SHOWING VISITORS AROUND THE COMPANY

SHOWING VISITORS AROUND
DESCRIBING CONFERENCE FACILITIES
DESCRIBING RESEARCH FACILITIES
CHECKING FACTS

In this unit . . .

Edward shows Phil around the company.

Don and Edward see some designs from Phil.

Kate checks the conference facilities in Atlanta.

WORD CHECK

Guided tour
short visit
show around
look at
meet
introduce

R & D
research and
development
greenfield site
workshop robotics
hi-tech
production line
innovative
components
source
option
supplier
manufacture
under licence
in-house
erfise

Conference Facilities
conference room
projection facilities
video
stereo sound
slides
rate
per half day
booking

Marketing and Sales
sales brochure
agents
presentation
niche product
target
well-educated
high income
young professionals
adults
children
packaging
rivals
CONFERENCE FACILITIES

Choose

Which conference facilities does your company use?
1. flipchart __
2. overhead projector __
3. television __
4. stereo sound __
5. audio equipment __
6. video camera __
7. 35 mm slides __

SHOWING VISITORS AROUND YOUR COMPANY

Choose

What can you show visitors in your company?
1. reception __
2. conference room __
3. coffee lounge __
4. MD's office __
5. general office __
6. your office __
7. marketing department __
8. sales department __
9. research and development __
10. manufacturing unit __
RESEARCH AND DEVELOPMENT

Match

1. They have excellent robotics. __
2. Very innovative work in solar energy. __
3. This is their sales brochure. __
4. A high-tech production line. __
5. They commit 5% of their profit to that development. __

CONFERENCE FACILITIES IN ATLANTA

Choose

Which facilities does the assistant manager at the hotel show to Kate?

1. Conference room for 60 __
2. Coffee facilities __
3. Video __
4. 35 mm slides __
5. Stereo sound __

VISITING A COMPANY

<table>
<thead>
<tr>
<th>The host can say...</th>
<th>The visitor can say...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greeting</td>
<td>Good morning.</td>
</tr>
<tr>
<td></td>
<td>Thank you for coming.</td>
</tr>
<tr>
<td>Apology</td>
<td>Sorry I'm late.</td>
</tr>
<tr>
<td></td>
<td>The traffic was very bad.</td>
</tr>
<tr>
<td>Offer</td>
<td>Perhaps I could show you around.</td>
</tr>
<tr>
<td></td>
<td>Thank you very much.</td>
</tr>
<tr>
<td>Saying goodbye</td>
<td>I'll give you the guided tour.</td>
</tr>
<tr>
<td></td>
<td>That would be nice.</td>
</tr>
<tr>
<td></td>
<td>Goodbye.</td>
</tr>
<tr>
<td></td>
<td>Thank you for visiting our company.</td>
</tr>
<tr>
<td></td>
<td>It was very interesting.</td>
</tr>
<tr>
<td></td>
<td>Thank you very much.</td>
</tr>
<tr>
<td></td>
<td>Goodbye.</td>
</tr>
</tbody>
</table>
WHERE IS IT?

Match

1. Sorry, deliveries are through the side door. ___

2. This is the outline design concept. That goes with that, and this copy goes on the side of the box over here. ___

3. It's a large greenfield site in a new development. ___

4. This whole area is our development workshop. ___

VISITING A COMPANY 2

You can ask . . .

Asking questions

How do you do the market research for a new product?

Who gives you the ideas?

What do they do here?

What is this?

What is that?

You can say . . .

Giving compliments

This looks beautiful.

That is very nice.

It is very interesting.
MARKETING BIG BOSS

Who are Bibury Systems targeting?

EDUCATION

INCOME

OCCUPATION

OPINIONS ABOUT SOUTHFORD COMPONENTS

Choose

1. They seem quite competent.
2. They have a very big budget.
3. They're expensive.
4. They're doing some innovative work in solar energy.
5. They supply one or two of our rivals.
6. They have excellent robotics and a hi-tech production line.

CHECKING FACTS

Match

1. What do they supply? (C)
2. Where is it? (E)
3. Who did you see? (A)
4. When can we meet? (B)
5. Whose idea was this? (D)
6. How much is this conference room? (F)
7. How many people are involved? (G)

A The CEO.*
B About 60.
C Hi-tech components.
D $900 per day.
E It's a large greenfield site in a new development.
F A young girl's.
G Wednesday morning at 8 a.m.

* Chief Executive Officer/Managing Director
APOLOGIES

Match

1. Sorry to disturb you.
   Not at all. ___

2. Sorry to interrupt,
   but Phil is here with the designs.
   Okay. I'm coming right now. ___

3. I'm sorry about Ms McKenna's booking.
   It's my fault. How stupid of me.
   I didn't check.
   Don't worry about it. But please be careful
   in the future. ___

4. Sorry Phil, but it seems rather young for
   our market. ___

5. Sorry, deliveries are through the side door. ___

6. Sorry I'm late.
   No problem. ___

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Expressing Opinions
What do you think?
What do you think of the design?
I think the design is very good.
They seem competent.
It's quite nice, isn't it?
This looks beautiful.

Apologising
I'm sorry I'm late.
I'm very sorry.
Sorry to interrupt, but...
Sorry to disturb you.
It's my fault.

Asking Questions
WHAT  What do you think?
WHERE  Where is it?
WHO    Who gives you the ideas?
WHOSE  Whose idea was this?
WHEN   When do we arrive?
HOW    How do you do your market research?
       How much is this for the day?
       How many people are involved?
Unit 8

1. You must choose what you use in your own company.
2. You must choose what you have in your own company.
3. 1 - B  2 - D  3 - E  4 - C  5 - A
4. He shows Kate all of them.
5. 1 - A  2 - C  3 - D  4 - B
6. Education: C  Age: B  Income: C  Occupation: C
7. Good: 1  2  3  4  5  6  Bad: 3  5
8. 1 - C  2 - E  3 - A  4 - G  5 - F  6 - D  7 - B
9. 1 - B  2 - F  3 - E  4 - C  5 - D  6 - A

Unit 9

1. 1 - C  2 - B  3 - D  4 - A
3. 1 - A  2 - B  3 - C
4. 1 - D  2 - A  3 - C  4 - F  5 - E  6 - B
5. 1 - B  2 - E  3 - A  4 - C  5 - D
6. 1 - B  2 - C  3 - D  4 - E  5 - A

Unit 10

1. 1 - B  2 - A  3 - C
2. 1 - C  2 - A  3 - B
3. 1 - A  2 - C  3 - E  4 - B  5 - D
4. 1 - C  2 - A  3 - B  4 - D
5. Big Boss: A  C  E  F  I  Dealer Dan: B  C  D  F  G  H  J
6. 1 - T  2 - T  3 - F  4 - F  5 - F  6 - T  7 - F  8 - T
KATE MCKENNA Hi, this is Kate. It's seven thirty on Thursday evening. I'm at the Tower Hotel. Jenny, as soon as you get in could you fax me a copy of the contract we are offering to David Toys? Talk to you tomorrow. Bye.

WAITER Good evening ma'am. Do you have a reservation?

KATE MCKENNA Do I need one?

WAITER No, well that will be okay, I guess. Would you like smoking or non-smoking?

KATE MCKENNA Non-smoking please.

WAITER Would you care to follow me?

WAITER I'm Gregory, ma'am, and I'm your waiter this evening. Can I get you your drink while you are making your selection?

KATE MCKENNA No, I'll order right away. Something light, I think. What's in your Presidential Chicken?

WAITER Our Presidential Chicken, was especially created for Ex-President Gerald Ford. It is strips of farm fresh baby pullet lightly steamed and served on a bed of leeks garnished with snow peas. What goes really nice with it, we think, is a fluffy baked Idaho potato with just a tad of sour cream or yoghurt, if you prefer...

KATE MCKENNA Just rice, I think.

WAITER Would that be white rice, brown rice, wild rice, brown and wild rice mixed or Four Seasons Risotto?

KATE MCKENNA Plain, boiled, white rice.

WAITER Plain boiled white rice. And for your beverage, ma'am? We have a nice California Chardonnay...

KATE MCKENNA No, I'll have a mineral water.

WAITER Carbonated or non-carbonated?

KATE MCKENNA Carbonated. And the fresh tomato soup to start.

GEORGE PEARSON I know that you are interested in Bibury Systems...

MR. SAKAI News travels fast in the toy industry.

GEORGE PEARSON We heard that you're interested in a new product that Bibury Systems are launching...

MR. SAKAI I am interested in any innovative product, Mr. Pearson.

GEORGE PEARSON That's why I would like to talk to you. I don't know how much you've heard about recent developments at J. K. Toys. But we have some ideas that I think you will find very interesting...

HOTEL WAITER More coffee?

KATE MCKENNA No, thanks. Could I have the bill, please?

HOTEL WAITER The check, Sure.

KATE MCKENNA And could you charge it to my room? I'm in the Tower Suite.

HOTEL WAITER Of course.

GEORGE PEARSON We know that Big Boss is innovative but Dealer Dan also uses very advanced technology.

MR. SAKAI When is the launch date for Dealer Dan?

GEORGE PEARSON It will be launched before February.

MR. SAKAI And how much will it cost?

GEORGE PEARSON Dealer Dan will be cheaper than Big Boss.

HOTEL RECEPTIONIST The Leisure Centre. Sure. Through the double doors, take a right. Dawn to the end and it's on the left. You can't miss it.

KATE MCKENNA I'd like to check out and is it possible to talk to the Manager, please?

HOTEL RECEPTIONIST I'm afraid the Manager's not available at the moment. But the Assistant Manager is here.

ASSISTANT MANAGER How can I help you madam?

KATE MCKENNA My secretary made a reservation for a standard room, but your receptionist says you have no record of the booking.

ASSISTANT MANAGER Ms. McKenna from Bibury Systems. Just let me check.

ASSISTANT MANAGER I'm terribly sorry. Your secretary is right. The fax arrived here yesterday afternoon, but for some reason it was not entered into the computer system. It is entirely our fault. Samantha, please prepare Ms. McKenna's bill again at the standard rate. I am sorry about this confusion. Please accept last night's dinner with our compliments.

PROGRAMME 8

SHOWING VISITORS AROUND THE COMPANY

EDWARD GREEN Phil, thanks for coming.

PHIL WATSON I'm sorry I'm late.

EDWARD GREEN No problem.
PHIL WATSON The traffic was very bad.
EDWARD GREEN You have been here before, haven’t you?
PHIL WATSON Once. A very short visit to Don Bradley’s office.
EDWARD GREEN Perhaps I could show you around after the meeting.
PHIL WATSON Yes, please.
EDWARD GREEN I’ll give you the guided tour.
CLIVE HARRIS Thanks for going to Southford Components yesterday.
DON BRADLEY It was no problem.
CLIVE HARRIS I want to keep Derek working on Big Boss. So what did you think of the Southford set up?
DON BRADLEY This is their sales brochure. They seem quite competent.
CLIVE HARRIS Where is it?
DON BRADLEY It’s just by the freeway near intersection eight. It’s in a large greenfield site in a new development.
CLIVE HARRIS Who did you see there?
DON BRADLEY I had a long meeting with the C. E. O.
They have excellent robotics and a hi-tech production line.
CLIVE HARRIS It looks impressive.
DON BRADLEY Those are their R & D laboratories.
They have a very big budget. They commit five percent of their profit to that department. And they’re doing some very innovative work in solar energy.
CLIVE HARRIS Okay, so what’s the down side?
DON BRADLEY Well, I’m slightly unhappy about a couple of things. They are expensive. We could buy in components cheaper from another source. And they do supply a lot of companies, including one or two of our rivals. However they took me out for an excellent lunch!
CLIVE HARRIS So what do you think?
DON BRADLEY Well, I can see that they’re a strong option, but I am seeing a couple of other suppliers next week.
CLIVE HARRIS Well, let’s wait and see.
CLIVE HARRIS Come in.
EDWARD GREEN Sorry to interrupt but Phil is here with the designs.
DON BRADLEY Okay, I’m coming right now.

HOTEL RECEPTIONIST I’m very sorry about Ms. McKenna’s booking. It’s my fault. How stupid of me. I didn’t check.
ASSISTANT MANAGER Don’t worry about it.
Samantha, but please be careful in the future.
KATE McKENNA Sorry to interrupt, but before I go, I would like to speak to someone about conference facilities.
ASSISTANT MANAGER Of course. Let me show you what we can offer. How many people are involved?
KATE McKENNA I need to arrange a day’s presentation to about sixty agents.
ASSISTANT MANAGER Have you time now to look at our facilities?
KATE McKENNA I’ve ten minutes. Could we do it fairly quickly?
ASSISTANT MANAGER Of course. You say you need a room for sixty people?
KATE McKENNA Yes, that’s right.
ASSISTANT MANAGER And it’s a presentation, isn’t it? Here’s our main conference room. It has excellent projection facilities. We have full stereo sound, video, 35 mm slides. You name it, we have it.
KATE McKENNA How much is this for the day?
ASSISTANT MANAGER We have a standard rate of $900 per half day which includes coffee and biscuits.
KATE McKENNA That’s quite expensive.
ASSISTANT MANAGER Perhaps we could work something out. Shall we go back to my office?
PHIL WATSON This is the outline design concept. This goes with that and this copy goes on the side of the box over here. So, what do you think?
DON BRADLEY What do you think, Edward?
EDWARD GREEN I think the design is very good. But not for this product.
DON BRADLEY I agree. I’m sorry Phil but it seems rather young for our market.
EDWARD GREEN Yes, it’s very bright. It looks really good but Big Boss is a niche product. We are targeting the product at the children of well-educated, high income, young professionals. And don’t forget we expect adults to buy Big Boss as well.
GERALDINE I’m sorry, deliveries are through the side door. You go out of the building, turn left, and there’s a door on the right hand side marked deliveries.
VIDEOSCRIPT

Okay?

GERALDINE Hello, Bibury Systems. Oh, hello, Kate . . .

CLIVE HARRIS Is that Kate McKenna? I'll have a word.

CLIVE HARRIS Hello, Kate. How's your trip? . . .

GERALDINE Sorry to disturb you, Derek.

DEREK Not at all.

EDWARD GREEN Have you met Phil Watson from RUYJ Advertising?

DEREK JONES No, I don't think so.

EDWARD GREEN Phil, I'd like to introduce Derek Jones our Development Manager.

DEREK JONES Glad to meet you.

EDWARD GREEN This whole area is our development workshop. It's where we work on the ideas for new products and toys.

PHIL WATSON Who gives you the ideas?

EDWARD GREEN Most of the ideas come from inside the company . . .

PHIL WATSON Who thought of this?

EDWARD GREEN This product here is being manufactured under licence from a company in the States. It's not our concept, I'm afraid. But it's selling very fast. We have a very flexible position on licensing deals.

PHIL WATSON This looks beautiful.

EDWARD GREEN Derek, whose idea was this? Did you think of this one?

DEREK JONES No, it's quite nice, isn't it? That toy started life as a picture from a young girl from a local school. She sent it in to us. Ah, here it is.

PHIL WATSON How do you do your market research for a new product?

EDWARD GREEN Good question. It depends on the product. We have our own research in-house so we do very detailed assessments. But, of course, we buy in market research expertise when we look outside the UK. Marketing Big Boss is very complicated. We're targeting both adults and children.

PHIL WATSON Nice to meet you, Derek.

DEREK JONES You too. I hope you get the packaging designs right. Big Boss deserves the best.

PROGRAMME 9

EXPLAINING HOW SOMETHING WORKS

CLIVE HARRIS Can I get you a cup of tea or something?

MS WONG No, thanks, I'm fine.

CLIVE HARRIS Please have a seat. Well, Sally, you've seen the company. You've seen our products. What do you think?

MS WONG You have a wide product range, but they're all dependent on the same chip technology. I think we may be able to supply you with some of the necessary circuitry . . . but, of course, we need to speak further about this.

CLIVE HARRIS Well, thanks for coming in.

MS WONG I believe you're interested.

DEREK JONES This is the latest prototype.

PHIL WATSON How does it work?

DEREK JONES Say something to the boss.

PHIL WATSON Like what?

DEREK JONES Anything. There's a microphone in Boss's ear, and it will recognise certain commands. It records what you say and stores it. When it hears the trigger word, it plays it back.

PHIL WATSON I'm sorry, could you repeat that? I don't understand what you mean by trigger word.

DEREK JONES Okay. I'll try to explain it more simply. We can programme the Boss to say something like "I don't want problems, I want solutions". And we do that like this: you press his nose and that activates the voice card. Then you press the nose again.

PHIL WATSON Why do you do that?

DEREK JONES You do that in order to stop the recording. Then you select your trigger word.

PHIL WATSON What is that?

DEREK JONES The trigger word makes the Boss speak. Every time he hears that word, he will say "I don't want problems, I want solutions."

PHIL WATSON So, let me clarify this: each time the Boss hears the trigger word, he'll repeat the phrase.

DEREK JONES Exactly. So give him the trigger.

PHIL WATSON Okay. If you two are ready . . . The trigger can be the word "problems".

DEREK JONES Fine. Say it in his ear, then.

PHIL WATSON "Problems."