



DARIYA DZIUBA

NEWSLETTER #4



BUSINESS SUCCESS STORY

24/07/2009

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

BUSINESS SUCCESS STORY

**“Conformity is the jailer of freedom and the enemy of growth.”
John F. Kennedy**

Every company has different way to success. From this newsletter we will start learning about business success stories of different companies. In this newsletter you will learn Nike's success story. In addition, we will touch the Conditional sentences of the second type, how to order through e-mails and some expressions used by salespeople.

As usually, 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 II Conditional Sentences

We are back to the conditionals again. Why? Because previous time we just discussed zero and first type conditional sentences. Here we are going to speak about the type II conditionals which help you tell about your dreams.

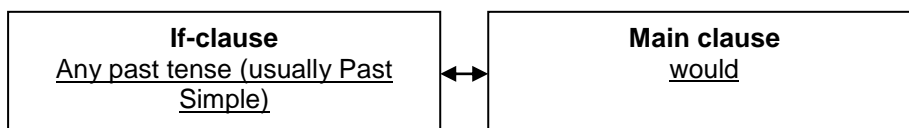
Conditional: type II.

Use conditionals of the second type when you (or somebody) speak (speaks) about your (smb.'s) dreams. I pay your attention to the word dream, which is something that we don't expect to happen in our real life either in present, or in the future. For example:

- If I flew to Holland, I would relax with my friends now. (but: I have to sit in this office and I'm not in Holland relaxing with my friends)
- If she wanted to call you, she would do it. (but: she doesn't call you, so she doesn't want)
- If they were his real friends, they would borrow him money. (but: they don't borrow him money, so they aren't his real friends)
- If it wasn't so late now, I would stay at the party. (but: it's late now and as a result I can't stay any here any longer)

It's important! From these examples you could notice that sentences of type II usually express what we don't have at the moment. So, our real life is different from we are talking about.

Structure of conditional II.



Some more examples:

- If she had enough money, she would open a designer workshop.
- If they needed your advice, they would come to you.

Exercise. Put the verbs in the correct form.*

1. If they _____ (have) enough money, they _____ (set up) a new company.
2. If we _____ (manufacture) a new car, we _____ (become) rich.
3. If he _____ (involve) more employees into this idea, he _____ (can) succeed.
4. If she _____ (come) to me today, I _____ (tell) her very important news about the future of our company.
5. If our competitors _____ (launch) a new product in August, we _____ (make) a loss.
6. If she _____ (want) to achieve high customer satisfaction level, she _____ (need) to improve her service.

7. The clients _____ (use) our new programme if we _____ (provide) them a trial version.

8. He _____ (prevent) bankruptcy if he _____ (listen) to his accountant.

9. Her working hours _____ (be) flexible if she _____ (be) an administrator.

10. They _____ (not, offer) him a golden parachute if they _____ (know) he was a big thief.

11. She _____ (employ) new people if it _____ (not; be) crisis.

12. If they _____ (be) clever enough, they _____ (take) over their competitor's company.

13. There _____ (be) many mergers this year if the situation _____ (not, improve).

14. If she _____ (have) more experience, she _____ (design) a new fashion collection herself.

15. They _____ (not, buy) a new computer, if they _____ (not, have to).

HINTS ON E-MAIL WRITING: How to place an order

When you order something via e-mail, follow these recommendations:

- **Write the person's name**, surname whatever is preferable at the beginning of your e-mail (use it if you know it; if you do not know any name, "Hello" will be enough in this case). For example: "Dear Mr. Easterbrook", "Hello Roman", "Dear Ms. Ivanova", etc. Remember to present yourself.
- **Make a reference to the website/newspaper** you have read or **a phone call** you have had some time before. For example: "I have heard about your company from one of my friends" or "I have seen your advertisement in KyivPost..."
- **Make your order and ask you questions.** Say here what you would like to buy and what your questions about this product are. For example: "I would like to buy a pair of jeans of size M. Could you tell me, please, if you have them in blue color?" Try to make a well-structured letter since it helps people answer all your questions one by one and not miss any of them.
- **End you message with being grateful for something.** Some examples: "Thank you for your help. I will be glad to receive your answer soon in the future."
- **And remember:** some of the expressions, discussed in Newsletter #2, can be also useful here.

Consider the e-mail example below:

To:
From:
Subject: Order: HP LJ1600 Printers

Dear Mr. Samuels,

I am Adam Smith, an office manager at LP Polygraphy. One of our partners recommended us your company. I have visited your website and found that your prices and warranty terms on HP laserjet printers are suitable for us.

We would like to order 10 printers from your company. The model we selected is HP LJ 1600. Can the printers be delivered next week? Could you also provide us a discount on such a quantity of printers? What information should our company provide to close the deal?

Thank you in advance.

Best regards,
 Adam Smith
 Office Manager
 www.pl.com
 tel: +38(044) 719-01-23

Notes: Pay attention at the letter structure:

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

- **Introduction** (starts with who you are)
- **Body** (ordering some product and asking questions for details)
- **Ending** (you thank for something, repeat again the topic of the letter and say good-bye)

USEFUL EXPRESSIONS: Sales language

We often have to buy something. However, sometimes we have to sell. Here are some useful sales expressions.

1. **after-sales service** - service that continues after a product has been sold (on warranty terms)
2. **client** - a person who buys services from a lawyer, architect or other professionals
3. **customer** - a person who buys goods or services from a shop or business
4. **cold call** - to telephone a prospect without previous contact
5. **close** - to finalise a deal or sale; to make a sale
6. **deal** - a business transaction
7. **follow up** - to maintain contact after sales, deals etc.
8. **in bulk** - in large quantity, usually at a lower price
9. **objection** - a reason given by a prospect for not buying
10. **overcome** - to show that an objection is not valid
11. **prospect** - a possible or probable customer; prospective customer
12. **sales representative** - person who represents & sells for a firm; salesperson
13. **retail** - to sell in small quantities (as in a shop to the public)
14. **wholesale** - to sell in bulk (as to a shop for resale to the public)

The information has been taken from: http://www.englishclub.com/business-english/vocabulary_selling.htm

TEXT TO READ AND THINK ABOUT

Nike - Philip Knight's Success Story - Famous Entrepreneurs

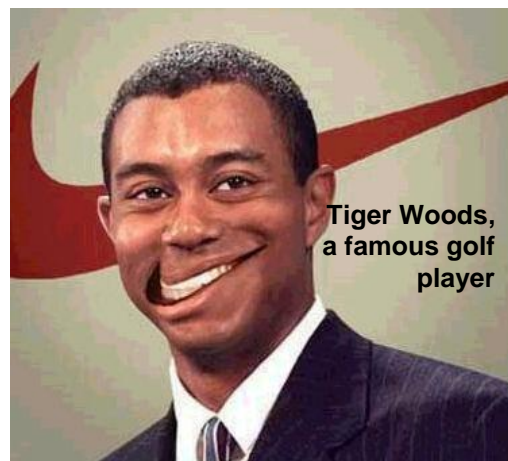
Author: Evan Carmichael

Starting the Business

Like Fred Smith and the origin of FedEx, Philip Knight's first ideas of what would become Nike Inc. came to him while he was at school. While working on his master's at Stanford, Knight - an accomplished runner during his undergraduate days at the University of Oregon - wrote an essay that outlined a plan to overcome the monopoly Adidas had on the running shoe market. He thought the way to realize this was to employ cheap Japanese labour to make a shoe both better and cheaper. The plan was put into action shortly after graduating in 1962. Knight went to Japan to meet with the executives of Onitsuka Tiger Co., a manufacturer of imitation Adidas runners, claiming to be the head of a company called Blue Ribbon Sports (which did not exist, except in his mind). Knight convinced Tiger to export their shoes to the States through Blue Ribbon and had them send samples so his associates could inspect them.

Knight paid for the samples with money from his father. He sent a few pairs to Bill Bowerman, Knight's track coach from his days at the University of Oregon, who became interested in the venture. Knight and Bowerman became partners and put \$500 each into the purchase of 200 pairs of Tigers. Blue Ribbon Sports was formed, and Knight began going to high school track and field events selling the shoes from the trunk of his car.

Sales were at \$3 million dollars when Knight chose to dissolve the partnership with Tiger in the early 1970s. Blue Ribbon began producing its own line and began selling its Nike line (named after the Greek goddess of victory) in 1972. These first Nike shoes were adorned with the now-internationally recognizable swoosh logo - which Knight had commissioned for \$35 - and had the traction-improving "waffle soles", conceived of by Bowerman while watching his wife using a waffle iron.



Tiger Woods,
a famous golfer
player

Building An Empire

Blue Ribbon's success (renamed Nike in 1978) throughout the 1970s and into the '80s can largely be attributed to Knight's marketing strategy. He thought it best not to push his Nike shoes through advertising, but rather to let expert athletes endorse his product.

Fortune smiled on Knight as his partner Bill Bowerman became the coach of the American Olympic team and many of the best performers on the team decided to shoe their feet with Nikes. Of course, when the runners performed well, the shoes they wore were highlighted. Steve Prefontaine, a brash and unconventional American record-holder, became the first spokesperson for Nike shoes.

After the tennis player John McEnroe hurt his ankle, he began wearing a Nike three-quarter-top shoe, and sales of that particular brand jumped from 10,000 pairs to over 1 million. As Knight had hoped, celebrity athlete's endorsements brought success to the company. Knight also capitalized on a jogging craze, and through clever marketing persuaded the consumer that they should only be wearing the best in the world.



The usual Nike's slogan: "Just do it"

The Air Jordans helped the company continue to thrive into the 1980s. In their first year, the shoe made more than \$100 million. Knight realized his initial goal of replacing Adidas as the number one shoe manufacturer globally in 1986. By then, total sales had surpassed \$1 billion. However, by neglecting the growing interest in aerobics shoes, Nike would have to face a few difficulties.

Through Problems and Controversy

Sales dropped 18% between 1986 and 1987 as Reebok's trendy, stylish aerobics shoes came to be in high demand. Knight had to acknowledge that the technical achievements of the Nike shoe would not satisfy those who placed appearance above performance. The Nike Air was Knight's response to Reebok. It revived sales and put Nike back in the number one spot in 1990.

Corporate Monster that it had become, Nike was the object of public outrage in 1990 when stories of teenagers killed for their Nikes began floating around. It was believed that Nike was promoting their shoes too forcefully. That same year Jesse Jackson attacked Nike for not having any African-Americans on its board or among its vice-presidents, despite the fact that its customer base was in large part black. Jackson's Nike boycott lasted until a black board member was appointed.

There has also been a controversy around whether Knight's use of Asian factory workers as cheap labour is exploitative. Through all of the bad press that has been foisted on Nike through these events, Nike shoes have continued to sell well. And in 1993, The Sporting News voted Knight "the most powerful man in sports" though he was neither a player nor a manager. Knight's marketing mastery is to be lauded and regarded as a major factor in his impressive successes.

You can find this article here: http://EzineArticles.com/?expert=Evan_Carmichael

VOCABULARY TO THE TEXT

1. **origin** (noun) – something, from which anything appears
2. **accomplish** (verb) – complete, achieve
3. **executive** (noun) – person or group of persons having administrative or supervisory authority in an organization
4. **claim** (verb) – verb: state, say, inform
5. **convince** (verb) - persuade
6. **venture** (noun) - a business enterprise
7. **adorn** (verb) – decorate, make more pleasing, attractive
8. **swoosh logo** (noun) – Nike's famous logo
9. **commission** (verb) - order
10. **endorse** (verb) – to support (noun: endorsement)
11. **thrive** (verb) – to grow, develop, prosper
12. **neglect** (verb) – to pay no attention
13. **drop** (verb) – go down
14. **demand** (verb) - require
15. **satisfy** (verb) – to fulfill the desires, expectations
16. **revive** (verb) - activate
17. **outrage** (noun) – the act of violence
18. **controversy** (noun) – dispute, argument
19. **foist** (verb) – to bring, put, or introduce without permission

***Answers to the exercises.**

Exercise.

1. had; would set up; 2. manufactured; would become; 3. involved; could; 4. came; would tell; 5. launched; would make; 6. wanted; would need; 7. would use; provided; 8. would prevent; listened; 9. would be; was; 10. wouldn't offer; knew. 11. would employ; wasn't; 12. were; would take over; 13. would be; didn't improve; 14. had; would design; 15. wouldn't buy; didn't have to.

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