

Cross Border Entrepreneurship Development Project, Serbia – Bulgaria, Bor, Feb 22-23 2014

# BUSINESS ENGLISH FOR ENTREPRENEURS

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BUSINESS ENGLISH SKILLS ESSENTIAL

# Introduction skills

## Introduce yourself:

- Name
- Age
- Job
- Family
- Hobbies and interests
- Something else that you think is relevant, funny, interesting or unusual

## Introduce your company:

- The company's name and its location
- Type of business
- Short history of the company
- Your future plans for your firm

# BUSINESS ENGLISH SKILLS

- ❑ Introduction skills
- ❑ Presentation skills
- ❑ Advertizing skills
- ❑ E-mail correspondence/Letters
- ❑ Reporting
- ❑ Asking for a loan/Loan application skills

# Presentation skills

□ Imagine you are invited to take part in a local business fair presenting local small and medium enterprises. Since you run a company you need to give a 5 min presentation on your company.

- Use your own company or feel free to invent one
- Explain its type of business and its size
- The company's short history
- Say something about your staff and personnel
- Say something about your business partners/associates
- Your plans for future development
- After the presentation invite questions from your audience

# How to structure a presentation

- How to introduce a presentation and topic?
- How to structure the presentation?
- How to begin?
- How to change the topic/speaker?
- How to do a summary?
- How to invite questions?
- How to conclude/end the presentation

# Some helpful phrases when presenting

- Introducing the company and the topic:
  - ✓ On behalf of the company I would like to welcome you here today.
  - ✓ Hi. My name is Max and I am CEO of the Global Travel.
  - ✓ Good morning/afternoon. I am Max and I am delighted to be here today to introduce you to our company and what we do.
  - ✓ I would now like to introduce my colleague David.
  - ✓ Hi everyone. I am Max and I will talk to you today about....
  - ✓ Today I would like to outline...

# Some helpful phrases when presenting

- Structuring and beginning the presentation:
- ✓ My talk is divided into x parts. I will start/begin with.../Firstly I will talk about...then I will look at... in the end/finally/ last but not least I will focus on...and we can leave the questions for the end of the presentation
- ✓ I will start with some general information.. I will give you some background information...Before we start does anyone know...? As you all are aware/ as you all know....

# Some helpful phrases when presenting

- Changing the topic/speaker and making a summary:
- ✓ Now, let's move on to/ continue with...This leads me to my next point, which is...now I would like to look at/ focus on/ consider...Now I will pass you over to my colleague David/ Now I will hand over to my colleague David...Does anyone have any questions/comments before I move on to...
- ✓ To sum up...So to summarize the main points of my talk...Just a quick recap of my main points



# Some helpful phrases when presenting

- ❑ Inviting the questions and wrapping up/ concluding:
- ✓ Does anyone have any questions?...Any questions or comments?...I would be happy to answer any question now...if you have any questions do not hesitate to ask...
- ✓ I would like to conclude by saying...this brings me to the end of my presentation... thank you for listening/your attention...it was pleasure being here today...well, that's it from me, thank you very much.

# Advertizing skills

## Advertize a product

- Think of the product you want to advertize
- Name the product
- Describe the product
- List the possible target customers
- Mention its price and availability
- In groups write the advertisement for the local newspapers

## Advertize a job

- Think of the job you want to advertize
- Explain the scope of work (duties and work hours)
- List the job requirements (skills and qualifications)
- List personal skills required for the job
- List the job's perks and benefits
- Mention the deadline for the application and explain how to apply for the job
- In groups write the job advertisement for the local newspaper

# Some words to help

- Can you rearrange these words into the two categories below according to their meaning:

Bachelor's degree, organization, computer literacy, Master's degree, interpersonal, driving license, PhD degree, fast typing, fire protection and equipment certificate, Photoshop, English writing, communication, proof-reading, filing and copying, telephoning, first aid certificate, reporting, correspondence in a foreign language

QUALIFICATIONS:

SKILLS:

# Some more words to help

## Adjectives to describe people at work

- diligent, conscientious, methodical, loyal, honest, a team worker, easy-going, punctual, reliable, responsible, confident, a net worker, devoted, committed, cooperative, cordial, resourceful, efficient, experienced, friendly, competent, tolerant, determined, skilled, skillful...

## Job perks and benefits

- insurance (health, dental), holiday, paid vacation, paid pregnancy and maternal leave, paid sick leave, housing, transportation costs paid, business trip allowances, bonuses, communication costs paid, on the job training and other courses

# E-mail correspondence

- You are the managing director of a small-size leather shoes factory and you need to organize a business trip.
- You want to pay a visit to a larger shoe selling company and strike a deal about selling your shoes in their outlets.
- You need to inform your staff about who will go on the business trip. You also have to tell them about the business trip purpose.
- Then you need to schedule a meeting with the larger company and address all necessary details of the visit.
- In an e-mail, arrange the meeting with the managing director of the shoe selling company (to whom you write for the 1<sup>st</sup> time) – briefly introduce your company, explain the purpose of your visit and what you would like to achieve, suggest the date and venue for the meeting, ask for confirmation.
- Write back to the managing director, agreeing on his proposal and suggestions and confirming the details of the visit
- Write an e-mail to your employees informing them about the business trip (explain its purpose, say who will go and how, give the info on the company you want to visit, give more details about the trip itself and schedule a meeting prior to the trip).

# E-mails and letters phrases

## □ Addressing:

- ❖ To whom it may concern
- ❖ Dear Sir/Madam,
- ❖ Dear Mr. Smith/Ms Smith
- ❖ Dear John/Sarah
- ❖ Dear All
- ❖ Hi/Hello John/Sarah

## □ Signing off:

- ❖ Yours sincerely (name known)
- ❖ Yours faithfully (name unknown)
- ❖ Sincerely/faithfully yours
- ❖ Kind Regards
- ❖ Best Regards/Best wishes
- ❖ All the best
- ❖ Yours
- ❖ Thanks/cheers

# E-mail phrases

## □ Enquiries

- I am writing to enquire about...
- I am writing to inform myself about...
- I am writing to request...

## □ Referring

- I am writing in reference to your ....(e-mail, advertisement, request, report...) dated Feb 22 2014...
- Further to our telephone conversation, meeting discussion held on Feb 22 2014...

# E-mail/ letters phrases

- Requesting/asking for... I would be grateful if you could...Can you/Could you/ would you be so kind as to...it would be great if you would/ I would appreciate it if you would...
- Confirming... I am pleased/happy to confirm that... With this e-mail/letter/ herein /hereby I would like to confirm... In reference to your request, I would like to confirm...
- Referring to attachments/enclosures... Please find attached...(e-mails)... please find enclosed (letters)



# E-mail/letters phrases

- ❑ **Congratulating...** I am writing to congratulate you on...to send my warmest congratulations on your...I would like to wish you a very happy anniversary...I wish you all the best...
- ❑ **Inviting...** would you like to...I would be truly happy/delighted if you...you are kindly invited to...
- ❑ **Breaking bad news...** I (deeply) regret to inform you...Unfortunately we have no choice but to say that/inform you that..
- ❑ **Making an appointment...** I would welcome the opportunity to meet you in person...it would be great if we could arrange to meet in person... when are you available/free?...would you like to get together some time this week to discuss that in person?

# E-mail/ letter phrases

- Complaining... I am writing to complain about the product... I am sorry to say it but your product regrettably did not meet my expectations... I am deeply disappointed in... I regret that I must call your attention to... I would be grateful if you could look into this matter/ see to this matter/ solve this issue/misunderstanding...
- Apologizing... Please accept my sincere apology for this mix-up... I am deeply/so/very sorry about any inconvenience that this may have caused ... I would like to apologize for...
- Concluding letters... Please do not hesitate to contact me on my phone or e-mail address indicated here... If you need any further questions/enquiries please contact me at... am at your disposal... could you get back to me asap?... I look forward to hearing from you/your reply/our future cooperation...

# Can you make it sound more formal?

Hi George.

I'm afraid I don't have good news. I'm writing to say that the last series of products we got from you is not good enough. We had loads of complaints from our customers who bought your stuff. Can you please look into the matter and see what went wrong. We also expect you to send us a new line of products for free so that we can make up with our customers. Can you get back to me a.s.a.p.?

Thanks

Julie

# One way to do it

Dear Mr. Smith,

I regret to say that I am writing to complain about your service. I am afraid that the last series of products that we received from you is not of sufficient quality. We were sent many complaints from our customers who purchased your products.

Would you be so kind as to inspect this matter? We would also be truly grateful if you sent us a new line of products free of charge so we can correct any inconvenience caused to our customers.

I would appreciate it very much if you wrote back to me on this issue as soon as it is convenient for you since this is a matter of high urgency.

I look forward to your reply.

Sincerely yours

Julie Cohorts

# Reporting

- ❑ You work for the statistics and quality monitoring department for a local TV station.
- ❑ Your boss asked you to help increase the popularity of the TV station because it started to lose the game with other local TV stations .
- ❑ For this purpose, you did a survey on what people want to watch on TV when they get home from work.
- ❑ You have now your own findings on preferable TV programmes that you want to put on in the afternoon hours.
- ❑ Write a report on your findings and make suggestions how to increase the popularity level with the citizens.

# Reporting phrases

- Explaining the topic: As an assistant director I was asked/tasked/invited/instructed to write a report about...The purpose of this report is to make suggestions for...This report aims to/investigates/examines...
- Explaining the problem...one issue is that our popularity is falling... another/further problem is that...one major disadvantage/shortcoming is... this is no longer acceptable/tolerable because...

# Reporting phrases

- Talking about the research...The survey revealed that majority of people/a big number of people/most people...Many people stated/said that...in the survey...A frequent comment was that...My findings indicate that...I have discovered that... the survey found that...
- Changing topic... As for the other issue...Moving on to the second problem I have to underline...finally...firstly...with regard to the issue of popularity...

# Reporting phrases

- Instead of *but*

however, nevertheless, in spite of, despite, although, even though, in contrast to, contrary to that...

- Instead of *and*

in addition, also, furthermore, moreover, further to this, besides this...

- Consequences/reasons/effects

This resulted in... the consequence of that is...all this led to a new development...in order to improve our popularity we will have to...for the purpose of the popularity level increase we will need to...this is due to the fact...for this reason...as a result of that... we can benefit from



# Reporting phrases

## □ Making suggestions/ giving recommendations

I would like to suggest that... to recommend that we...My suggestion/recommendation would be to...it would/might be a good idea...I strongly recommends that...in my view, we should...it is essential for us to...we should start to consider...this is an absolute necessity...

## □ Conclusion... therefore it can be concluded... my conclusion is that...from this we can conclude that... In conclusion...

# Asking for a loan from an investment bank/development fund

You want to make a new investment in your company

You would like to have a loan from the bank on 5 years return period

You can choose how you will use the loan (you may want to expand your business, invest in new equipment, employ more people to increase productivity, diversify etc..)

You need to prepare a very short business plan which you will present in the letter

Write a letter in which you express your interest in the loan, explain your reasons, and try to schedule a meeting with their representative to get informed about the details