

CONTENTS CHART

UNIT	TITLE	FOCUS ON FUNCTIONS	TASKS BASED ON BUSINESS SITUATIONS
1	Making business contact (page 8)	- Talking to people in business situations - Using the phone in business	Write a follow-up email confirming the telephone discussion
2	Presenting a company and its products (page 11)	- Structuring a presentation - A company history and its current production	Give a brief presentation on a chosen company or its product
3	Writing business letters and e-mails (page 14)	- Basic skills and techniques for business correspondence - E-mail's advantages	Write a thank-you letter after visiting a foreign company
4	Enquiries and offers (page 17)	- Starting a business process – making enquiries - Making offers/Quotations	Answer your customer's questions regarding an enquired product
5	Pricing and negotiating (page 20)	- Pricing an engineering product - Negotiating tips	Write a follow-up email recording the conclusions of the telephone negotiation
6	Business travel (page 23)	- Air travel: new methods of airport procedures - Hiring a car	Advise your potential client on the best mode of travel from the airport
7	Contracts and orders (page 26)	- Tips for writing a contract - Essential components of an order	Write an order for two products according to your choice
8	Meetings and videoconferences (page 29)	- Moderating the course of a meeting - Videoconferencing	Act the role of a seller/buyer in a videoconference or one-to-one meeting
9	Invoicing and dealing with problems (page 32)	- Key components of an invoice - Complaining and apologising	Write a reply to the letter of complaint from your customer
10	Expositions and trade fairs (page 35)	- The role of exhibitions/trade fairs in marketing a product - Preparing for the trade fair	Prepare a follow-up telephone call (so called telephone script)