



DARIYA DZIUBA

NEWSLETTER #3



SUCCESS AND YOU

10/07/2009

SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: info@enrucafe.com

SUCCESS AND YOU

**"The journey is the reward.
Steve Jobs**

These two weeks we are going to speak about how to become a successful business person. Hope this topic will be interesting for you :) In addition, to the tips on how to be successful in business, you will find useful telephone expressions, advice on replying someone's e-mails and Type 0 and I Conditional sentences.

I hope that it will help you practice your English language skills. Enjoy working on this newsletter. You will receive the next one in two weeks.

Good luck!

Dariya Dziuba

GRAMMAR: Type I Conditional Sentences

Conditional sentences grammar is one of my favourite topics as they are really very often used in our everyday communication. Hope you will like this topic as I do and will use conditionals when you speak. Just before we start speaking on conditional sentences of zero and the first type, I think it is a great idea to outline the information about conditional sentences in general, present their types and then deal with zero and the first type of them.

So, conditional sentences. I'm sure you are familiar with them. Here are some examples for you to remember that you've seen them a lot of times:

- If you press this button, the programme opens at once (conditional 0).
- Please, let me know if you hear some news from our partners (conditional 1).
- If I were you, I wouldn't start up a new company with so little money (conditional 2).
- If he had come to the meeting yesterday, we would have made a decision on the merger already (conditional 3).
- If you had listened to me last week, we wouldn't be in such a situation today (mixed type).

In general, there are 4 types of conditional sentences: conditionals of type 0, 1, 2, 3. Some of these types are sometimes used together, so there are also mixed conditional sentences. Let's discuss their main specific features.

Each part of these sentences is called "clause". So, you can see in every conditional: **a)** main clause (I would visit him) and **b)** if-clause (if I were you). However, you must not only use 'if' in conditionals. There are different types of conditions you may want to talk about. You have a wide choice of conjunctions to be used: if, when, after, before, until, till, provided etc. We are going to discuss them in later newsletters.

Pay attention: you can shift main clause and if-clause. When you use if-clause at the beginning of the sentence, put a comma (,) before the main clause:

If our company buys a new car park, it will be great!

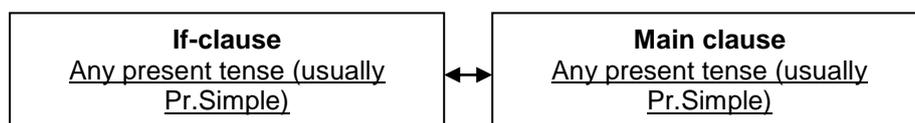
But: It will be great if our company buys a new car park.

Conditional: type 0.

Use this type of conditionals when you give some instructions on what usually happens when something is done. Or use it for usual situations that happen under certain conditions. For example:

- If you plug your mobile phone into the socket, it starts to charge.
- If you push this button, water warms.
- When I am working, I am very concentrated.

Structure of conditional 0.



Some more examples:

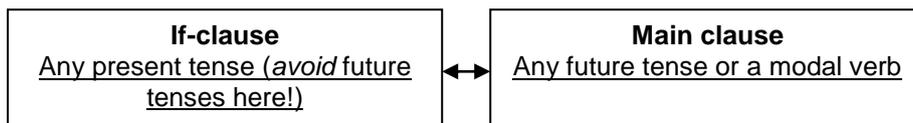
- If you click on this icon, a new text document opens.
- If you type a key word here, the information you are looking for appears in this field.

Conditional: type 1.

Use this type of conditionals when discussing your/your company's/somebody else's plans for the future. This type is called: **real future** and as its name shows, some situation is likely to happen. For example:

- If we want to become the best company, we will need to work a lot.
- When they receive money from their important client, they will buy a new building.

Structure of conditional 1.



Some more examples:

- If she wants to speak to me, she can come and tell it to me herself!
- After I finish my work today, I will go to the cinema.
- They will be very glad when learn they we have gained a new contract.

Before we pass to the exercises, let's quickly revise the conditionals again.

- **There are 4 types** of conditionals and some types can be mixed together to form mixed types.
- Type 0 is used when we **give some instructions** or tell about usual situations that happen under certain conditions. It's, so called, *real present*.
- Type 1 is used when we **speak about future plans** that are sure to happen under certain conditions. We call this type of conditionals *real future*.

Exercise. Put the verbs in the correct form.*

1. If you _____ (apply) for this job, I am sure they _____ (take) you.
2. I _____ (tell) him when he _____ (come).
3. When you _____ (turn) this handle, the music _____ (start) playing.
4. If they _____ (have) crisis now, they _____ (not, be able to) pay us for the services.
5. When you _____ (be) in a good mood, it _____ (be) always nice to talk to you.
6. If we _____ (buy) the tickets today, we _____ (fly) to France at this time tomorrow.
7. After I _____ (finish) this report, I _____ (have) a lot of free time.
8. If you _____ (press) this button, the printer _____ (switch) on.
9. He _____ (always, come up) with ideas when I _____ (work).
10. They never _____ (hear) their mobile phone when I _____ (call) them.
11. They _____ (not, sign) the contract if you _____ (not, come) to their office today or tomorrow.
12. If we _____ (want) to keep those customers, we _____ (must, solve) their problem.
13. You _____ (be, always) late when I _____ (ask) you to come in time.
14. If she _____ (not, appear) in five minutes, we _____ (start) the meeting without her.
15. When Mark _____ (buy) a new car, he always _____ (come) to my office to show it to me.

HINTS ON E-MAIL WRITING: How to reply

When you reply someone's e-mail you should always keep these tips in your mind:

- **Write the person's name**, surname whatever is preferable at the beginning of your e-mail. For example: "Dear Mr. Easterbrook", "Hello Roman", "Dear Ms. Ivanova", etc.
- **Use the style your partner uses.** If he/she writes you hello, reply with hello; if he/she is ok with 'hi', reply with hi (if it is not forbidden by your company rules or he/she is not your VIP client). To keep your letters safe, better stick to your company rules and write your usual greeting line. It can begin with "Dear" or "Hello".
- **Thank for something.** Everyone has something to thank another person for. So, it's your task to find out what to thank your partner for. For example:
"Thank you for your question." "Thank you for your request." "Thank you for choosing our company." "Thank you for remembering about my offer", etc.
- **Reply the other person's questions in a very clear manner.** Here are some things you should remember: **1)** never delete the message you received from your partner/customer/whoever. To reply use the reply button. **2)** when answering the questions always make reference to these questions or just cite them. For example: "As for the dog food. Yes, we also sell the dog food of very high quality. You can buy it very easily from our website and our courier will deliver it to you during one day."
- **End you message with being grateful for something.** This will be a good ending of your e-mail. Some examples: "Thank you again for addressing me on this question. Please do not hesitate to contact me when you have any questions."
- **And remember:** when replying someone, it is also useful to use the expressions discussed in the previous newsletter (Newsletter #2).

Consider the e-mail example below:

To:

From:

Subject: Re: Business books

Dear Mr. Brooks,

Thank you for your interest in buzbooks.com. As you might know, we have a lot of books on business that help people to achieve success in their lives.

In your message you ask if we have Brian Tracy's books. I can assure you that we have all collection of Brian Tracy's books. Please find their list and description at: buzbooks.com/BrianTracy.html and choose the ones you like.

There are three ways how you can buy these books:

- At our website (you will need a VISA or Mastercard)
- At one of our bookshops
- From our courier

Whatever method of purchase you choose, you can be sure to get the best quality books in time and with all convenience for you.

Thank you again for your interest in our bookshop. If you have any questions, please, do not hesitate to contact me.

Best regards,

Daniel Wacovski

Sales Manager

www.buzbooks.com

tel: +38(044) 719-01-23

Notes: Pay attention at the letter structure:

- It has **greeting** (Dear Mr. Brooks)

- **Introduction** (starts with "thank you...")
- **Body of the letter** (you answer the question)
- **Ending the letter** (you thank again, invite to contact whenever necessary and say good-bye)

USEFUL EXPRESSIONS: How to phone around

There are a number of phrases and idioms that are only used when telephoning. Let's first take a look at an example dialogue:

- **Operator:** Hello, Frank and Brothers, How can I help you?
- **Peter:** This is Peter Jackson. Can I have extension 3421?
- **Operator:** Certainly, hold on a minute, I'll put you through...
- **Frank:** Bob Peterson's office, Frank speaking.
- **Peter:** This is Peter Jackson calling, is Bob in?
- **Frank:** I'm afraid he's out at the moment. Can I take a message?
- **Peter:** Yes, Could you ask him to call me at ... I need to talk to him about the Nuovo line, it's urgent.
- **Frank:** Could you repeat the number please?
- **Peter:** Yes, that's ..., and this is Peter Jackson.
- **Frank:** Thank you Mr Jackson, I'll make sure Bob gets this ASAP. (=as soon as possible)
- **Peter:** Thanks, bye.
- **Frank:** Bye.

As you can see, the language is rather informal and there are some important differences to everyday English. Look at the chart below for key language and phrases used in telephone English:

Introducing yourself

This is Ken.

Ken speaking

Asking who is on the telephone

Excuse me, who is this?

Can I ask who is calling, please?

Asking for Someone

Can I have extension 321? (extensions are internal numbers at a company)

Could I speak to...? (Can I - more informal / May I - more formal)

Is Jack in? (informal idiom meaning: Is Jack in the office?)

Connecting Someone

I'll put you through (put through - phrasal verb meaning 'connect')

Can you hold the line? Can you hold on a moment?

How to reply when someone is not available

I'm afraid ... is not available at the moment

The line is busy... (when the extension requested is being used)

Mr Jackson isn't in... Mr Jackson is out at the moment...

Taking a Message

Could (Can, May) I take a message?

Could (Can, May) I tell him who is calling?

Would you like to leave a message?

The information has been taken from: http://esl.about.com/od/businessspeaking/a/t_vocab.htm

TEXT TO READ AND THINK ABOUT

What makes a successful business person?

Business people who are tops in their field have a lot in common, and art professionals can learn a lot from their successes and strategies

Author: Murray Raphel

Successful business people, no matter what their industry, have been found to share similar traits. Today's world is no longer satisfied with simply success – we want to know how the successful get to

the top. Through the years I've found there are certain qualities that describe successful business people. Here are a few:

1. They constantly set higher goals. Successful business people are mountain climbers who, having climbed one peak, look beyond to the next highest. They are the retailers who send 1,500 mailers to their customers and yield a good turnout of 100. But instead of being satisfied with 100, they ask how they can increase that number to 150 the next time.

For example, Donald Kelley of Kelley Frame and Art Galleries, with locations in Minnesota and Wisconsin, continually tries to improve his e-mail list. "My goal is to collect 150 new e-mail names every month and send out a new e-mail message to this list every two weeks."

2. They avoid "comfort zones." To a successful person, standing still feels like going backwards. People who stay in their comfort zones do what they did before because it's "the way we've always done it:" They run the same ads, buy the same merchandise in the same way and avoid anything new, different or unusual because they feel they might do something wrong. They blame any lack of business on the weather, the time of the year, the economy--anything except for themselves.

Successful gallery owners attend art shows, read catalogues and visit other galleries in their travels. They are always searching to find unique art exclusive to their galleries. They take control of their own destiny and market their businesses as exciting destinations.

3. They are driven by accomplishments, not money. Successful people follow the theory of Apple Computer's founder Steve Jobs, who said, "The journey is the reward." They are customer focused, not product focused. For them, there is no greater high than a line outside the store before the doors open.

4. They solve problems rather than place blame. A telephone pole blocked the view of Ron Bishop's Canadian gallery. He knew it would be difficult, if not impossible, to have the telephone pole moved. His solution was to paint the pole with an Impressionistic theme. Once it was finished, the local paper came, took a picture and wrote a story about it. "It was great publicity," said Bishop. "And then the calls started coming, asking, 'Is it for sale?'"

5. They look at the worst possible scenario. "What's the worst possible result if we follow this plan?" they ask themselves. Then, knowing that, they decide if the risk-taking is practical. However, once they make the decision, they proceed with the confidence, knowledge and expertise necessary to make it work. They understand the most harmful result and then decide if they can live with the outcome. If they can, they move ahead. Confidently.

"Every time I fail," said Thomas Edison, "I learn something." He tried 1,114 times to find a filament to stay lit in a bulb. He failed 1,113 times.

6. They rehearse the future as they see it.

"I believe our future is a one-stop shop for decorating. In addition to limited-edition prints and posters, we now offer collectibles, gift items and small occasional furniture pieces," said Christine Knoll of the Art Gallery of Hog Hollow in Chesterfield, Mo.

Successful people move towards the pictures they create in their mind. They can rehearse coming actions or events as they "see" them. They are like chess players who can "feel" the next move of their opponent and have half a dozen responses ready when their time comes to move.

Many successful athletes will say they practice "seeing" themselves winning the race. They actually visualize a future event which gives them the impetus to achieve the goal.

How many of these six characteristics are yours? The more you have, the higher degree of probability you will be doing more business next year instead of being one of the thousands of retailers listed in the obituary pages of the local paper's business news.

This article has been abridged. You can find the full text on the following site:

http://www.findarticles.com/p/articles/mi_m0HMU/is_9_30/ai_108785318/

VOCABULARY TO THE TEXT

Trait (noun) - feature

Share (verb) – in this context: *have*

Satisfied (adjective) – be content with something

Qualities (noun) - characteristics

Describe (verb) – say what something/somebody is like

Retailer (noun) – a person who sells goods to the public through the shops

A mountain climber (noun) – a person who climbs mountains

Instead (adverb) – in the place of somebody/something

Turnout (noun) – the number of people who attend a particular event

Blame on smth. (verb) – to say that something is responsible for something bad

Destination (noun) – a certain place

Be driven by (verb) – be motivated by

Accomplishment (noun) – achievement, result

Rehearse (verb) – practice something for several times

Impetus (noun) – something that encourages a person or activity to develop more quickly

***Answers to the exercises.**

Exercise.

1. apply, will take; 2. will tell, comes; 3. turn, starts; 4. have, won't/will not be able to; 5. are, is; 6. buy, will be flying; 7. finish, will have; 8. press, switches; 9. comes up, work (or: is coming up, am working – to show your irritation); 10. hear, call; 11. will not/won't sign, don't come; 12. want, must solve; 13. are always, ask; 14. doesn't appear, will start; 15. buys, comes.

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