

# LESSON 10

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68 **network (v)**

**small talk**

Why is the ability to make small talk important for successful networking?

The ability ... because small talk helps people feel more relaxed, discover what interests they have in common etc.

**mail order**

**"Mail order" is a term we use to mean any purchasing process where the customer chooses goods, normally from a catalogue, and then orders them over the phone or by post. If goods are bought over the internet, we use the term "online shopping" instead.**

Has the internet changed the way in which most traditional mail order companies do business?

Yes, the internet ...

How?

**collapse**

**crash**

Of all the people you know personally, who do you reckon would suffer the most financially if the stock market suddenly collapsed (or crashed)?

Of all ..., I reckon ... would suffer the most financially if ...

Why?

**prospect****venture****joint venture****collaborate**

Under what circumstances might an investor put money into a venture even when they know there's only a small prospect of the venture succeeding?

An investor might put ... even when ... because they believe the investment will be very lucrative if the venture succeeds

What's a joint venture?

A joint venture is a business project that two separate companies begin and collaborate on together

If you could do one thing to improve your career prospects, what would you do?

If I could ..., I'd ...

**respond****response****invitation**

Which abbreviation is sometimes printed at the bottom of formal invitations in order to request a response?

The abbreviation "RSVP" ...

What do the letters "RSVP" stand for?

The letters "RSVP" stand for "Répondez s'il vous plaît", which means "Please respond" in French

**cost-effective****mailshot****budget**

Which form of marketing would you say was probably the most cost-effective for a business such as a restaurant: placing advertisements in the local press, handing out leaflets on the street, sending mailshots, or advertising on local radio?

For a business such as a restaurant, I'd say the most cost-effective form of marketing was probably ...

Why?

And if you were the owner of a restaurant, when would you choose to increase your marketing budget: when turnover was up or when turnover was down? If I were ..., I'd choose to ... when ...

**presentation**

**proposal**

**pitch**

**potential**

**topic**

**software**

**flip chart**

**handout**

**sum up**

What are some common reasons for giving a presentation at work?

Some common ... to present a proposal or report to colleagues, or to pitch to an existing or potential client

Why should we think carefully about our audience when preparing a presentation?

We should ... because it can help us decide which aspects of the topic we should focus on during the presentation

71 To help us during a presentation, what kind of equipment can we use?

To help ..., we can use equipment such as a laptop with presentation software and a projector, or simply a whiteboard or flip chart

Tell me one reason why we might also give our audience handouts?

We might ... so that they leave with a written record of the most important information

What do people usually do at the end of a presentation after summing up the most important points?

After summing up ..., people usually make suggestions for what should happen next, thank the audience for listening, ask the audience if they have any questions etc.

## **loss leader**

## **accomplish**

## **transaction**

**A loss leader is a product that a shop sells at a very low price in order to attract customers, in the hope that they'll buy other more profitable goods during their visit.**

Why do supermarkets and other retail businesses sometimes introduce loss leaders?

Supermarkets and ... to attract customers to the shop in the hope that they'll buy other more profitable goods during their visit

Do you believe loss leaders accomplish that goal?

Yes, ... ~ No, ...

How can a shop prevent customers from buying loss leaders in bulk?

Shops can ... by only stocking small quantities of the item, or by limiting the number of items customers are allowed to purchase in each transaction

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## **HR = human resources**

## **resolve**

## **payroll**

**When companies grow large, they usually have an HR (human resources) department, or personnel department. This department is responsible for recruiting, disciplining and firing staff, resolving work-related problems and disputes between colleagues, and sometimes setting pay levels and dealing with the payroll.**

What kinds of things is the HR department of a company responsible for?

The HR department ... for recruiting, disciplining and firing staff, resolving work-related problems and disputes between colleagues, and sometimes setting pay levels and dealing with the payroll

What's another name that's often used for this department?

Another ... personnel department

## **routine**

## **as a matter of routine**

Briefly describe your daily routine, please.

I wake up at  
about ... and then ...

Tell me something that many people do as a matter of routine at the  
start of their working day?

Something that ...  
prioritize their tasks for the day,  
check their emails, drink a cup of coffee etc.

## **black economy**

## **black market**

Would you expect a worker in the black economy to be asked by their  
boss to sign an employment contract?

No, I wouldn't expect ...

Name some products that are often sold on the black market.

... are products that ...

## 73 **talk shop**

The idiom "talk shop" means to have a conversation with somebody  
about work in a social situation, usually an area of work that you are  
both involved in. For example, if you're at a party with colleagues but  
you're discussing a work project, then you're talking shop.

Give me an example of the idiom "talk shop", please.

Jack, can you  
and Claire stop talking  
shop for a bit? We're at a party!

## **brand loyalty**

## **after-sales service**

Would you say brand loyalty among consumers was commonly  
influenced by the quality of a company's after-sales service?

Yes, I'd say ... ~ No, I wouldn't say ...

**industrial relations**

**dispute**

**go-slow**

**cooperate (co-operate)**

**industrial action**

**put pressure on**

Do industrial relations in a country tend to get worse during a recession?

Yes, industrial relations ...

Why do you think this is?

I think this is because ...

When workers are in a dispute with their employer, what kind of industrial action do they often take?

When workers ..., they often take industrial action such as refusing to work overtime, organizing a go-slow, or even going on strike

74 How does industrial action put pressure on an employer?

Industrial action puts pressure on an employer because it affects production and, consequently, may cause revenue to fall

**direct debit**

**standing order**

Tell me some things that we often pay for by direct debit.

Some things that ... our gas and electricity supply, insurance policies etc.

How can we send regular automatic payments to another person, for example a landlord, or a son or daughter at university?

We can ... by setting up a standing order with our bank

**shortage**

With the planet's population constantly rising, is there likely to be a global shortage of natural resources in the future?

Yes, with the planet's ..., there's likely to be ...

And what do you think our response to this global threat should be?

I think our response to ... should be ...

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*Dictation 4*

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They eventually paid a generous fee/ in order to retain her services./ Probably due to the recession,/ the majority of perks/ that new staff used to enjoy/ are no longer being offered./ The testimonials on that website/ don't look genuine at all./ If we can arrange trade credit/ with our regular supplier,/ it'll help with our cash flow this month./ It's now an extremely innovative company,/ and it will soon monopolize the market./ Our factory floors were using obsolete technology,/ and when the takeover finally happened,/ new machinery was immediately purchased,/ and several blue-collar jobs were axed./ The balance sheet looks rather healthy,/ with almost no liabilities/ and considerable assets./ George may be a disciplined accountant,/ but his personal life is totally chaotic.