

Unit 1

Making Contact by Telephone

电话联络



I. Unit Objectives

- ① Learn to make phone calls for new contacts
- ② Learn to use the skills for starting and closing telephone conversations
- ③ Practise handling business phone calls properly
- ④ Understand the cultural differences in speaking to strangers

II. Lead-in

Introduction

Business people have to drum up new business by contacting potential customers or clients. Very often they will do so by telephone calls. Talking to strangers on telephones requires specific techniques, which will contribute to the effect and efficiency of communication. In this unit, you will hear some business phone calls and learn some major telephone-making skills.

Warm-up Questions

1. How often do you have to call someone you don't know?
2. Do you like receiving calls from people you don't know? How do you feel?
3. How can you show courtesy when you try to establish contact with a new customer or client by telephone?
4. What do you know about the cultural differences on formality and salutation?
5. Do you like to get to know people through telephone?

III. Listening

Word List

business scope 商机, 业务范围

urgent 紧急的

first thing 第一时间

further notice 另行通知

Sydney 悉尼

Listening Task 1

Listen to ten statements or questions and choose the most appropriate response for each of them from the three choices given below.

1. A. How are you?
B. Fine, and you?
C. I was just phoning about the contract.

2. A. I'm sure you have.
B. I see.
C. I've got that.
3. A. Of course.
B. I see.
C. Good.
4. A. I didn't know you'd entered.
B. Congratulations. That's marvelous news.
C. Really? How nice!
5. A. When?
B. Which month do you mean?
C. December, you mean?
6. A. Good.
B. What time did you post it?
C. Thank you. Do you know what time it'll arrive?
7. A. Yes.
B. What sort of news?
C. Really?
8. A. Me, too.
B. I hope so.
C. I agree.
9. A. I called you about the sales conference.
B. You mean about the sales conference?
C. Thanks. It was about the sales conference.
10. A. Let me go over it again.
B. Oh, is it true?
C. Didn't you?

2 Listening Task 2

Beatrice Hayward is a secretary at Leclerc System. Her boss, Tom Richardson, went to Paris on business on Monday. While he was away, she answered several phone calls and took messages for him. Listen to each of the phone calls and then answer the questions.

Call 1: What will Mr. Gerry Walkman do on Wednesday?

Call 2: When will Mr. George Dowson be in London?

Call 3: How would Mr. Joe Grimes like his message to be passed?

Call 4: Where could Mr. Johnnie Griffith make the call?

Listen to the phone calls again and match the callers' names in Column A with the messages in Column B.

Column A	Column B
1. Gerry Walkman	A. to cancel the last order
2. George Dowson	B. not to supply Maison Company until further notice
3. Joe Grimes	C. about cooperation of business scope in Melbourne
4. Johnnie Griffith	D. cannot make the meeting on Tuesday afternoon

IV. Language Focus

Handling Telephone Conversations

Here are some expressions that can be used in opening a call, explaining the purpose of a call, making an arrangement, taking and leaving a message and closing a call.

● Opening a call

» Identifying your company

SGK (name of company, department or the name of the receiver). Can I help you?

Good morning/Hello. Communication International.

» Identifying yourself

This is Peter from...

This is Peter speaking.

» Identifying the caller

Who's calling, please?

Who's that speaking?

May I ask who's calling?

I'm sorry, I didn't catch your name.

● **Asking for connection**

I'd like to speak to...

Could I speak to..., please?

Could you put me through to...

Could I have Extension 110, please?

Sorry, I must have the wrong extension. Could you transfer me to Mr. ..., please?

● **Making connection**

Just a moment.

I'm putting you through.

● **Explaining the purpose**

I'm calling to...

I'm ringing just to...

I'm calling about...

The reason I'm calling is...

It's about...

It's in connection with...

● **Asking about the purpose**

Could you tell me what it's about?

What's in connection with?

● **Making an arrangement**

Shouldn't we get together in the near future?

I'd like to see you at the end of the month.

Could you manage next Monday?

Tuesday is fine. Shall we say 1 o'clock?

I am ringing to confirm our meeting tomorrow at 1 o'clock...

I'm afraid I can't manage it.

Sorry I can't make. Could I suggest...instead of...

What about...?

● Taking a message

I'm afraid he/she is in a meeting/out of the office/on holiday at the moment. Could you give him/her a message?

I'm afraid he/she is not in at the moment. Can I take a message?

She is not available. Could you leave a message?

Let me take/write that down.

I'll get a pen...

I'll make sure that she/he gets the message.

I'll tell him/her you called.

● Leaving a message

Could I leave a message?

Could you tell him/her I called?

Could you tell him/her to call back?

● Closing a call

So let me just go over that...

I think that covers everything.

Is there anything else?

Thanks for calling.

Thank you for calling back.

Thank you for the information.

Thanks and bye.

Speak to you soon.

Good. I look forward to seeing/meeting/hearing from you soon. Goodbye.

See you soon.

OK. I'll call again.

I'll get back to you.



Word List

agent 代理人

outlet 销售点

range 产品系列

confirm 确认

disturb 打扰

purchase 购买

pharmaceutical 制药, 药品

calendar 日历; 日程安排

flight 飞机航班

Los Angeles 洛杉矶

distribution 分销

commercial 商业的

1 Sample Dialogues

Sample 1

A: Pacific Development Company. May I help you?

B: This is Wang Hong from IBM Company. Can I speak to Mr. Taylor, please?

A: I'm sorry, Mr. Wang, but Mr. Taylor is not in at the moment.

B: When will he come in, do you know?

A: I suppose he won't be in until 12:00.

B: May I leave a message?

A: Sure.

B: Please ask him to give me a call as soon as he returns.

A: What's your telephone number, please?

B: 010-81234567.

A: All right. I'll tell Mr. Taylor and ask him to call you back at 010-81234567.

B: Thank you.

A: You are welcome. Good-bye.

Sample 2

A: Hello, Beijing Science Developing Company. Can I help you?

B: Yes. I'd like to speak to Mr. Song, the sales manager, please.

A: Just a minute, please. I'll put you through.

C: Hello, this is Song speaking.

B: Hello, Mr. Song. This is Jim Smith, your agent.

C: Hi, Jim. How are you?

B: Fine, thanks. I'm calling about a small problem. Our meeting on Friday is all right, but Monday afternoon is likely to be difficult. Someone is coming to visit us, who might be a useful outlet for some of your range. Shall we change our meeting to Tuesday afternoon?

C: Well, I think that should be all right. I'll give you a call this afternoon to confirm.

B: Thank you. Goodbye.



Pair Work

Look at the business cards below. You are the assistant of Hana Chol. Your partner will call you to speak to your boss. Find out who is calling and why. Explain that your boss is busy and doesn't want to be disturbed.

Hana Chol

Purchasing Manager

Perform Pharmaceuticals Corp.

Now you work for the Cabot Hotel. You want people to check in and hold conferences there. Look at George H. Swanson's business card. Call your partner who acts as George and try to make an appointment.

HRC Corporation

George H. Swanson

Director, Asia

Role-play

Confirming arrangements

You are a marketing manager and you will travel to Sydney, Australia next week on business. First, read your business calendar for the next week. Then make calls to confirm the flight and room with the Airline and Hotel. Your partner will role-play the staff in the airline company and the hotel you are going to stay.

Business Calendar

Mon. Meeting with Mr. Hans from SPR, 9 a.m.
Tues. Flight TW530 Sydney. Booked into Holiday Inn
Wed. Meet Mr. Whitley, 10 a.m. at his office
Thu. Meet Tim Brown, 9 a.m. at his attorney's office
Meet Linda Carter, 11:00 a.m., Block A
Fri. 9:30 Pat Bishop, World Trade Center
13:30 Don Ritblat, at the site of new offices
Sat. 11:30 Doctor Lodge
Sun.

Changing arrangements

Below is a schedule for your week in Los Angeles. Before you leave for Los Angeles, you receive some telephone calls from the people you are going to visit. Work with your partner and take turns in the practice. Study your schedule before you start practice.

- They want to change their appointments.
- You agree to change the appointments.
- Suggest a different time on the original day.
- When you change the appointments, note the changes on your schedule.

Business Calendar

Monday, 15 May

- a.m. Arrive at Los Angeles airport at 8:30
 p.m. 3 o'clock meet Mr. Jim Smith (agent) at hotel

Tuesday, 16 May

- a.m. 10 o'clock meet Mr. Alan Brown from American
 Commercial Bank
 p.m.

Wednesday, 17 May

- a.m.
 p.m. 2 o'clock meet Carter & Carter Associates (Mr. William Carter)

Thursday, 18 May

- p.m. 3 o'clock meet Tim Robert and colleagues (B.I.G. Distribution)

Friday, 19 May

- a.m. 11 o'clock meet Mr. Jim Smith
 p.m. Flight 390 depart Los Angeles at 8 o'clock

**VI. Further Listening
and Speaking****Word List**

assembly 装配, 组装
 negotiation 谈判, 协商

parcel delivering 包装运输
 strike 罢工


Listening

Listen to a telephone conversation and decide whether the following statements are true (T) or false (F).

- _____ (1) Mr. Schulz is calling from International Sales, England.
 _____ (2) Mr. Matthew has gone to Singapore on business for a few days.

- _____ (3) Mr. Matthew won't be back until Friday afternoon.
- _____ (4) According to Mr. Schulz, the price of the assembly coffee table is much too high.
- _____ (5) Mr. Schulz's company is quite happy with the quality and design of the table.
- _____ (6) Mr. Schulz won't arrive to meet Mr. Matthew early on Saturday as planned because there is an airline strike.

Speaking

Read the two situations below and work with your partner to make phone calls.

Situation 1

You are Geoff Graham. You are the purchasing manager of your company. One of your regular suppliers calls you for a new order, but you are busy with urgent matters and would like to place a new order with him next week when you have more time.

Situation 2

You work in a parcel delivering company selling your services mainly to business firms using lots of express mail services. Call a business firm that frequently use parcel delivering services and ask if they can set up business relationships with you as your company offer lower price and good services.