

LESSON 6

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client

imply

ongoing

The word "client" has a similar meaning to "customer", but it can often imply that the person is paying for a service rather than a physical product. For example, a lawyer is likely to talk about clients rather than customers. Also, calling someone a client can imply that we have an ongoing business relationship with them, and that they perhaps return to us every now and again for the service we provide.

When we refer to somebody as a client rather than a customer, what can it often imply?

When we ..., it can often imply that the person is paying us for a service rather than a physical product, and that perhaps we have an ongoing business relationship with them

Who would be more likely to call someone a client: a lawyer or a shop owner?

A lawyer would be more likely to call someone a client than a shop owner

stand for

R&D = research and development

What does the abbreviation "R&D" stand for? The abbreviation "R&D" stands for "research and development"

In which area do you think R&D work is most important: farming, medicine or education?

I think R&D work is most ...

How can the marketing department of a company help the R&D department?

The marketing ... by providing it with data on consumer demand, product sales etc.

conference

After travelling abroad to attend a conference, what kind of expenses do people claim for?

After travelling ..., people claim for expenses such as the cost of flights, accommodation, meals etc.

During a conference call, how can we avoid the confusion of not knowing whose voice we're listening to?

During a conference call, we can ... by asking everyone to say their name each time they speak

input**output****resource****labour**

By inputs, we mean all the resources that come into a business, for example energy, raw materials, labour etc. By outputs, we mean the goods that the business produces and the services that it provides.

When we talk about a person's input, we mean, for example, the work they have personally done on a project, or their contribution during a discussion.

What are the inputs of a business such as a clothes factory?

The inputs ... cloth and other raw materials, labour, electricity etc.

And what are the outputs?

The outputs are the finished clothes that the factory produces

Why might an employer decide to give a particular employee a bonus?

An employer might ... because their personal input has been very valuable to the company, they have achieved a difficult target etc.

freelance**freelancer****self-employed****appoint****take on****expand****contract (v)**

What do we mean by a freelance worker?

By a freelance worker,
we mean a self-employed person
who offers their services to companies

Why might a small company sometimes prefer to appoint a freelancer
rather than take on a permanent staff member?

A small company
might ... because appointing
freelancers allows a company to expand
and contract more easily according to how much
work is available, and therefore control labour costs

custom**customs**

When planning a marketing campaign in a foreign country, is it
important to take into account the customs, language and culture of
that country?

Yes, when planning ..., it's important ...

Why?

Do all goods imported into this country have to go through customs?

Yes, ... ~ No, ...



See Section D of Charts

41 **Presenting data in graphic form**

numerical	display	table	chart
bar chart	flow chart	pie chart	category
graph	line graph	vary	trend

When we present numerical data to people, why do we often use a chart or graph rather than just show the data in a table?

When ..., we often ... because it can be easier to understand numerical data when it's displayed in a chart or graph

Which two ways of displaying information are best for showing how data varies over time?

Line graphs and bar charts are best for showing how data varies over time

And which of those graphic forms would you choose if you wanted to display a trend over a long period – for example, in property prices?

I'd choose ... if I wanted to display a trend ...

Why?

What's a pie chart useful for?

A pie chart's useful for comparing relative quantities for a small number of categories

Which display methods could we use to show the results of a survey asking the public which of five particular products they liked most?

We could use a pie chart, a bar chart or a table to show ...

invest

investor

investment

return (n)

ethical

Would you ever approach a close personal friend to invest in a business idea you had?

Yes, ... ~ No, ...

Is it more common these days for investors to consider the ethical aspects of an investment in addition to simply the annual return they can expect to get from it?

Yes, it's more common ...

stock

surplus

storage

obsolete

Why might a company decide to throw surplus stock away rather than keep it in storage and wait for demand to increase?

A company might ... because the stock has reached the end of its shelf life, the charges for warehouse storage are too high, the stock is now obsolete etc.

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Cc = Carbon copy

Bcc = Blind carbon copy

field

copy somebody in (on ...)

When composing an email, when do we put an address in the "Cc" field?

When ..., we put ... in order to copy somebody in on that email

If you wanted to copy a colleague in on an email to a client without the client knowing anyone else had been copied in, where would you put your colleague's email address?

If I wanted to ... without ..., I'd put ... in the "Bcc" field

What do the abbreviations "Cc" and "Bcc" stand for?

The abbreviations "Cc" and "Bcc" stand for "Carbon copy" and "Blind carbon copy"



Dictation 2

Working regular night shifts/ can mean spending leisure time alone./ Sales in recent months/ have exceeded expectations./ I believe a strict hierarchy/ can limit a company's imagination./ Please ask your secretary/ to prepare a fresh invoice./ The bank runs an annual recruitment programme,/ with its main source of personnel/ being graduates from the local university./ What the applicant wrote in her CV/ was not a simple case of miscommunication;/ it was fraud!/ Why on earth are you withdrawing/ our bid for the contract?/ Although their scheme achieved its goal/ of boosting revenue for the college,/ heavy costs were also incurred./ Most fruits have a shelf life/ of under a week or two./ This diagram shows the plans/ for our new warehouse.