

ENGLISH

陈亚平
总主编

英语

职业模块

服务类

林岩◎主编



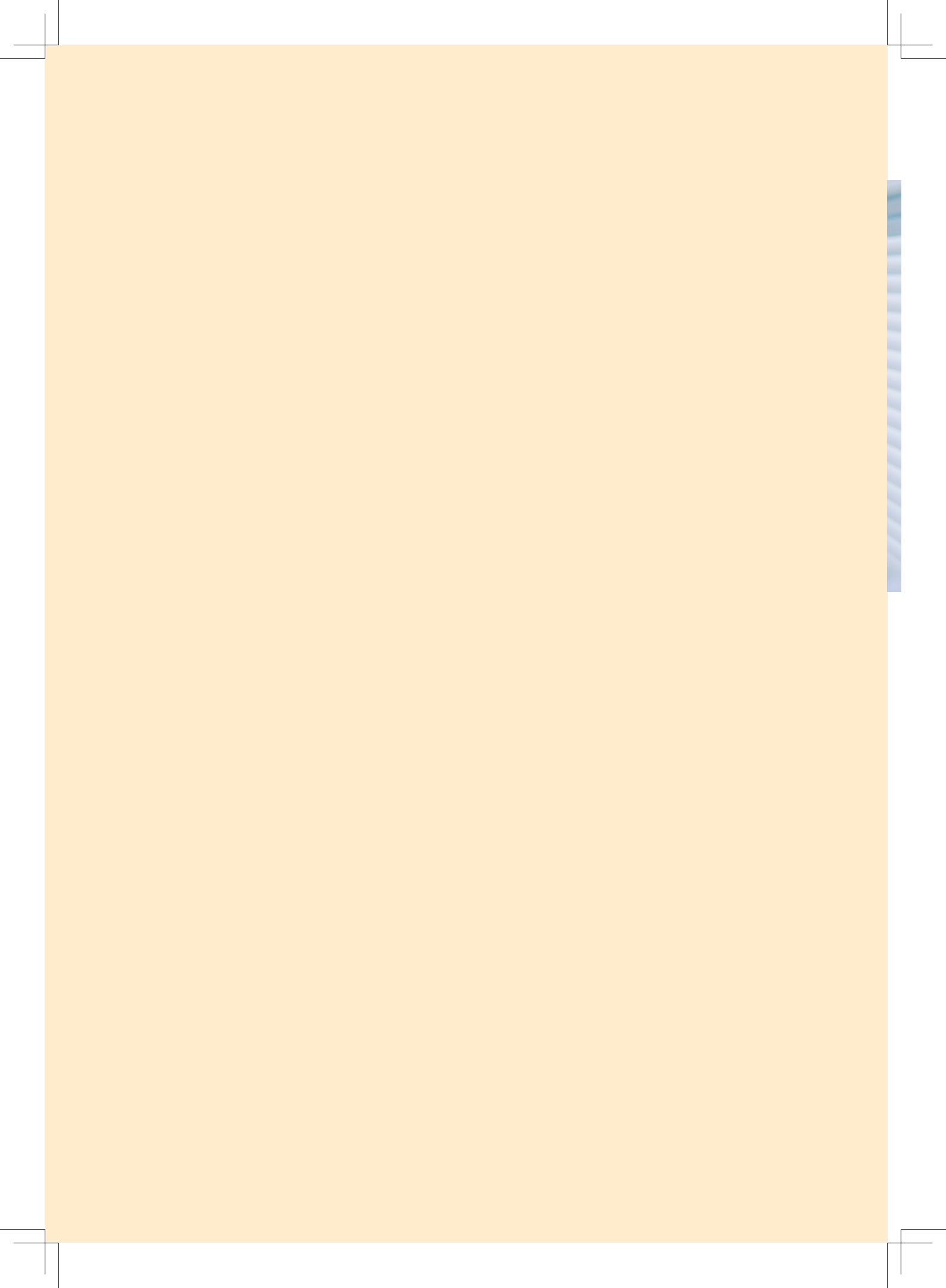
教育科学出版社
· 北京 ·

Learning Guide

	Topic	Function
Unit 1 1-16	Today is my first day at work.	Establishing relationships with co-workers and clients by making introductions
Unit 2 17-32	I will arrange it.	Making arrangements for a business conference or a company event
Unit 3 33-48	Could you deal with complaints properly?	Dealing with customers' complaints properly
Unit 4 49-64	What makes an excellent employee?	Expressing personal abilities when applying for a job or a promotion
Unit 5 65-80	May I help you, sir?	Getting information about clients and offer service at the reception
Unit 6 81-96	Are you Mr. Burke from AG Jewelry Company?	Communicating with clients and acting properly
Unit 7 97-112	I work in the sales department.	Describing basic workflow
Unit 8 113-128	Map your future!	Explaining the reasons for job promotion and career changes
129-133	Glossary	

PROPER

	Workplace Skill	Activity	Workplace Culture
	Following business etiquette rules; Writing an invitation	Making up a short play	The etiquette of giving and receiving business cards
	Developing an organised working habit; Writing a summary	Organising a singing contest	How to overcome cultural barriers at work
	Recording customer complaints; Replying to customer reviews	Doing a survey	The importance of dealing with complaints timely and quickly
	Describing duties and responsibilities for job positions; Completing a promotion speech	Making a self-introduction video	The key personality trait of a perfect customer service representative: positive attitude
	Preparing for a reception; Writing a memo	Doing a role play	Reception etiquette
	Making proper arrangements for clients' visits; Making a welcome speech	Organising a company annual meeting	How to make small talks with your clients
	Giving a presentation; Replying e-mails properly	Preparing a tea break	What is big data?
	Making training schedules and career development plans; Writing a request for promotion	Drawing your career planning tree	Employee training methods





Unit

1

Today is my first day at work.

In this Unit, you will learn how to

- ✓ establish relationships with co-workers and clients;
 - ✓ build your professional qualities by learning about business etiquette;
 - ✓ write an invitation.
-



Getting Ready

1 Working life begins. Body language is an important element of communication in the workplace. Write the expression for the body language below each picture.







hug

shake hands

well-done

stop

high-five

be quiet







2 Do you know workplace etiquette? Choose the suitable actions.

- Greet each other with a smile.
- Make eye contact.
- Make phone calls at any time.
- Wear fancy clothes or dress casually.
- Be friendly to clients.
- Arrive late to a meeting.
- Say "thank you" when someone offers help.

Rules of shaking hands

- Men should offer their hands after women.
- Men can't hold women's hand tightly.
- If women don't want to shake hands, men can nod their head or give a low bow.

Listening



1 Listen and tick the words you hear.

- (1) It is really a great honor to have the **chance** **opportunity** to work here.
- (2) Alex is the **manager** **director** of the sales department.
- (3) This is our new **colleague** **co-worker**, John!
- (4) They are all very **gifted** **talented** people.

2 Listen again and circle John's new colleagues.



3 Listen for the third time and fill in the blanks with the following sentences.

- A. How do you do, Alex?
- B. Hello, everyone! I'm John. Very honored to join the team!
- C. Nice to meet you too, Lisa.
- D. My name is John. I'm the new sales representative.

Unit 1

At the HR office

John: Good morning, Mr. Smith. _____

Mr. Smith: Good morning, John. Welcome to join NW Foreign Trade Company.

John: It is really a great honor to have the opportunity to work here.

Mr. Smith: Oh, here comes Alex. He is the manager of your department.

John: _____ It's my pleasure to join your team.

Alex: You must be John. How do you do? Welcome to our department.

Let me show you around the sales department.

John: OK, thank you very much.

At the sales department office

Alex: Morning, everyone! This is our new colleague, John!

John: _____

Lisa: Hi, John! I'm Lisa. Nice to meet you.

John: Thanks. _____

Nick: Welcome, John! You can call me Nick.

John: Hello, Nick.

Alex: They are all very talented people, and I am sure you will enjoy the team! I am happy to answer any questions you have.

John: So far so good! Thank you very much!

B

1 Listen and fill in the visitor record sheet.

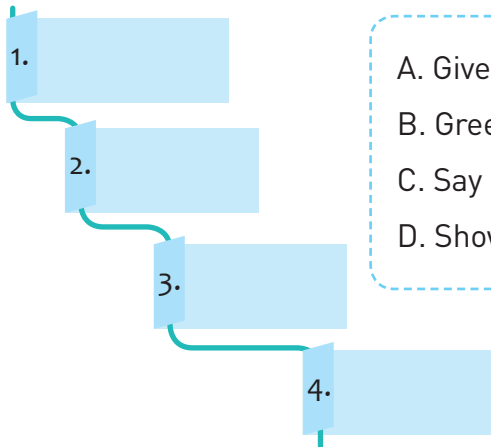
Visitor Record Sheet

Guest name _____

Company _____

Time 10 a.m. Wed.

2 Listen again and write the key steps of meeting client.



- A. Give name card.
- B. Greet each other and introduce oneself.
- C. Say good-bye.
- D. Show thanks for being a long-time client.

3 Listen for the third time and underline the expressions for showing appreciation to clients.

John: Good morning, my name is John. I'm the new salesman from NW Foreign Trade Company. I have an appointment with your manager Mr. Walker.

Receptionist: Good morning, John. Mr. Walker is waiting for you. Please come with me, and I will take you to his office.

John: OK, thank you.

After a while

Mr. Walker: How do you do? I'm Eric Walker. Please come in and have a seat.

John: How do you do? I just drop by to say hello today. Here is my name card.

Mr. Walker: Nice to meet you, John.

John: Thanks for being our client for 8 years. It means a lot to our success.

Mr. Walker: Your products are excellent. It's my pleasure to be your client.

John: Thank you so much. If you have any problems, please don't hesitate to contact me anytime. Now, I won't take any more of your time, and I'm always at your service.

Mr. Walker: Thank you very much. Have a good day!

John: You too, bye.

Speaking



Work with your partner and act out the following scenes.

Situation 1 This is your first day at work. Your manager (Student A) is introducing you (Student B) to your new colleagues in this department (Student C & D).

A: Good morning, everyone! This is our new colleague...

B: Good morning, everyone. My name is...

C&D: Welcome to... I'm...

...

Bank of Expressions

Good morning /afternoon/evening.

This is ...

Nice/Good to see you.

Please call me ...

How is everything going?

Pleased to meet you.

I'd like to introduce... from...

Situation 2 You (Student A) are a new salesman. You need to make a phone call to a regular client of your company (Student B). Make a brief self-introduction.

A: Hello! This is... from... Company. Is that ...?

B: Yes, speaking.

A: I'd like to introduce myself first...

B: Thank you for...

Bank of Expressions

My name is ...
I'm the new salesman/designer/operations manager...
I worked at ... for ... years before joining this company.
I have ... years of experience...
I am good.
...

PROPER

Situation 3 You (Student A) are going to attend an exhibition. It is a good chance to get closer to clients (Student B & C) from other companies.

- A: Good to see you again, ...
- B: Nice to see you again too...Congratulations on your best-seller award last month. Let me introduce ... from ... Company to you.
- A: Nice to meet you too... My name is... Here is my name card...I do hope we can cooperate in the future.
- C: Nice to meet you too.

Bank of Expressions

Do you like (the city) ?
Would you like to (sit down) ?
Please feel free to contact me anytime.

Reading



Business etiquette



For business phone calls, don't allow it to ring more than three times before you answer it. Put on a smile before placing or answering a phone call. Use a voice that is neither too loud nor too low. When a caller is speaking, listen to what he or she has to say without interruptions.

As a business person, you may frequently be in social situations. Here are some tips for you:

- Arrive early —10 minutes before the agreed time.
- Dress appropriately.
- Never chew with your mouth open or talk with your mouth full.
- At a formal or business meal, you should either wait until everyone is served to start or begin when the host asks you to.



Being punctual is one of the most important rules in the business world. By arriving at the office on time, you demonstrate that you are responsible and reliable. You will get the chance to know more people in your workplace, and you will also have enough time to plan your day's tasks.



1 Read and choose the subtitle for each paragraph.

- A. The importance of punctuality
- B. Dining etiquette
- C. Phone etiquette

2 Read again and fill in the blanks. What suggestions would you give on phone etiquette and dining etiquette?

Phone Etiquette	
What you should do	What you shouldn't do
(1) Answer business phone before ringing _____ times.	(1) Don't speak too _____ nor too _____.
(2) Put on a _____ before placing or answering a phone call.	(2) Don't _____ the caller.

Dining Etiquette	
What you should do	What you shouldn't do

B

Dress code at workplace

New staff should know how to dress properly at work.

Men should purchase a formal suit before getting to work. It is advisable to choose dark colours. Certainly, to match the suit, shirts in light colours, neckties and dark leather shoes are necessary. It should be noted that the colour of shirts and suits should not be similar or even the same.

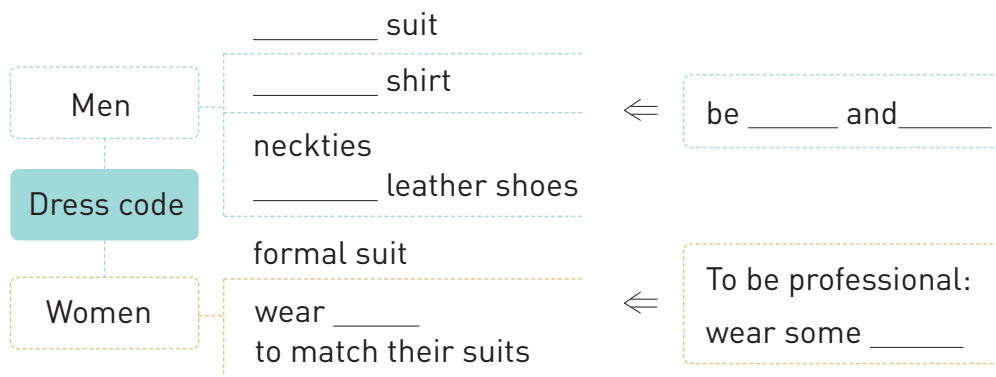


It seems that women have more choices when choosing their favourite suits, because there are many kinds of suits sold online or in the shop. The rules for choosing female suits are the same as those for males. Besides trousers, women can wear skirts to match their suits.



If necessary, women can wear some accessories to look more professional, but for men, being clean and neat is the top rule.

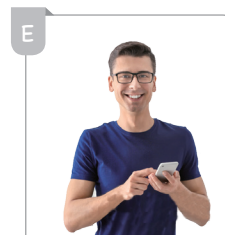
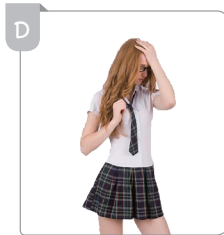
1 Read and complete the mind map.



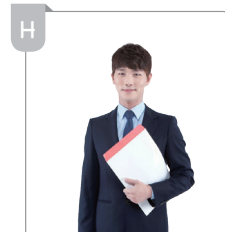
2 Read again and help Tim and Anna to choose the proper suits for their first day at work.



Tim



Anna



Useful expressions

- I think it is too informal/formal.
- He/She looks very professional in this suit.
- It is because...

Writing



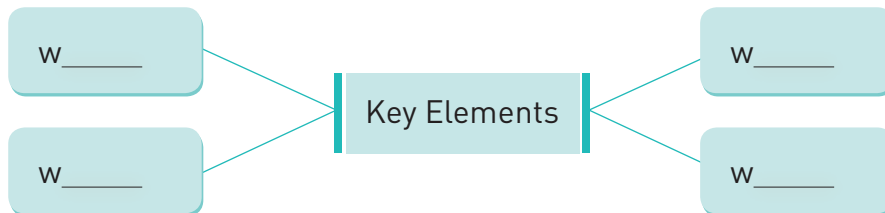
- 1** Mark Johnson replied to the invitation from James Brown. Discuss and find out the key elements of writing an invitation.

B I U A[^] A A 📌 ☰ ☰ ↶ 🖼️ 🗨️ 😊 📅 🎤

Dear Mr. James Brown,

Thank you for your invitation to your business meeting at 9:00 a.m. on October 23rd, at your company’s conference room. I will definitely attend the meeting and I believe that we will have great cooperation in the future.

Sincerely,
Mark Johnson



- 2** According to the information above, think and try to complete the invitation from James Brown to Mark Johnson.

B I U A[^] A A 📌 ☰ ☰ ↶ 🖼️ 🗨️ 😊 📅 🎤

I would like to express our thanks to you for establishing such a healthy business relationship with our sale team. To make plans for the upcoming year, we would like to invite you to attend our _____. It is scheduled to be held at _____ on _____.

We are looking forward to seeing you at the meeting. Please send us a confirmation reply as soon as possible.

Sincerely,
James Brown
General manager

3 You are Frank, the General Manager of T&T Company. Your company will host a return dinner. Please send an invitation to your client.

Date: 7: 00 p.m., Apr. 15th
Place: the Dining Hall on 30th floor, T & T Company
To: Mr. Smith

Dear _____ ,

I would like to ...

Yours,

...

Taking Action

Making up a short play

My first day at work

Appropriate workplace behaviour can help you quickly fit in, and inappropriate workplace behaviour will often cause trouble for people around you. Work in groups to write a short play and act it out.

Step 1 Choose a scene.

In the office/In the meeting room/At break time/Meeting clients

Step 2 Select your actors or actresses.

Step 3 Make up the story.

What bothers you most?

What are good behaviours?

How do you get along with your workmates or clients?



For example:

Actor or actress	Scene	Behaviour	Lines
A: Li Mei & Wang Hong	In the office	Talking loudly about something they think interesting	Speak freely
B: Betty		Being busy working with bad manners	Speak freely
C: Sam		Coming back from another office	Frown at them and say, "would you mind keeping your voice down?"

Step 4 Show your play.

Do you know



The etiquette of giving and receiving business cards

A business card is an **internationally** recognised means of presenting personal contact information. Understanding etiquette of business cards will help you to build business relationships.

国际性地

When you give someone your business card, you are introducing yourself on paper. So be sure that the card is in **pristine** condition before you hand it over.

完好的

• Presenting a business card

Generally, people with low status give business cards to those with high status first. When exchanging business cards with more than one person, start from the person with the highest position in the company, or from the person closest to you. Always present your business card in your right hand, or in both hands. In some countries, presenting your business card in your left hand is an insult. Look the person in the eyes and smile when presenting the business card.

• Receiving a business card

When being given a business card, accept the card in the same way as it was presented—either in your right hand or in both hands. Take a moment to read the business card as a sign of respect before putting it away.





Checking Progress

In this unit, the words I have learnt are

- | | | | |
|---|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> representative | <input type="checkbox"/> opportunity | <input type="checkbox"/> colleague | <input type="checkbox"/> manager |
| <input type="checkbox"/> department | <input type="checkbox"/> talented | <input type="checkbox"/> appointment | <input type="checkbox"/> salesman |
| <input type="checkbox"/> client | <input type="checkbox"/> contact | <input type="checkbox"/> etiquette | <input type="checkbox"/> interruption |
| <input type="checkbox"/> appropriately | <input type="checkbox"/> punctuality | <input type="checkbox"/> suit | <input type="checkbox"/> advisable |
| <input type="checkbox"/> necktie | <input type="checkbox"/> leather | | |

Other words I have learnt are

In this unit, the expressions I have learnt are

- | | | |
|---|-------------------------------------|--|
| <input type="checkbox"/> show around | <input type="checkbox"/> drop by | <input type="checkbox"/> make a phone call |
| <input type="checkbox"/> at one's service | <input type="checkbox"/> dress code | |

Other expressions I have learnt are

I am able to

- use greeting or introducing expressions correctly.
- communicate with co-workers and clients appropriately.
- understand the key workplace etiquette on different occasions.
- write an invitation.

Unit

2



I will arrange it.

In this unit, you will learn how to

- ✓ make arrangements for a business conference or a company event;
 - ✓ develop an organised working habit;
 - ✓ write a summary.
-



Getting Ready

Li Ming is the new staff of ABC Company. He does not know the office equipment well. Please tell him what the following devices are.

This is ...



You can choose from

Nameplate (姓名牌)	Meeting room	Copier (复印机)	Agenda (会议议程)
Projector (投影仪)	Microphone (麦克风)	Television	Laser pointer (激光笔)

Do you know other words related to office equipment?

Listening



1 Listen and decide what they are talking about.

- Organising an exhibition
- Arranging a department conference
- Writing the meeting minutes

2 Listen again and complete the meeting room application form according to the dialogue.

Meeting Room Application Form		
Department	Sales Department	
Dates and Time required		
Room Types	Big <input type="checkbox"/>	Small <input type="checkbox"/>
Number of Attendees		
Special requests: (Devices Needed)		
Microphone <input type="checkbox"/> Projector <input type="checkbox"/> DVD <input type="checkbox"/> Printer <input type="checkbox"/> TV <input type="checkbox"/>		
Applicant		

3 Listen for the third time and underline the part about conference arrangements.

M: Manager S: Secretary

M: Hi, Mary. There will be a department conference next week. Could you please arrange it for me?

S: Sure. When would you like it to be held?

M: At 10:00 a.m., next Wednesday. I'd like to report the fashion trends of this

summer.

S: OK. But David will be busy organising the exhibition next week. How about Friday?

M: Fine. If that can't be arranged, let's make it at 2:00 p.m., next Friday.

S: Er, 2:00 p.m., next Friday. Shall we hold it in the small conference room?

M: Yes, it's enough for 12 attendees. But you'd better check in advance. Get a microphone and projector ready.

S: No problem. What else?

M: Print and distribute the necessary documents before the conference, make sure to inform all the attendees.

S: Yes, sir. Do I need to write the meeting minutes (会议记录) and send it to everyone after the meeting?

M: Good, Mary! That would be perfect! Thanks!

B

1 Listen and decide what the relationship is between the man and the woman in the dialogue.

Wife and husband Boss and secretary Waiter and guest

2 Listen again and match the date with related activities in London.

Date

June 8th
June 9th
June 10th
June 11th
June 12th

Activities

Attend the convention
Go shopping and sightseeing
Have a meeting with Mr. Hans
Go back home
Arrive at the hotel

3 Listen for the third time and fill in the blanks.

S: Good morning, Mr. White. Shall I report your _____ (schedule/itinerary) now?

W: Of course. Please come in, Anne.

S: Mr. White, you will _____ (arrive/reach) at Heathrow Airport on June 8th and I've booked the Holiday Inn Hotel in London for you.

W: Just a minute, Anne. Did you tell me yesterday that you would _____ (reserve/book) the Hilton Hotel for me?

S: Yes, but I'm sorry, it's fully booked. So, I chose the Holiday Inn for you. Will it be OK?

W: Fine, thanks. Please go ahead.

S: On June 9th, you will have a meeting with Mr. Hans in the morning. The next day you will _____ (attend/join) the convention. You will have a day for shopping and sightseeing on June 11th. Then you will fly back on June 12th.

W: Very good, Anne. Please send an e-mail to our London office informing Mr. Li about my _____ (schedule/ itinerary).

S: Sure, sir. I will send it right now.

W: Excellent! Thank you!



Speaking

Work with your partner and act out the following scenes.

Mr. Mike Anderson is from Century Corporation. Mr. Sam Taylor and Miss Liu are colleagues in NW Foreign Trade Company. Miss Liu is the secretary of Mr. Taylor.

Situation 1 Make a phone call.

A: Mr. Anderson L: Miss Liu

L: Hello, this is NW Foreign Trade Company. Can I help you?

A: Hello, this is ... from...

L: Wait a moment, please. I'll check his schedule. (After a while) All right, ...

A: 10:00 a.m., at Room 101. Is that possible?

L: That's all right ...

A: Thank you.

Bank of Expressions

- I'd like to make an appointment with ...
- When and where would you like it to be held?
- I'll arrange it.

Situation 2 Arrange a meeting.

T: Mr. Taylor L: Miss Liu

T: Hello, Miss Liu, have you finished the meeting arrangement?

L: Yes...

T: Great...

L: No problem. Besides ...

T: OK.

Bank of Expressions

- I have reserved the meeting room, prepared the necessary devices and informed all the attendees.
- Remember to distribute necessary documents before the conference.
- I need to report your itinerary later.

Situation 3 You (Student A) are a manager. You ask your secretary (Student B) to reserve a conference room for 60 attendees. Devices and agendas are ready.

A: Mr. Anderson B: Miss Liu

A: Hello, Miss Liu. I want you to...

B: ...

...

Bank of Expressions

Device: Microphone, projector, printer...

The number of tables and chairs...

Others: Print 60 agendas





How to plan a company event

Planning a company event can be a stressful responsibility for anyone, whether you are a supervisor or a secretary. But with a little planning and practice, you can be sure to create an event that is enjoyable for all with minimal (最小的) stress for you.

First, notify your colleagues about the upcoming event, collect their requirements and invite people to assist you in the organisation work. You should send out e-mails to all of those invited, put up a bulletin (公告牌) in the lounge, or post the event on various social media platforms.

Next comes the planning of the details. Determine your budget according to the size of the event. Then, arrange a meeting to discuss the agenda. Settle on the date, time, and location, then you can work on getting the word out about the event.

At last, finalize the details. You should review guest list and budget requirements, then send out the invitations and event agenda at least a month in advance.

Don't forget to show your appreciation to those who helped organise the event, which will most likely motivate your helpers to assist you again in the future.

1 Read and decide whether the following statements are true or false.

		True	False
(1)	You can send out e-mails to notify those invited about the upcoming event.		
(2)	The budget can be determined at random (任意地).		
(3)	You do not have to send out the final invitations in advance.		

2 Read again and put the following steps in the right order.

- Inform colleagues about the upcoming event.
- Send out the invitations and event agendas to those who are invited.
- Complete the planning details.
- Determine the budget for the event.
- Settle on the date, time and location of the event.
- Invite people to help you.

B

A day in the life of an office secretary

I am Nichole, a secretary in a company. My job is to make other people's jobs easier.

My day starts slightly earlier than others to guarantee good preparation for the day. After checking my to-do list, I start working on the day's priorities. I also arrange my boss's schedule to make sure he is always prepared for his next meeting.

Usually, I attend the routine meeting to take detailed minutes. Being able to take shorthand is a great help at these times.

I also receive visitors who arrive to meet my boss.

After lunch-time, I come back to sort the mail that arrives. Besides, I need to keep files in alphabetical order (按字母顺序) for easy storage and retrieval (检索).

Around 4:00 p.m., a courier usually arrives to take urgent letters we need to send. After that, I sit down with my boss's flight and hotel bookings for upcoming trips.

The last half hour of my day, if there is no urgency on, is spent on updating a to-do list for the next day and marking off those jobs I have actually finished. This not only allows me to feel that I have achieved something, but also allows me to think about the next day clearly.

1 Read and decide whether the following statements are true or false.

		True	False
(1)	I am always the last one to arrive at my office.		
(2)	I usually do the easiest work first.		
(3)	Receiving visitors is also my duty.		
(4)	There is no need for a secretary to master working skills.		
(5)	I usually make a to-do list for the next day at the end of every day.		

2 As a qualified secretary, you should be professional. Please decide what a good secretary should do and should not do.

- (1) Know the boss's schedule.
- (2) Throw away important files.
- (3) Work closely with the boss.
- (4) Receive visitors.
- (5) Take accurate notes of the meeting.
- (6) Be late for meetings.
- (7) Prepare for meetings well in advance.
- (8) Be well-organised.
- (9) Repeat private conversations to others.
- (10) Keep attendees informed before the meeting.

Dos

A good secretary will:

Don'ts

A good secretary will NOT:



Writing



- 1** Here are five tips on improving work efficiency. Please choose one that is helpful to you and tell why you choose it with one or two sentences.

Work Efficiency

- Make a daily schedule. I will not miss the tasks and I can check whether I finish them or not.
- Finish every task on time. []
- Focus on the most important work first. []
- Have a short break. []
- Do the easiest work first. []

- 2** Think and write. You are the secretary of Mr. Smith. The following is Mr. Smith's schedule for today.

Time	Activities
9:00 a.m. -10:00 a.m.	Attend the department conference in Room 212.
10:30 a.m. -11:30 a.m.	Meet with the manager of ABC Company about the new product.
1:30 p.m.	Interview five applicants.
3:00 p.m.	Have a video conference with Mr. White from ABC Company.
6:00 p.m.	Have dinner with Mr. Gray in the Hilton Hotel.

Please write a summary about Mr. Smith's schedule, then report.

PROPER

Good morning, Mr. Smith! You are on a full schedule today.
Now, I will report it to you in detail.

Do you have any special arrangements for the rest of the time?

If there is anything urgent, you can get in touch with me.



Taking Action

Organising a singing contest

Suppose your company is going to organise a singing contest—*The Voice of the Company*. As a secretary, you are asked to arrange the contest. Now, you are discussing with your boss, determining the time, place, participants, devices needed and other details you can think of.

**Step 1** Choose your partner.

One is the secretary, the other is the boss.

Step 2 Discuss with your partner.

Talk about the time, place, participants, devices needed and other details. You can make notes when discussing.

Step 3 Present your discussion.

Based on the above two steps, make a short conversation about the arrangements. You can refer to the following sentence patterns.

For example:

The boss: The New Year is coming. We are going to... I hope you can arrange it.

The secretary: OK. When will it be held?

The boss: ...

You may use

We are going to...

Where will it be held?

Who/How many employees will take part in the contest?

I will arrange...

Do you know



PROPER

How to overcome cultural barriers at work

Nowadays, with the **advancement** of technology, it is not uncommon to deal with clients and customers from all over the world. Sometimes, cultural differences may **inhibit** communication.

进步

If you want to be a qualified secretary in a cross-cultural company, you need to find solutions to break down barriers. One of the best solutions is to learn about your clients' culture.

阻碍

Spending time to research or inquire about their culture can help you communicate with them smoothly. Learn about the things your clients and customers like and value: their diet, their customs, business practices and what they do for fun.

Because of your extra effort, the people with whom you work will feel appreciated and will be more **apt to** recommend you and do business with you in the future.

倾向于



Checking Progress

In this unit, the words I have learnt are

- | | | | |
|-------------------------------------|------------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> arrange | <input type="checkbox"/> document | <input type="checkbox"/> itinerary | <input type="checkbox"/> sightseeing |
| <input type="checkbox"/> exhibition | <input type="checkbox"/> schedule | <input type="checkbox"/> stressful | <input type="checkbox"/> enjoyable |
| <input type="checkbox"/> notify | <input type="checkbox"/> upcoming | <input type="checkbox"/> budget | <input type="checkbox"/> appreciation |
| <input type="checkbox"/> supervisor | <input type="checkbox"/> platform | <input type="checkbox"/> motivate | <input type="checkbox"/> slightly |
| <input type="checkbox"/> sort | <input type="checkbox"/> shorthand | <input type="checkbox"/> urgent | <input type="checkbox"/> priority |

Other words I have learnt are

In this unit, the expressions I have learnt are

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> department conference | <input type="checkbox"/> send out | <input type="checkbox"/> in advance |
| <input type="checkbox"/> get the word out | <input type="checkbox"/> in alphabetical order | |

Other expressions I have learnt are

I am able to

- make good preparations for a conference.
- talk about the arrangements about itinerary.
- prepare for a company event.
- write a summary.