



GLOBAL BUSINESS SKILLS

FOR ONE-TO-ONE LESSONS

STUDENT'S BOOK

I NTRODUCTION

Global Business Skills is an intermediate-level integrated skills course in business English for professional people who need to communicate confidently in everyday business situations and to understand global business cultures. The book can be used for one-to-one online or offline lessons.

It provides students at the start of their career in global business climate with the specialist language knowledge and professional communication skills they will need in their jobs. It is also suitable for in-work business people wishing to develop confidence and fluency in five key communication contexts: building connections with people and companies from different cultures, telephoning, presenting information, participating in meetings and discussions, and handling negotiations.

The course has twin aims: improving communication skills and learning established business etiquette in global business scenarios. Business etiquette is an important aspect of the business world. If you have no knowledge of how a professional should behave in a business setting, then you are likely to make many fundamental mistakes, which will be detrimental to the business you are working in.

As you use the course, review and practice as much as you can, which is the key to mastering global business skills.

Enjoy the course!

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Introduction**1 Connections**

- Module 1.1 Cross-cultural understanding (1) Greetings
- Module 1.2 Meeting someone for the first time
- Module 1.3 Small talk: keeping the conversation going
- Module 1.4 Exchanging business cards
- Module 1.5 How to address people
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- Module 1.9 Visiting companies
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- Module 1.13 Cross-cultural understanding (3) Nonverbal communication
- Module 1.14 Business networking

2 Using the telephone

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3 Presentations

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- Module 4.2 Chairing a meeting
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Progress Test

1 Connections

Building connections with other people is integral to the success of any business. In today's global business climate this often involves building relationships with people from different cultures. In order to develop successful business relationships across cultures, we need to respect these cultural differences.

Day 1 + Day 2

Module 1.1 Cross-cultural understanding (1) Greetings

LEAD-IN First look at Picture 1. Describe the situation.

1



Look at Picture 2. Describe the situation.

2



2



Look at Picture 3. Describe the situation.

3



Module 1.2 Meeting someone for the first time

LEAD-IN First look at Picture 4. Describe the situation.

4



5. Reading

Read the text and decide which of the three titles given below offers the most accurate summary.

- Personal hygiene
- The origin of handshakes
- The right hand

It is said that the handshake originated as a greeting when a weapon would traditionally be held in the dominant hand, so it has become a tradition to show that we are greeting someone without weapons by shaking with the right hand. In some cultures, where the left hand is used for personal hygiene, it is considered rude to offer a handshake with your left hand.

6. Reading

Read the text and decide which of the three titles given below offers the most accurate summary.

- a) How to shake hands
- b) The importance of handshakes
- c) Physical touch

A handshake is more than just a greeting. It is also a message about your personality and confidence level. In business, it is an important tool in making the right first impression. People are judging you and assessing your confidence and pleasant personality based on this moment of touch. Physical touch, which is the most powerful non-verbal signal, is established through the handshaking tradition. A study on handshakes shows that people are twice more likely to remember you if you shake hands with them. Everyone, both men and women, should pay attention to how they go about shaking hands. In today's business environment, both women and men shake hands. We need to understand the difference between business etiquette and social etiquette. Business etiquette is genderless. For example, the traditional chivalrous etiquette of a man waiting for a woman to extend her hand first is not necessary in the workplace. It is outdated (with the exception of some countries in the Middle East) and a woman should extend her hand.

 **PRACTICE 1**
 **Speaking**

Look at the five pictures above and use each of them for 30 seconds of continual conversation describing each picture with the teacher (in case of a one-on-one lesson) or a partner (in case of a group lesson).

Note:

- Keep the conversation flowing. There should be no breaks of more than three seconds.

7. Sequencing Activities

Making a good first impression is essential in many business situations, so learn the proper way to shake hands. The following steps to explain 'how to shake hands' are not in order. Read the sentences and arrange them into the logical order by writing numbers one through four on the line next to each sentence.

- a) Gently let go of the other person's hand and end the handshake after 2 to 5 seconds in duration, or 1-3 pumps. In order to avoid creating an awkward moment, your shake should end before the oral introduction exchange does. A business handshake should be brief and to the point. Holding on for more than five seconds can make other people feel uncomfortable. _____
- b) Stand when someone new comes into the room (whether you are a man or woman). _____
- c) Extend your right hand with the thumb up and with your palm facing left*. Hold your arm so that it is parallel to the ground, ensuring that your palm should be perpendicular to the ground. Touch thumb joint to thumb joint. Put your thumb down, and wrap your fingers around the palm of the other person. _____
- d) Do make eye contact and smile! Eye contact shows that you're engaged in the interaction, as well as displaying confidence. Look directly into the other person's eyes and smile. It is important to keep a genuine, bright smile when you meet a new person. Your smile is your best icebreaker - it draws people in. _____

- e) Shake from your elbow. If you shake from the shoulder, using your upper arm instead of just your forearm, you risk jolting your handshake partner. Your grip should be firm, but don't break any bones – it's not a competition. Try squeezing slightly with your fingers and not your thumb. _____
- f) Make sure your right hand is free to shake hands. Always shift any briefcases, papers, beverages or cell phones to your left hand before you begin the greeting so your handshaking hand is ready for action. _____

★ **Etiquette tip:** When a person offers his or her hand with the palm faced upwards, it is considered to be a submissive gesture. Conversely, when someone offers their hand with the palm faced downwards it sends a message of superiority.

8. Reading

Read the text and decide which of the three titles given below offers the most accurate summary.

- How to shake hands
- The importance of handshakes
- Who initiates the handshake?

Handshake Etiquette

In today's workplace, shaking hands is not for men only. The handshake is the business greeting, and both men and women need to shake hands, and to do so correctly. It used to be that men needed to wait for the woman to extend her hand. Not anymore. The basic rule that the person in a higher position of authority or age should be the first one to extend a hand is still valid, but the new guideline is to give the higher-ranking person a split second to extend his or her hand, and if he or she does not, you extend yours.

9. Listen to your teacher reading the text.

● Some don'ts:

- Don't offer a "fish hand". A limp hand is never a good idea when it comes to a business handshake. A limp handshake is often interpreted as a sign of weakness or lack of confidence.
- Don't use a forceful grip. Don't squeeze hard. A death grip is often taken as evidence of overconfidence or aggression. A handshake should be a friendly or respectful gesture, not a show of physical strength.
- Don't pump the other person's hand more than three times.
- Don't have your left hand in your pocket.
- Don't bow while shaking hands.
- Don't handshake with two hands. It is always better in business introductions to use only one hand – your right hand. The use of two hands with strangers is called the "politician's shake".
- Don't look down when you break away. (It's a submissive signal.)
- Don't wipe your hand on your pant leg, or skirt after the handshake.

- **Some do's:**

1. If you are seated when you are being introduced, do stand up to shake hands.
2. Do offer a greeting before and during the handshake. Without conversation taking place during the entire handshake, it can feel more like hand holding. Your greeting should start with "Hello. My name is (or I'm) [name] [last name]" if the introduction is formal. If it's informal, you can say "Hi, I'm [first name]. And immediately after you've stated your name, ask for the other person's name by saying "And you are...?" in a questioning tone. When you learn the other person's name, repeat it by saying (i) "It's a pleasure to meet you, Ms. Coulter"; (ii) "How do you do, Ms. Coulter?"; (iii) "Nice to meet you, Jane." Repeating the name will help you remember it, and give the introduction a more personal touch.

◆ **Extra activity**

- A. Classify the following three sentences into very formal (VF), formal (F), informal (I)
(i) "It's a pleasure to meet you, Ms. Coulter"; (ii) "How do you do, Ms. Coulter?"; (iii) "Nice to meet you, Jane."
 - B. How do you answer to (i), (ii), and (iii)?
3. Do ask the other person politely to repeat their name if you didn't catch it the first time.

◆ **Extra activity**

4. Do say the other person's name several times in order to remember his or her name; once during the initial handshake, then during the conversation that follows and again while shaking hands before you part ways.
5. Do keep your drink in the left hand, to avoid giving a cold, wet handshake.
6. If your hands tend to be clammy, do use a little spray-on antiperspirant in the bathroom at work when you need it. Or dab a little baby powder to keep your hands dry and smelling nice! Do carry a handkerchief in your pocket to dry your hand, but do it well before the meeting occurs so you are not caught with your hands in your pockets, which is a sign of not being open and honest.
7. If the other person doesn't have a right hand, or can't use it due to a physical challenge, do extend your left hand.



PRACTICE 2

Give your teacher five dos' and seven don'ts without looking at the text.


PRACTICE 3

Homework:

While your handshake is to some extent a genuine reflection of your actual personality, it can still be a practiced and developed skill. Take a few moments to brush up on your handshaking skills. Practice with friends or family members before you start shaking hands of strangers. You can improve and perfect your handshaking skills.

Match each definition (A – N) with today's vocabulary word (1 – 14)

DEFINITIONS

- A. the process of keeping things clean, especially to prevent disease
- B. the inside surface of your hand
- C. to move quickly up and down
- D. necessary and important as a part of a whole
- E. from a different and opposite way of looking at this
- F. main or most important
- G. the short, thick finger on the side of your hand that can touch the top of all your other fingers
- H. to cause someone to move suddenly and violently
- I. to stretch out
- J. at an angle of 90 degrees to something
- K. showing a willingness to be controlled by other people
- L. to bend the head or body forward as a way of showing respect, expressing thanks, or greeting someone
- M. impolite
- N. a hot or cold drink

1. pump (v)
2. conversely
3. thumb
4. jolt
5. perpendicular
6. bow /báu/ (v)
7. submissive
8. rude
9. beverage
10. integral
11. dominant
12. extend
13. hygiene
14. palm

Fill in the blanks.

1. Poor standards of h_____e mean that the disease spreads fast.
2. American consumers prefer white eggs; c_____sely, British buyers like brown eggs.
3. Her mother was the d_____nt influence in her life.
4. He e_____ded his hand as a greeting.
5. I was j_____ed out of bed by the earthquake.