

SECOND EDITION

COMMUNICATING



IN BUSINESS

ENGLISH

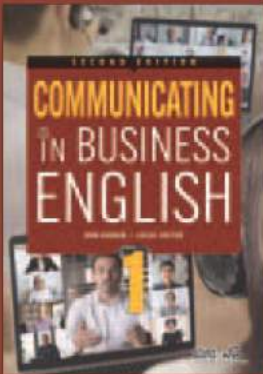
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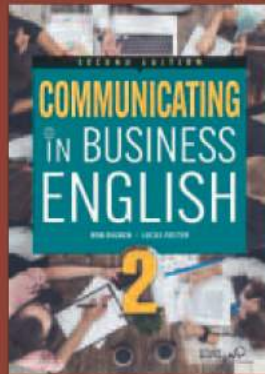
SECOND EDITION

# COMMUNICATING IN BUSINESS ENGLISH

This two-book series covers key language and expressions needed in a wide variety of important business situations.



Book 1




Book 2

**Covering all four language skills, the series ensures that non-native speakers of English have the tools they need to handle most common business tasks, such as:**

- Receiving and making calls
- Writing emails, contracts, and reports
- Giving effective presentations
- Conducting meetings
- Negotiating
- Socializing

**Each business situation is covered in detail, with lots of useful expressions and practice activities to make learning more effective. Realistic dialogs demonstrate how expressions are actually used, and case studies provide opportunities to try what has been learned.**





*A series for **students and business professionals** wanting to enhance their **English communication skills for global business.***

**The second edition includes:**

- New and updated lessons covering topics from virtual meetings to contract renegotiations
- All new discussion-focused lesson warm-ups to activate students' background knowledge of lesson topics
- All new case studies and communicative activities to reinforce learned vocabulary, structures, and situational strategies
- Key vocabulary lists for each lesson
- Sample phrases, sentences, and dialogs illustrating how common business language structures are used in context
- Business tips and strategies for effective communication

**STUDY  
BOOSTER** 

Like all Compass products, this series comes with our innovative digital learning solutions. Install the STUDY BOOSTER app on a PC or mobile device to preview or review the material from the book, with realistic dialogs, AI-supported pronunciation activities, and an extensive word library to boost learning.



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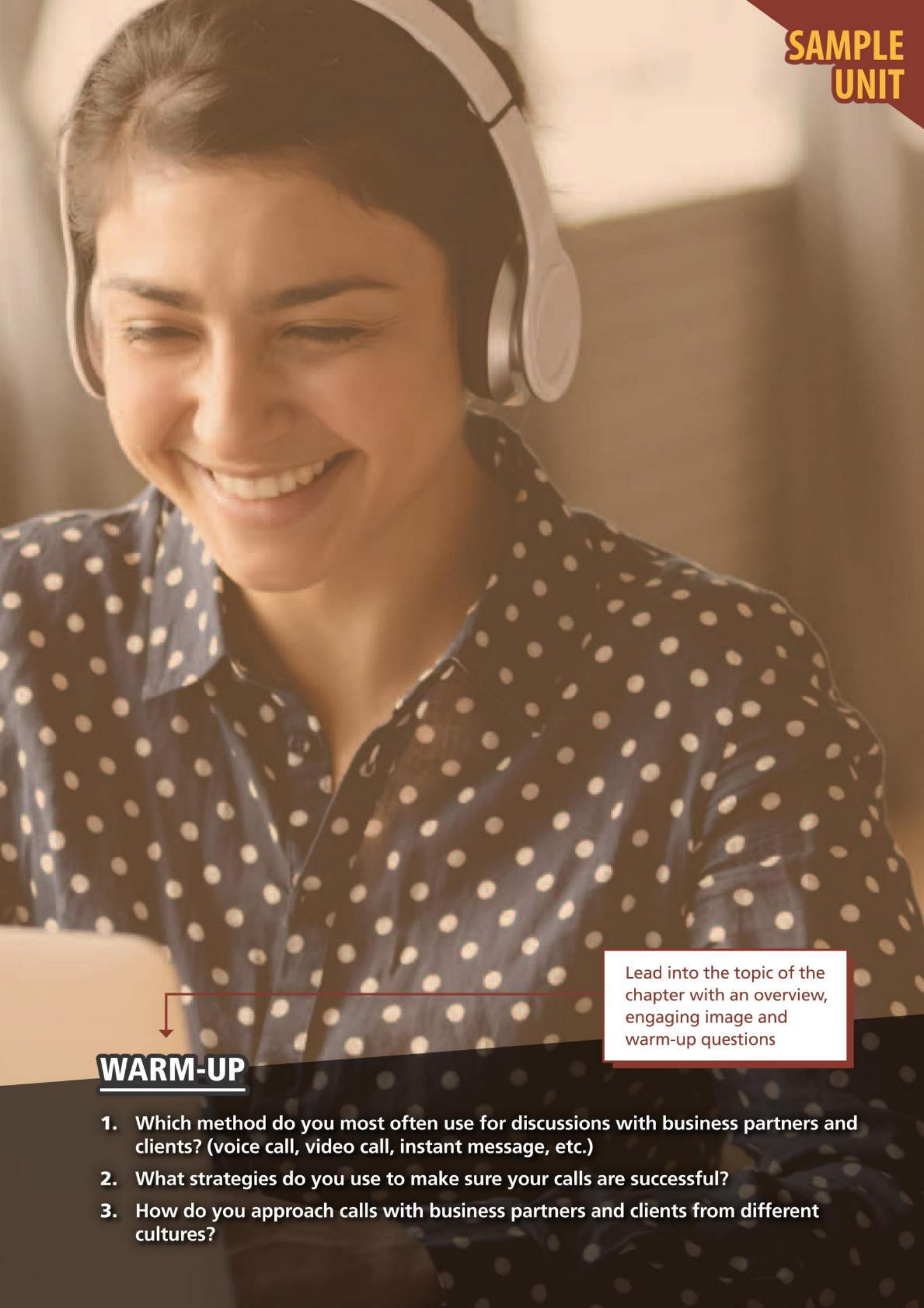


Scan the handy QR code to stream all the audio for the unit

# English for Calls

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

14 lessons in each chapter, covering all aspects of business situations



Lead into the topic of the chapter with an overview, engaging image and warm-up questions

## **WARM-UP**

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

# 01

## What Makes a Good Call?

### Learning Objectives

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

### Vocabulary

#### NOUNS

atmosphere  
connection  
device  
display  
information  
result

#### VERBS

confirm  
greet  
identify  
prepare

#### ADJECTIVES

appropriate  
available  
brief  
positive

#### ADVERBS

actively  
appropriately  
clearly  
culturally  
politely  
positively

### WARM-UP

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

Each lesson opens with clear objectives and warm-up questions to activate background knowledge.

Important concepts related to the topic are presented, including principles, common practices and norms, language functions, and common expressions.

### Call Sequence — A Checklist

#### Before the call

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

#### Beginning the call

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

#### During the call

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

#### Ending the call

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

#### Biz Tip

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

#### More Formal

How are you today?

I am calling to discuss...

Could you please repeat that?

It has been a pleasure.

#### More Informal

How's it going?

I wanted to talk about...

I didn't catch that.

Take care.



A dialog cloze exercise contextualizes the lesson vocabulary and demonstrates key concepts.

## [ DIALOG ]

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

connection

positive

result

device

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

**Mark:** Yes, we're all ready.

**Linda:** Did you check the settings on the \_\_\_\_\_ in the conference room?

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

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

**Mark:** OK. I'll do my best to create a \_\_\_\_\_ atmosphere.

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

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

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

## [ VOCABULARY ]

A variety of exercises get learners to engage with the lesson vocabulary.

Circle the word that does not belong in each group.

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

## [ PRACTICE ]

In the Practice section, learners review and apply the key concepts by categorizing, labelling, matching, ordering, etc.

Choose the best word to complete each sentence.

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



## Chapter 1 Lesson 3: Activity, pages 10–11

### Scenario:

Role-play a call between a caller who works for an advertising company and an executive assistant who works at a company called KS Games. Work with a partner, choose a role, and use the language learned in the lesson to fill in the tables below.

Role A: Executive Assistant Take the call and attempt to transfer the call. Explain that the head of marketing at your company is on vacation.		Role B: Caller You work for an advertising company and you want to speak to the head of the marketing team at KS Games to help advertise their new game.	
Greet and identify	<i>Good morning, KS Games. My name is...</i>	Greet and identify	<i>Good morning. My name is...</i>
Ask about the purpose		Explain the purpose	
Confirm information and connect		Confirm information	
Apology / No connection		Ask to leave message	

## Chapter 1 Lesson 4: Activity, pages 12–13

### Scenario:

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

**Reply and send documents**

**Ask for information**

*I would like to know more about...*

**Answer questions**

**Ask further questions**

#### Part A Background

Understand that there are several important cultural differences that will impact how successfully you are able to communicate on a call. Being aware of the differences and similarities, and knowing how to prepare for them, can have a big impact on how productive your calls are. Don't assume your clients, colleagues, partners, and others from overseas will know anything about your culture. Be proactive and learn about their culture first in order to understand and effectively deal with cultural differences and similarities.

#### Part B Task

Imagine you work for a company that sells goods and services to customers in the US. Management has recently decided to offshore the customer service call center to cut costs. You have been tasked with choosing a suitable country for the call center and planning a training program that will help the new customer service representatives communicate with your customers effectively.

Work with a partner. Choose a country from the list and learn about its culture. Consider which cultural differences could lead to miscommunications, mistakes, and misunderstandings between your customers and customer service representatives.



Choose a country from the list to offshore your call center to.

the Philippines	Spain	Germany	Mexico	Lithuania
India	Canada	Costa Rica	Hungry	Chile
Poland	China	Malaysia	Colombia	Your choice:
Ireland	Romania	Brazil	France	

Work with a partner. Do research about the business communication culture of the country you choose. Preview the questions in **Part C** and write notes.

#### Notes:

- They tend to think of time as an unlimited resource.



At the end of each chapter is an accompanying two-page case study that gets students to apply and integrate what they've learned in a real-world business scenario.

**Part C Compare and Contrast**

Try to find the answers to the questions below. Compare and contrast the culture of your chosen country with the culture of your customers. Write your findings.

How important is punctuality?	<i>Call center staff: Time is seen as an unlimited resource.</i>	How is directness viewed?	
	<i>Customers: Time is seen as a scarce resource.</i>		
Is silence acceptable?		Are interruptions acceptable?	
What level of formality is best?		Other:	

**Part D Write Training Materials**

With a clear understanding of the business communication culture in the country that will host your new customer service call center, and with an overview of the cultural similarities and differences between the customer service representatives and your customers, make a rough draft of the training materials.

	Acceptable / Preferable Communication Behavior	Unacceptable / Discouraged Communication Behavior
Punctuality & time:	<i>Work quickly. Apologize if something takes time. Offer to call back if it takes longer than 1 minute.</i>	
Level of formality:		
Directness, interruptions, & silence:		
Other:		

**Part E Role-Play Discussion**

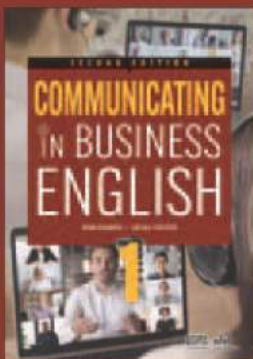
Work with a new partner. Compare and discuss the training materials you prepared in Part D. Assign each person a role as either a customer service representative or a customer. Role-play a customer complaint call following the directions in the training materials above.

**Tip** Review appropriate language for complaints on p. 26.

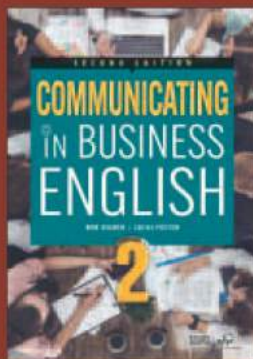
SECOND EDITION

# COMMUNICATING IN BUSINESS ENGLISH 1

*Communicating in Business English, Second Edition* is a two-book series for learners of English looking to enhance their communication skills for the fast-paced world of international business.



Book 1



Book 2



Learning App

## The second edition includes:

- New and updated lessons covering topics from virtual meetings to contract renegotiations
- All new discussion-focused lesson warm-ups to activate students' background knowledge of lesson topics
- All new case studies and communicative activities to reinforce learned vocabulary, structures, and situational strategies
- Key vocabulary lists for each lesson
- Sample phrases, sentences, and dialogs illustrating how common business language structures are used in context
- Business tips and strategies for effective communication

## Digital Components

- Interactive exercises for further practice
- Speech recognition feature for pronunciation and intonation practice



StudyBooster



MP3 Audio



Transcripts

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