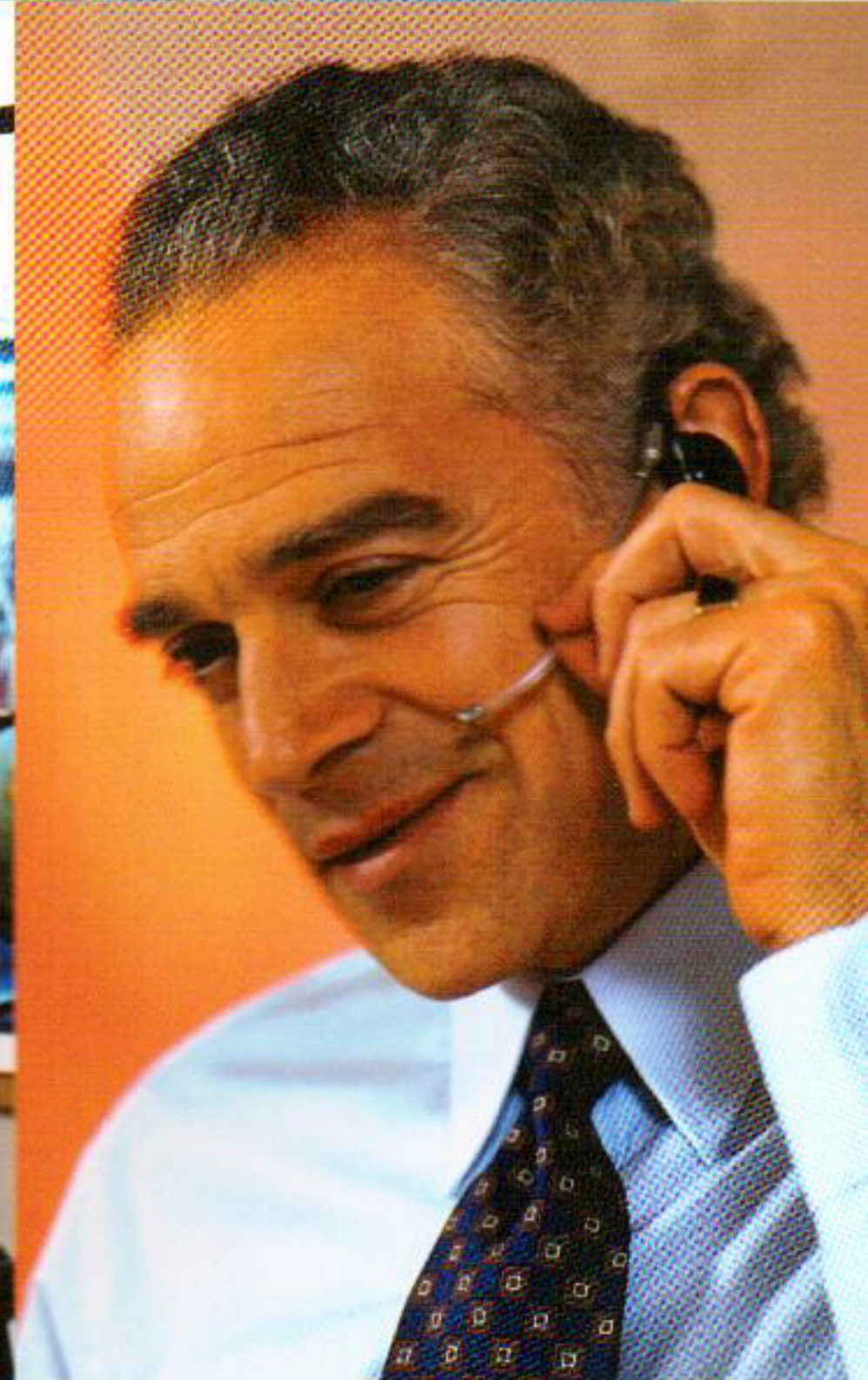
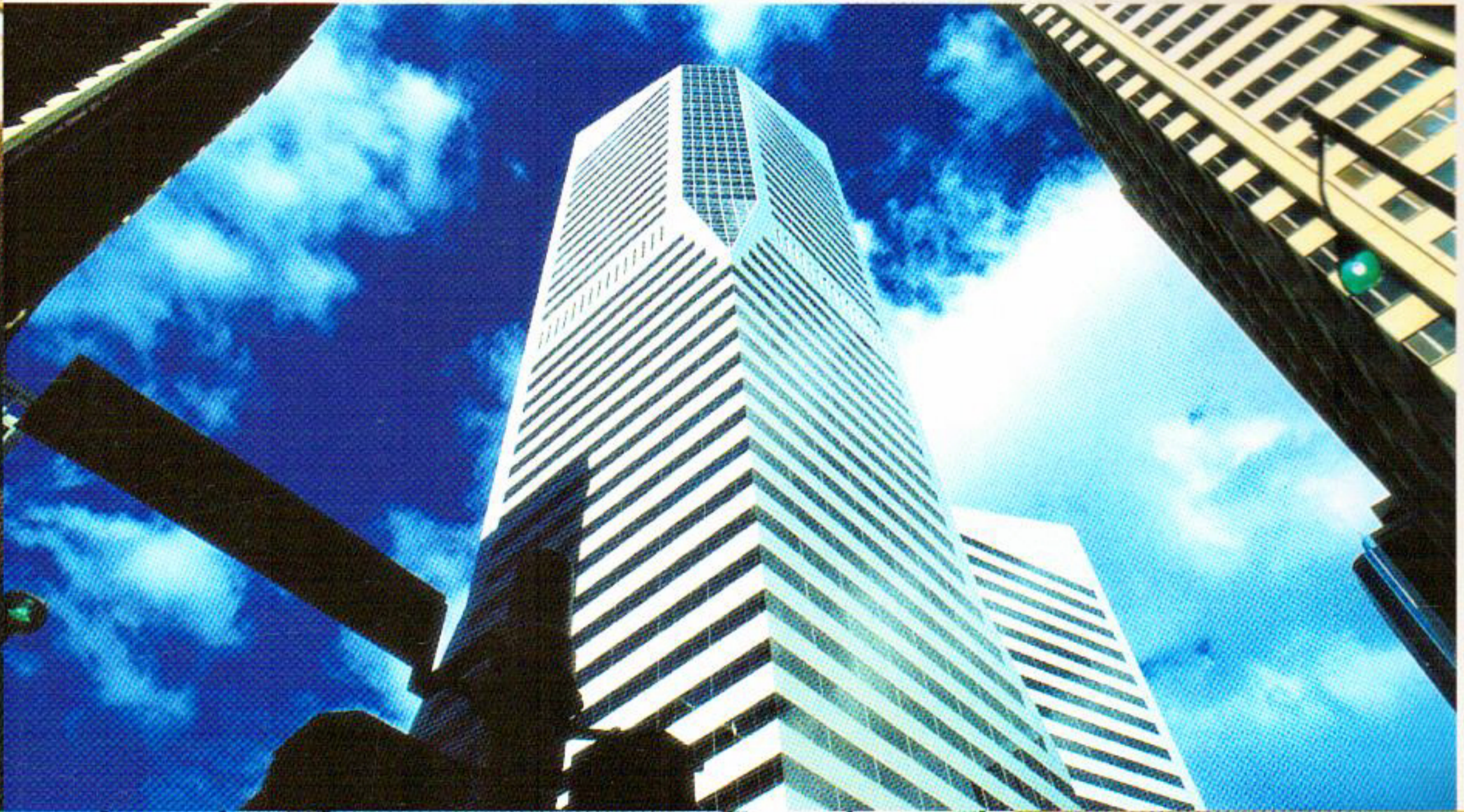


Communicating *in Business English*

Bob Dignen



CHAPTER 1



English for the Telephone

1. What makes a good telephone call?
2. Making a call
3. Switchboard speaking!
4. Opening a call
5. Receiving and taking messages
6. Structuring a call
7. Transferring information
8. Communication difficulties
9. Calling back
10. Making appointment
11. Complaining
12. Closing a call
13. Cross-cultural tips/Audio conferencing
14. Golden rules

1. What makes a good telephone call?

Vocabulary

NOUNS

antenna
battery
code
cold call
connection
dial tone
display
extension
greeting
objective
reason
result
signal
small talk
subscriber
teleconference
touch pad
voice mail

VERBS

call collect
check
communicate
confirm
greet
identify
plan
prepare
recharge
reverse
charge

ADJECTIVES

available
busy
long distance
positive

ADVERBS

politely
positively

A checklist

Before the call

Prepare well before you call.
Plan what you want to say.
Prepare answers to possible questions.
Send an e-mail before the call, if necessary.
Have all information available.

Beginning the call

Make a greeting and identify yourself clearly.
Ask for connection to the person you want to speak to.
After connection, greet the person.
Small talk *
Give a reason for the call.

During the call

Create a positive atmosphere.
Communicate your objective clearly.
Listen — make sure you understand.
Check — make sure the other person understands you.

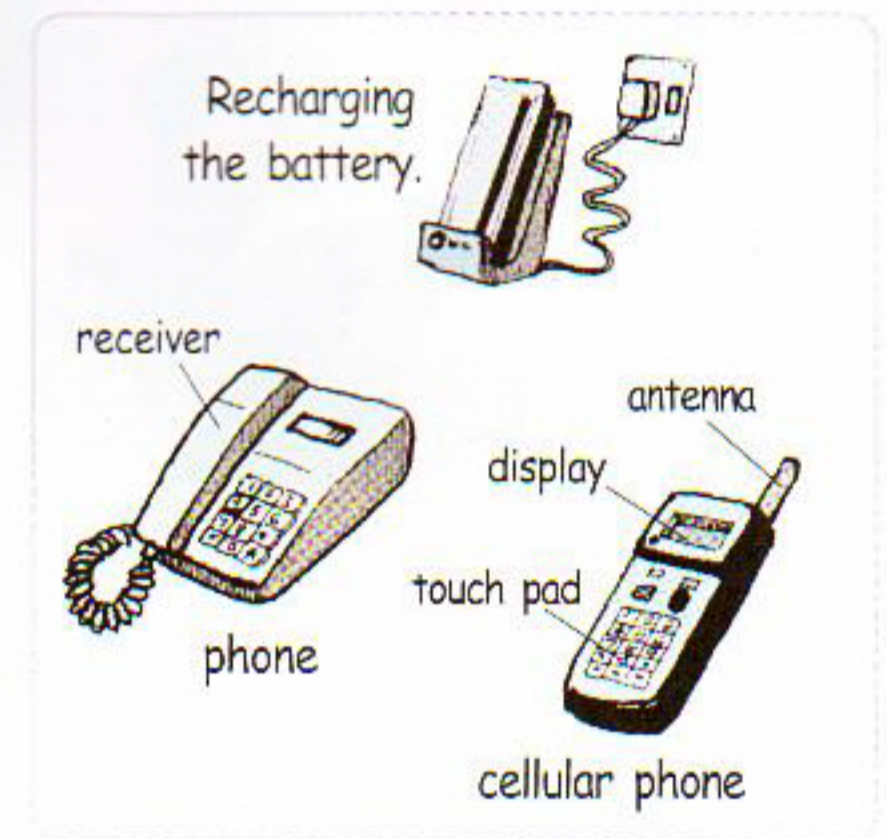
Ending the call

Confirm the result of the call.
End politely and positively.

*See page 32, Cross Cultural Tips



Prepare your telephone call in advance.



BASIC TERMS

Equipment

Phone
Receiver
Cellular (mobile) phone
Display
Handset
Hands-free kit
Teleconference facilities
Battery

Numbers

Local
National
International code
Extension
Work number
Home number

People

Caller
Subscriber
Switchboard operator

Calls

A cold call
An international call
A local call
A conference call
A long distance call

Services

Directory assistance
Voice mail



Cold call—selling

Tones

Dial tone
Busy signal
Number not in service

When the receiver pays = to reverse the charges - U.K.
to make a collect call - U.S.A.

DIALOG

Fill in the blanks. Listen and check.

plan

small talk

cold call

busy signal

- Linda:** Would it be possible to get some tips from you for calling customers?
Mark: Sure. I can show you the _____ I use when I call customers.
Linda: You prepare everything you're going to say before you call?
Mark: No, but I have an outline I follow for calls. If it is a _____, I greet the customer and identify myself. Then I tell them the reason for my call.
Linda: You don't start the conversation with _____?
Mark: No. I get to the point by politely asking if they are interested. It saves time.
Linda: Do you ever leave messages for people on their voice mail?
Mark: Not usually. And if I get a _____, I call that person again later in the day.

VOCABULARY

Circle the word that does not belong in each group.

- | | | | |
|----------------|--------------|--------------|------------|
| 1. antenna | dial tone | display | touch pad |
| 2. communicate | listen | redial | speak |
| 3. busy signal | call waiting | caller ID | voice mail |
| 4. access code | extension | phone number | zip code |
| 5. check | confirm | greet | repeat |

PRACTICE

Choose the best word to complete the sentence.

1. He is not _____ to come to the phone right now.
a. available b. positive c. possible d. necessary
2. I think this phone is broken. I didn't hear a _____ when I picked it up.
a. dial tone b. greeting c. subscriber d. touch pad
3. My cell phone battery is low, so I should _____ it.
a. confirm b. identify c. recharge d. reverse
4. The manager requested a _____ with the branch office in Mexico.
a. battery b. cold call c. small talk d. teleconference
5. Is it possible to make _____ calls from the phones in the office?
a. available b. busy c. positive d. long distance

2. Making a Call

Vocabulary

NOUNS

dial tone
directory
message
number
operator
receiver
star key

VERBS

answer
call
call back
connect
dial
get
get through
hang up
know
leave
look up
offer
pick up
press
put down
return
ring
speak with
take down
transfer

ADJECTIVES

automated

ADVERBS

angrily

A communication story

You want to call Bob. ▶ You don't know his number. ▶ You look up the number in the telephone directory. ▶ You pick up the receiver. ▶ You listen for the dial tone. ▶ You dial the number. ▶ The telephone rings. ▶ The switchboard operator answers. ▶ The operator transfers your call. ▶ Peter picks up the phone. ▶ You get through. ▶ Peter answers the phone. ▶ You ask to speak with Bob. ▶ Bob is sick. ▶ You leave a message asking Bob to call you back. ▶ Peter takes down the message. ▶ You thank Peter for his help and say goodbye. ▶ You put the phone down. ▶ You wait for Bob to return your call. ▶ Bob calls you back later. ▶ Your company has automated dialing. ▶ Bob presses the



star key to connect to your department. ▶ Your colleague takes the call as you are out of the office. ▶ Your colleague offers to take a message but Bob hangs up angrily! ▶ You never get another call from Bob.

Key vocabulary

The caller

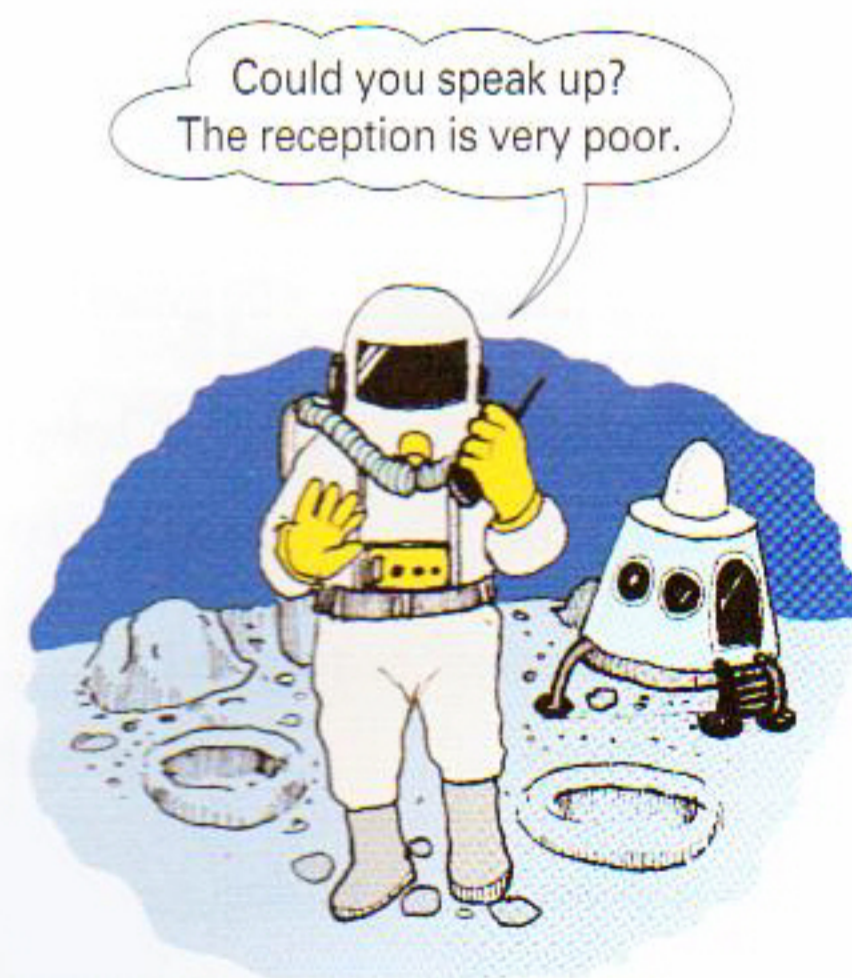
To phone
To give someone a call
To call/call someone up
To make a (phone) call to ...

Person called

To receive a call
To get a call
To have a call

The phone call

A telephone call
A call



Communication in the 21st century

DIALOG

Fill in the blanks. Listen and check.

connect

directory

dial tone

transfer

Mark: These new phones are too fancy. I don't know how to use them.

Linda: It's easy. Watch. First, pick up the receiver.

Mark: I don't hear a _____.

Linda: You have to press the number of the person you want to speak with first. Or if you want to dial out of the office, press the number 9.

Mark: Is there a _____ somewhere so I can look up people's extension numbers?

Linda: They're on this list. These numbers _____ you to other desks in the office.

Mark: And when the phone rings, I answer it by pressing the flashing light?

Linda: Right. And you can _____ a call by pressing hold and the extension number.

VOCABULARY

Label the phone using the words below.

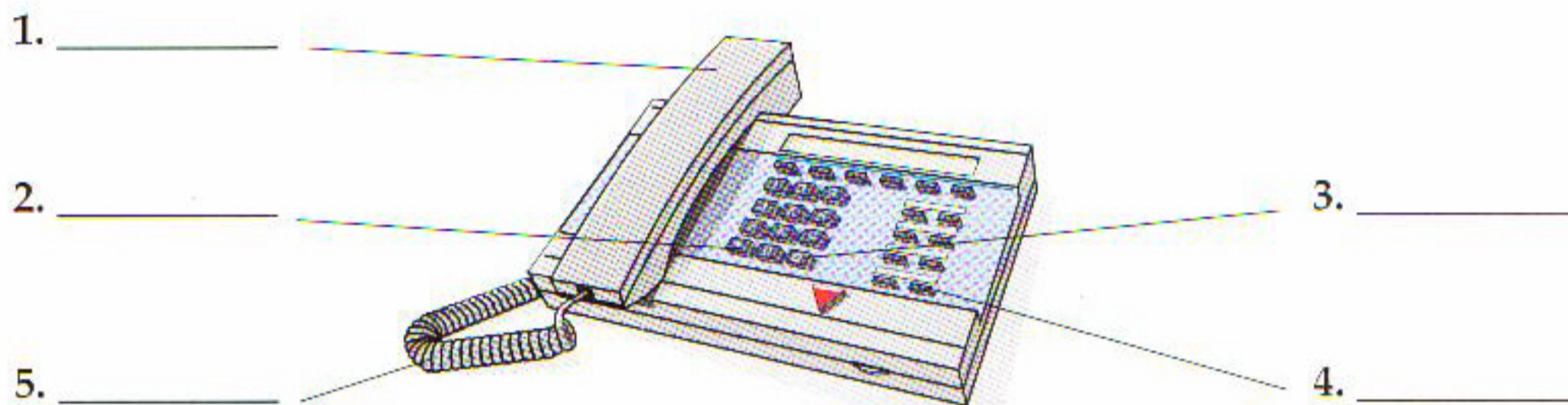
cord

hold button

pound key

receiver

star key



PRACTICE

Fill in the blanks with the correct word.

back

down

through

up

with

1. He tried to get _____ to the main office all morning, but the line was busy.
2. If he is not in the office right now, I'll just call _____ later this afternoon.
3. Let me get a pen so I can take _____ your new number.
4. May I speak _____ whoever is in charge of customer accounts?
5. She forget the number, so she had to look it _____.

3. Switchboard speaking!

Vocabulary

NOUNS

caller
colleague
connection
line
meeting
message
moment
name
number
vacation

VERBS

answer
apologize
ask
call
call back
check
connect
have
hold
identify
leave
put through
speak
transfer

ADJECTIVES

afraid
sick
sorry

Identifying your company/department

Good morning. Lake Technology.
Personnel Department.

Asking about the purpose

How can I help you?
What is it in regard to?
What can I do for you?
Who would you like to speak to?

Identifying the caller

I'm sorry, could I have your name (again), please?
Who's calling, please?

Connecting

One moment, please.
I'll check if he's in his office.

Apologies

I'm afraid
– the line is busy.
– he's on the other line.
– he's in a meeting (at the moment).
– she's out of the office today.
– he's on vacation.

He'll be back soon/later this afternoon.
She won't be back until this afternoon.

No connection

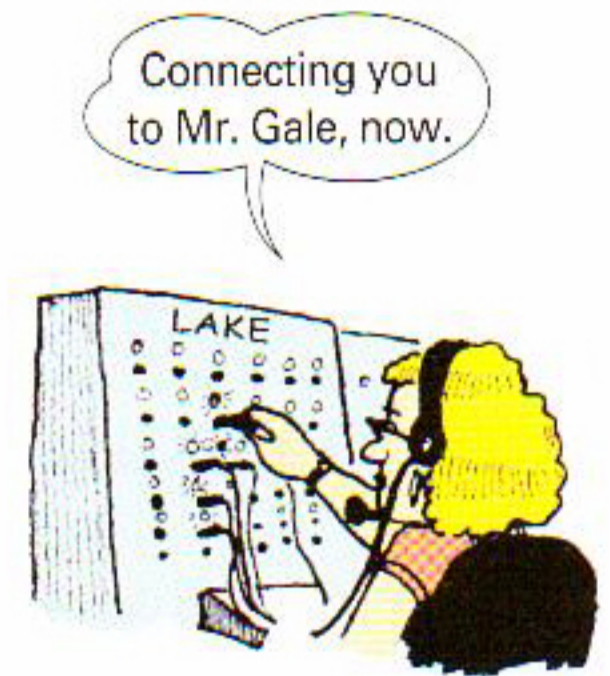
Do you want to hold?
Would you like to speak to his colleague?
Can I take a message?
Would you like to leave a message?
Would you like him to call you back?
Does she have your number?

Making the connection

Just a moment. I'm putting you through, now.
I'll connect you now.

Answering a call – identifying yourself

Good morning. Bob Adams (speaking).
This is Bob Adams.
This is he/she.



DIALOG

Fill in the blanks. Listen and check.

meeting

speak

call you back

leave

Operator: Good afternoon. JP&B Associates. How can I help you?

Linda: I'd like to _____ with Larry Smith, please.

Operator: Please hold while I put your call through ... I'm sorry. I'm afraid Mr. Smith is out of the office at the moment. Would you like to _____ a message?

Linda: I wanted to check to make sure he remembered our _____ tomorrow.

Operator: If you leave your name and number, I'll ask him to _____ when he gets in.

Linda: Certainly. My name is Linda Strait ...

VOCABULARY

Complete the definitions with a word from the Vocabulary list.

1. A person you work with is also called your _____.
2. If the phone is ringing and you pick it up, it means you _____ it.
3. The phone is busy when another caller is already on the _____.
4. To tell someone your name is to _____ yourself.
5. When you apologize, you say that you are _____.

PRACTICE

Match the question with the correct response.

- | | |
|---|--|
| 1. Can I help you? | a. I'll give it to you just in case she doesn't. |
| 2. Could I have your name, please? | b. I would like to speak with Steve Cross. |
| 3. Would you like to leave a message? | c. No, he's the only one who can help me. |
| 4. Could I transfer you to anyone else? | d. It's Debra Wilson. |
| 5. Does she have your number? | e. No, I'll call back a little later. |

4. Opening a call

Vocabulary

NOUNS

apple
call
connection
day
echo
extension
introduction
jacket
pronunciation
reason
summer
tango
teacher
whiskey
window
yourself

VERBS

ask
check
give
go
make
pronounce

ADJECTIVES

American
British
indigo
yellow

Making the call – identifying yourself

Hello, this is
My name is
This is ... speaking.
Hi, Bob. It's John here.



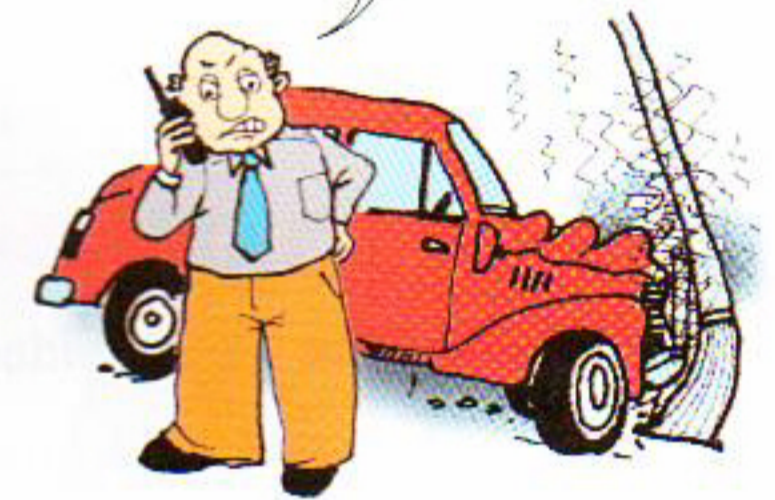
Asking for connection

I'd like to speak to
Could/Can/May I speak to
Could you put me through to
Extension 361, please.

Giving more details

It's in connection with
It's about

Could I speak to someone in the Transportation Department, please?



Checking after connection

Is this Maria/the Personnel Department?
Are you the person responsible for ...?

Reason for calling

I'm calling to
The reason I called is to
I'm calling about

I'm calling to check that you received my fax.



Shall I spell my name?

The alphabet – introduction to pronunciation

| | | | | | | |
|------|------|-----|------|------|-------|------|
| /ei/ | /i:/ | /e/ | /u:/ | /ai/ | /ɑ:r/ | /ou/ |
| A | B | F | Q | I | R | O |
| H | C | L | U | Y | | |
| J | D | M | | | | |
| K | E | N | | | | |
| | G | S | | | | |
| | P | X | | | | |
| | T | | | | | |
| | V | | | | | |

Z is pronounced 'zee' in American English and 'zed' in British English.

Key sounds – a guide

A for Apple/Alpha
D as in Day/Delta
E for Edward/Echo
G as in Go/Golf
I for Into/Indigo
J as in Jacket/Juliet
R for Robert/Romeo
S as in Summer/Sierra
T for Teacher/Tango
W as in Window/Whiskey
Y for Yes/Yellow

DIALOG

Fill in the blanks. Listen and check.

indigo

check

reason

give

Linda: My name is Linda Strait. Is Ms. Brown in?

Secretary: May I ask the _____ of your call?

Linda: Ms. Brown asked me to _____ the status of her order with us.

Secretary: Ms. Brown is not at her desk at the moment. If you _____ me your name and number, I can ask her to call you back.

Linda: Alright. My name is Linda Strait. My last name is spelled "S" as in summer, "T" as in teacher, "R" like Robert, "A" apple, "I" like _____, "T" teacher.

Secretary: I'll give her the message, Ms. Strait.

VOCABULARY

Choose the best word to match the meaning of the underlined words.

1. The CEO of the company is from England.

- a. American b. British c. Foreign d. Indigo

2. I'm not sure how to correctly say your name.

- a. check b. give c. go d. pronounce

3. We must have a bad connection because I can hear a repeating noise on the line.

- a. echo b. introduction c. reason d. window

4. You should wear a light coat today. It's a little cool outside.

- a. extension b. jacket c. tango d. whiskey

5. It's hard to believe you did all this work alone.

- a. alpha b. delta c. yellow d. yourself

PRACTICE

Fill in the blanks with the correct word from the "key sounds" guide.

My name spelled . . .

1. E as in _____, A as in _____, R as in _____, L as in lemon.

2. J like _____, E like _____, R like _____, R like _____, Y like _____.

3. S as in _____, A like _____, G as in _____, E like _____.

4. Y like _____, V like violin, E as in _____, S as in _____.

5. D as in _____, A as in _____, W like _____, N like Nancy.