

Giving a presentation

6 Work in small groups. Use the phrases from 5 and the information on the presentation note cards below to prepare a short presentation.

Wine production in California

- Currently produces more than 90% of the wine in the US
- Only a small percentage is organic
- This is changing / new trend
- Organic wine is more expensive / price per bottle is falling as sales increase
- Sales of organic wine increasing by 20% a year
- Health & wealth are influencing sales
- Good news, the future looks green

7 Work in small groups.

You work in the marketing department for the companies that make one of the products above. You are going to give a presentation to a number of people who are interested in investing in your products.

Prepare a three-minute presentation to give to the rest of your class. Use the note cards from 6 and the phrases from 5 to help you.

Your class will decide which company they want to invest in.

Sales trends for natural cosmetics in Europe

- Natural cosmetic sales in Europe are increasing at a fast rate
- The sales figures are doubling every 2-3 years
- Better distribution / higher customer demand
- Natural ingredients / quality / fewer skin problems
- Premium brands like Aveda and Dr Hauschka are becoming very popular
- Sold in pharmacies, supermarkets and health food shops
- Online sales increasing
- The market share is highest in Germany and Austria / 4% of total cosmetic sales

The silent plane

- Number of international airports increasing
- Passenger numbers / noise / pollution increasing
- Aiming to decrease noise by 99%
- Engines above the wings / noise will go up, not down
- Single wing / more fuel-efficient
- Could fly at night / increase the amount of flights in each 24 hour period
- Expensive / need funding
- Plane should be flying by 2020



8.2 Vocabulary International deals and payments



Collocations

1 Choose one keyword from the box to complete each group of verb-noun collocations.

conditions a payment a deal goods an application an invoice

issue		provide		submit	
settle	1 _____	load	2 _____	vet	3 _____
query		ship		approve	
state		negotiate		make	
meet	4 _____	make	5 _____	meet	6 _____
comply with		sign		chase	

Decide whether the buyer or the seller carries out the actions above.

Phrasal verbs

2 Put the words in these guidelines for exporters in the correct order. Each sentence contains a phrasal verb.

- 1 check customer's your on creditworthiness up new
- 2 doubts insurance if you take about getting have out paid
- 3 behind their customers do not get payments with let
- 4 as invoices soon become they chase as overdue up
- 5 act getting your difficulties quickly if customer is into

3 Match each definition to the correct phrasal verb in 2.

- a) get something officially from a specialist organization
- b) move towards a particular condition or situation
- c) find out information about something or someone discreetly
- d) find out what is being done about something
- e) fail to do something at the right time

8.4 Speaking Negotiations – diplomacy

Discussion

1 Read the information in the box, then with a partner discuss whether the countries and regions below are *L* (low-context) or *H* (high-context) cultures.

	Low-context cultures	High-context cultures
Focus of negotiations	problem-solving, deadlines are important	relationship-building, time is flexible
Communication style	direct, verbal, few non-verbal signals	indirect, dislike conflict, avoid saying no
Business organization	individuals more important than the group	group harmony more important than individuals



- ☐ China ☐ USA ☐ Australia ☐ N Europe
☐ Middle East ☐ Latin America ☐ UK ☐ Japan

What does this mean for international negotiators?

Listening for gist

2 3:33–3:35 Listen to three negotiation extracts. What went wrong in each case? Think about high- and low-context cultures, as well as the actual phrases used.

3 3:36–3:38 Listen to alternative versions of the three negotiations. How do the negotiators avoid misunderstandings?

Listening for detail

4 Listen to the alternative versions again and complete the phrases below. Phrases are numbered in the order you hear them on the recording.

	Extract 1	Extract 2	Extract 3
Checking understanding	1 Correct me if _____, but you seem to be _____ that ...	4 Have I _____ right? 5 Would I be right _____ that ... ?	8 If I've understood _____ ...
Correcting misunderstandings	2 I'm afraid there _____ a slight _____.	6 I'm sorry, that isn't _____.	9 Perhaps I haven't _____.
Reformulating	3 Let me _____ another _____.	7 What I was _____ was ...	10 Allow me _____. 11 What I _____ ...

Diplomatic language

5 Match the direct remarks 1–4 to the diplomatic forms that were used in the listening.

Direct	Diplomatic
1 I'm not ready to make a decision.	a) Perhaps we should talk again in a few days?
2 This project is totally unrealistic.	b) I think we might need more time to explore all the implications.
3 Let's finish the meeting now.	c) We would be very happy to give you the same terms as Auckland, if you were in a position to order the same volume.
4 We won't pay for shipping unless you give us a bigger order.	d) I'm afraid we feel there are still quite a large number of difficulties to face in this project.