



DARIYA DZIUBA

## NEWSLETTER #7



# BUSINESS SUCCESS STORY

11/09/2009

### 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](mailto:info@enrucafe.com)

**BUSINESS SUCCESS STORY**

"If you can dream it, you can do it."

**Walt Disney**

In this newsletter you will find information about Walt Disney and his success story. He had a dream and his dream came true. Hope that his story will inspire you to achieve more in your life. In addition, we will speak about Present Continuous and how to deal with email complaints. I hope that business proverbs and sayings will be also interesting for you to read and learn.

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

Good luck!

Dariya Dziuba

**GRAMMAR: Present Progressive**

Today we are going to touch a very easy and relaxing topic: Present Continuous (or Present Progressive). Use this tense:

- With actions different from your usual activities. For example:
  - √ I **am writing** a book now. (usually she writes articles)
  - √ She **is learning** German at the moment. (however, usually she doesn't learn this language – it's a temporary situation)
  - √ They **are going** to the gym now. (but usually they don't visit any gym)
- With actions happening at or around the moment of speaking. For example:
  - √ She **is negotiating** with a customer and can't answer the phone.
  - √ We **are waiting** for your fax now.
  - √ I **am writing** a business plan at the moment.
- With usual actions you find very irritating (these actions are usually made by others). For example:
  - √ He **is** always **singing** at work!
  - √ They **are** always **speaking** very loud!
  - √ You **are** always not **listening** to me!
- With future actions that you will definitely perform soon. For example:
  - √ I **am seeing** my father tonight.
  - √ We **are visiting** our new subsidiary.
  - √ She **is developing** a program for the anniversary celebration.
- With changing or developing situations. For example:
  - √ Your English **is getting** much better.
  - √ It's **getting** darker.
  - √ The car **is moving** very slowly.

**Expressions used to indicate Present Progressive:** now, at the moment, at present, nowadays, today, this year, always (when speaking about something irritating), still etc.

**How Present Progressive's formed**

**AFFIRMATIVE.** Active form of the verb (passive will be discussed after we deal with all tenses in our newsletters).

<b>BE (AM / IS / ARE) – VERB + ING</b>
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- **I am doing...** (working/ living/ sleeping/ watching...)  
*Example: I am planning our next month's expenses.*

- **We/you/they/plural** (cats, people, students...) **are doing...** (working/ living/ sleeping/ watching...)  
*Example: We are working* quite hard this week.
- **He/she/it/singular** (a cat, a person, a student) **is doing...** (working/ living/ sleeping/ watching...)  
*Example: He is listening* to a new recording.

As you might have noticed, we always add ending **-ing** to the verbs in Present Continuous. However, this ending requires certain changes:

- If a verb has one vowel (which is stressed and is read as a short one) followed by one consonant, double the last consonant. *Example: get – getting; hop – hopping; swim – swimming.*
- If a verb ends with a mute “e” (“e” that we don’t read), this letter drops out. *Example: take – taking; bake – baking, create – creating.*
- If a verb ends with “ie”, the letters transform into “y”. *Example: die – dying; lie – lying; tie – tying.*

### NEGATIVE SENTENCES.

It's very easy to form negation in Present Continues. All you need to do is to put the particle “not” after the verb “be” (am/is/are). *Example:*

- She **is not waiting** for you now.
- They **are not trying** to correct the contract.
- I **am not calling** to one of our business partners.

### INTERROGATIVE SENTENCES.

When you want to form questions, put the verb “be” (in the necessary form) before the subject. *Example:*

- **Are they speaking** about our new project?
- What **is she thinking** about your ideas?
- Why **are you trying** to persuade me that no action should be taken?

### Exercise. Put the verbs in the correct form.\*

1. Though many people consider the crisis to be over, in fact, recession \_\_\_\_\_ at the moment. (accelerate)
2. \_\_\_\_\_ you \_\_\_\_\_ with us? (come)
3. The company \_\_\_\_\_ new products. (launch)
4. What \_\_\_\_\_ these managers \_\_\_\_\_ at the meeting? (discuss)
5. Their company \_\_\_\_\_. (not, expand)
6. \_\_\_\_\_ they still \_\_\_\_\_ to take over our company? (try)
7. She \_\_\_\_\_ to change her job. (not, go)
8. They \_\_\_\_\_ new assets in hope to overcome the crisis. (not, purchase)
9. Bob McDonald \_\_\_\_\_ to double the company's annual sales over the next 15 years. (look)
10. \_\_\_\_\_ PepsiCo \_\_\_\_\_ to invest \$1 billion over four years in China to build six new plants. (go)
11. Some companies \_\_\_\_\_ an organic route, working with companies within the rapidly developing economies. (take)
12. Success in the future \_\_\_\_\_ to those who can see beyond borders. (come)
13. \_\_\_\_\_ she \_\_\_\_\_ the right decision, what do you think? (make)
14. I guess, we should say her she \_\_\_\_\_ in the wrong direction. (move)
15. They \_\_\_\_\_ many awkward situations now. (investigate)
16. \_\_\_\_\_ her work \_\_\_\_\_ better or it's still the same? (get)
17. You \_\_\_\_\_ always \_\_\_\_\_ me pizza though I don't like it! (bring)
18. What \_\_\_\_\_ you \_\_\_\_\_? (do)

**HINTS ON E-MAIL WRITING: How to deal with complaints via e-mail**

It sometimes happens that customers complain. Though it is not a very pleasant experience, it becomes much better if you know how to deal with the complaints professionally. Maybe, then, they will be an opportunity rather than a problem for you and the company you work for :)

When dealing with e-mail complaints, follow these recommendations:

- **Read the customer's email in its entirety before typing anything.**
- **Open your email with "Thank you."** A lot of companies begin complaint response emails with: *"We have received your email dated..."* Don't do this. The fact that you're responding to the email is irrefutable proof that you have received the customer's email. Instead of wasting words, immediately go into a response designed to restore the customer's confidence and regain their goodwill.

Here are some ways to express appreciation for customer feedback:

- √ *"Thank you for taking the time to write to us."* (This is ideal for a response email to a customer who is actually responsible for the error or when you cannot honor the customer's request for a refund or exchange.)
- √ *"Thank you for your email. We appreciate customers who let us know when things aren't right."*
- √ *"Thank you so much for taking the time to write to us. We appreciate the opportunity to clarify what we think has happened."*
- **Apologize.** To not apologize to a customer who has experienced a problem is to miss an opportunity. Making an apology to customers after things go wrong is positively related to satisfaction with the company's "recovery."  
Here's how you can apologize when the problem is not the company's fault:
  - √ *"I'm sorry for any frustration you may have experienced."*
  - √ *"I'm sorry for any inconvenience this misunderstanding may have caused you."*
  - √ *"I'm sorry. I feel awful about your problem."*

- **Explain why or how the problem happened.** A vital, but often overlooked element of customer recovery is to provide an explanation for how or why the problem happened. Taking the time to explain to a customer what might have caused the problem helps organizations re-establish trust. Providing an explanation can be as simple as saying, *"Thanks for taking the time to let us know about \_\_\_\_\_. We appreciate customers who let us know when things aren't right."* Customers will always appreciate you taking the time to explain why the problem occurred and again, this gesture on your part helps to reestablish trust.
- **Offer compensation if applicable.** When the problem is clearly the fault of the company, recompense (in the form of discounts, free merchandise, refunds, gift cards, coupons, and product samples) will help you restore customer confidence and regain goodwill. Don't hold back when it comes to compensating customers after a service failure. Your reward will be increased customer satisfaction, loyalty, and powerfully persuasive positive word-of-mouth advertising.
- **Proofread your email.** Grammar mistakes make your company look bad.
- **Respond as quickly as reasonably possible.** You need to shoot for responding to emails within 2-4 hours. Is this easy? No, but you need to align your processes and manpower to make it happen. And here's why: A speedy response will improve your corporate credibility with consumers and it boosts customer satisfaction. Research shows the longer it takes for companies to respond to email complaints, the greater the customer's perception that they have been treated unfairly.

The text adapted from: <http://myragolden.wordpress.com/2009/06/01/how-to-handle-a-complaint-over-email-7-simple-steps/>

**The situation:**

The flight was delayed for 2 hours. However, the airline company could deal with this problem professionally. Below, please, find their real complaint-dealing letter.

**Example: the complaint-dealing letter.**

I'm sorry for the unexpected circumstances surrounding the disruption of your Aug 10 flight from Oakland. In addition to my apologies, I'd like to provide you with some information about what happened that afternoon.

Shortly after takeoff, the Pilots received a low pressure indication for one of the two independent hydraulic systems (A&B) on the aircraft. In response to this situation the Captain returned to have the aircraft inspected. In this case, the problem was with the A hydraulic System - there was a fluid leak. After speaking with our Maintenance Department, I learned that the supply line which helps operate one of the movable panels on the aircraft's wing surface was leaking hydraulic fluid, and as such, the corresponding line was then replaced to fix the problem.

Thank you for your patience while alternate flight arrangements were made to continue your trip. With the hope that you will grant us the opportunity to prove there are better experiences to have with us, I'm sending a LUV Voucher to each person who was onboard your flight that we invite you to apply toward future Southwest reservations. We truly appreciate your valued patronage, and we look forward to welcoming you back again real soon.

Kind regards  
Melissa Chalupa  
Enclose : One Southwest LUV Voucher.

The e-mail taken from: <http://consumerist.com/5043970/this-apology-letter-from-southwest-is-refreshingly-honest-and-informative>

**Notes:** Pay attention at the letter structure:

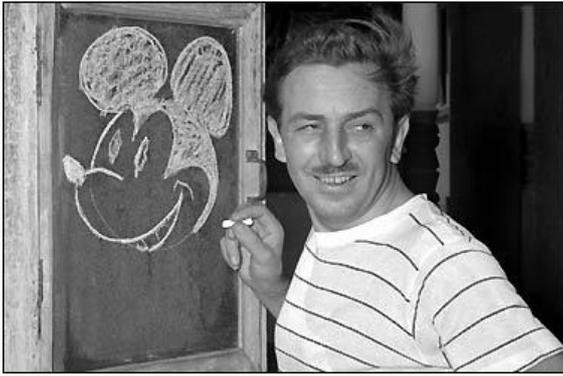
- It has **greeting** (Dear Mr. Samuels)
- **Explanation of the situation** (starts with what you complain about)
- **Saying "thank you"**
- **Ending** (you thank for something, repeat again the topic of the letter and say good-bye)

**USEFUL EXPRESSIONS: Business Proverbs and Sayings**

- A bargain is something you don't need at a price you can't resist.
- A banker is someone who lends you an umbrella when the sun is shining, and who asks for it back when it starts to rain.
- A bird in the hand is worth two in the bush.
- A chain is no stronger than its weakest link.
- A coward dies a thousand times before his death.
- A gem is not polished without rubbing, nor a man perfected without trials.
- A good beginning makes for a good ending.
- A good enemy is a better person than a false friend.
- A great talker is a great liar.
- A little knowledge is a dangerous thing.

TEXT TO READ AND THINK ABOUT: WALT DISNEY

*Richard Schickel*



He created Mickey Mouse and produced the first full-length animated movie. He invented the theme park and originated the modern multimedia corporation. For better or worse, his innovations have shaped our world and the way we experience it.

Walt Disney was born to poverty. His father Elias was one of those feckless figures who wandered the heartland at the turn of the century seeking success in many occupations but always finding sour failure. He spared his children affection, but never the rod. They all fled him at the earliest possible moment.

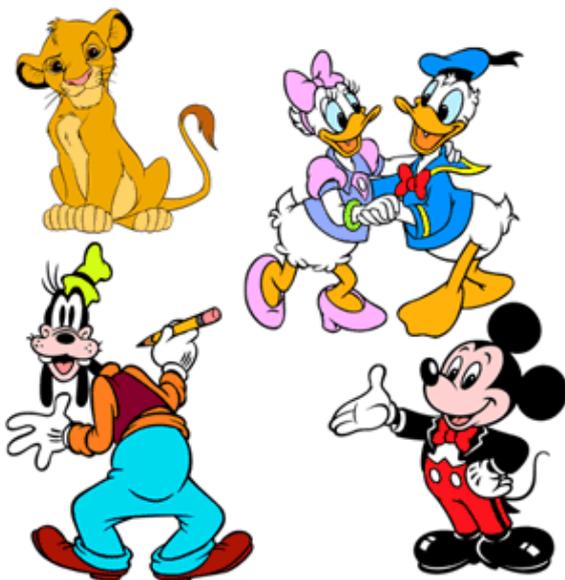
Before leaving home at 16 to join the Red Cross Ambulance Corps during World War I, Walt, the youngest son, had discovered he could escape dad's — and life's — meanness in art classes. In the service he kept drawing, and when he was mustered out, he set up shop as a commercial artist in Kansas City, Mo. There he discovered animation, a new field, wide open to an ambitious young man determined to escape his father's sorry fate.

Animation was as well a form that placed a premium on technical problem solving, which was absorbing but not emotionally demanding. Best of all, an animated cartoon constituted a little world all its own — something that, unlike life, a man could utterly control. "If he didn't like an actor, he could just tear him up," an envious Alfred Hitchcock would later remark.

Reduced to living in his studio and eating cold beans out of a can, Disney endured the hard times any worthwhile success story demands. It was not until he moved to Los Angeles and partnered with his shrewd and kindly older brother Roy, who took care of business for him, that he began to prosper modestly. Even so, his first commercially viable creation, Oswald the Rabbit, was stolen from him. That, naturally, reinforced his impulse to control. It also opened the way for the mouse that soared. Cocky, and in his earliest incarnations sometimes cruelly mischievous but always an inventive problem solver, Mickey would become a symbol of the unconquerably chipper American spirit in the depths of the Depression.



Mickey owed a lot of his initial success, however, to Disney's technological acuity. For Disney was the first to add a music and effects track to a cartoon, and that, coupled with anarchically inventive animation, wowed audiences, especially in the early days of sound, when live-action films were hobbled to immobile microphones. Artistically, the 1930s were Disney's best years. He embraced Technicolor as readily as he had sound, and, though he was a poor animator, he proved to be a first-class gag man and story editor, a sometimes collegial, sometimes bullying, but always hands-on boss, driving his growing team of youthfully enthusiastic artists to ever greater sophistication of technique and expression. When Disney risked everything on his first feature, "Snow White and the Seven Dwarfs," it turned out to be no risk at all, so breathlessly was his work embraced. Even the intellectual and artistic communities saw in it a kind of populist authenticity — naive and sentimental,



courageous and life affirming.

Predictably, he became the first Hollywood mogul to embrace television. The show with him as host for over a decade became not just a profit center for his company but also a promotional engine for all its works. These included chuckleheaded live-action comedies, nature documentaries that relentlessly anthropomorphized their subjects, and, of course, Disneyland, which attracted his compulsive attention in the '50s and '60s.

Disneyland was another risk, and Disney threw himself obsessively into the park's design, which anticipated many of the best features of modern urban planning, and into the "imagineering" by which the exotic, even dangerous creatures, places, fantasies could be unthreateningly reproduced. These attractions were better than any movie in his eyes — three dimensional and without narrative problems. Before he was felled by cancer at 65, it is possible to imagine that he was happy. The restless, hungry young entrepreneur had achieved undreamed-of wealth, power and honor. Asked late in life what he was proudest of, he did not mention smiling children or the promulgation of family values. "The whole damn thing," he snapped, "the fact that I was able to build an organization and hold it."

The story adapted from: <http://www.time.com/time/time100/builder/profile/disney.html>

### VOCABULARY TO THE TEXT

1. **invent** (verb) - to produce or create with the imagination
2. **feckless** (adjective) - ineffective; incompetent
3. **wander** (verb) - to go aimlessly, indirectly
4. **flee** (fled – Past Simple, fled – Past Participle), **escape** (verb) – run away
5. **meanness** (noun) – a mean act
6. **muster out** (verb) - to discharge from service in the armed forces
7. **endure** (verb) - survived
8. **shrewd** (adjective) - keen
9. **prosper** (verb) - to be successful or fortunate
10. **viable** (adjective) - capable of living
11. **reinforce** (verb) - encourage
12. **unconquerably** (adverb) – impossible to defeat
13. **chipper** (adjective) - marked by or being in sprightly good humor and health
14. **acuity** (noun) - sharpness
15. **hobble** (verb) - to fasten (connect, tie) together
16. **mogul** (noun) - a very powerful and influential person in a business/industry, a magnate
17. **chucklehead** (noun) - a stupid person; blockhead
18. **relentlessly** (adverb) - rigidly, unbendingly
19. **attract** (verb) - to approach, adhere, or unite
20. **compulsive** (adjective) – involuntary
21. **obsessively** (adverb) – with all passion
22. **anticipate** (verb) – foresee, realize beforehand

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#### \*Answers to the exercises.

#### Exercise.

1. Though many people consider the crisis to be over, in fact, recession is accelerating at the moment.
2. Are you coming with us?
3. The company is launching new products.
4. What are these managers discussing at the meeting?
5. Their company is not expanding.
6. Are they still trying to take over our company?
7. She is not going to change her job.
8. They are not purchasing new assets in hope to overcome the crisis.
9. Bob McDonald is looking to double the company's annual sales over the next 15 years.
10. Is PepsiCo going to invest \$1 billion over four years in China to build six new plants?
11. Some companies are taking an organic route, working with companies within the rapidly developing economies.
12. Success in the future is coming to those who can see beyond borders.

13. Is she making the right decision, what do you think?
14. I guess, we should say her she is moving in the wrong direction.
15. They are investigating many awkward situations now.
16. Is her work getting better or it's still the same?
17. You are always brining me pizza though I don't like it!
18. What are you doing?

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