

高等职业教育“十二五”规划教材

高等职业英语数字教材研究项目



Contemporary Business English **Listening and Speaking Course**

# 当代商务英语 听说教程

第 2 版

3

学生用书

总主编 ◇ 何兆熊    本册主编 ◇ 何光明 姜荷梅



华东师范大学出版社

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总主编 何兆熊  
主编 何光明 姜荷梅  
编者 何光明 姜荷梅 Geoffrey Said  
王虹慧 徐 旻 林萍英 金 阳



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总 主 编 何兆熊  
主 编 何光明 姜荷梅  
责任编辑 李恒平  
责任校对 王秀娥  
封面设计 孔薇薇

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# 编者说明

《当代商务英语听说教程》第一至四册为基础阶段听说教材,供高职高专商务英语专业或应用英语专业学生使用,也可供程度相当的自学者使用。

英语语言基础在商务英语教学中的重要地位和作用是显而易见的。在经济全球化浪潮的冲击下,各种涉外工作对外语人才特别是商务英语人才的要求越来越高。这也对教学和教材编写提出了更高的要求。由于高职高专商务英语教学研究起步较晚等多方面原因,出现了相关教材跟不上形势的情况,商务英语听说优秀教材更是极为匮乏。针对这些状况,我们编写本系列教材,希望能对解决这些问题做出我们微薄的贡献。

本教程以高等职业技术学院、独立本科院校商务英语专业学生入学水平的中等程度为起点,即在学习本教程之前,学生已掌握基本的英语语音和语法知识,能认知1900个左右的英语单词(掌握其中1200个),并在听、说、读、写等方面受过初步训练。在学完本教程后,力争做到:中上等水平的学生可以流畅地在工作中使用英语进行沟通,能够从事一般商务英语工作;中等水平的学生基本可以用英语进行交流和沟通,能够从事使用英语的相关商务工作。

本教程第三册旨在进一步完善商务英语沟通技能,书中不仅精选了商务英语沟通中所涉及的熟悉话题,如:面对面沟通,电话沟通,商务演示,商务会谈,商务谈判等而且还对每一情境进行详细剖析分解,向学生呈现各种沟通中的功能表达、相关技巧及需要注意的文化差异。能够帮助学生从容面对商务场合的具体问题,顺利完成任务。

## 本书各单元由如下部分组成:

### Part 1 Practical Listening and Speaking (实用听说)

Word study / Functional listening / Language check / Presenting practice / Communication skills

### Part 2 Business Speaking (商务口语)

Pair work / Group work

### Part 3 Listening Practice (听力技能训练)

Listening focus / Dictation / Conversations / Passage

### Part 4 Fun Listening (轻松一刻)

## 本书各部分内容有如下特点:

### Part 1 Practical Listening and Speaking (实用听说)

根据最新的语言教学研究成果,本部分将听说结合在一起训练,旨在帮助学生实现从“听:输入——(通过模仿进而)内化——输出:说”的有效循环。通过听说结合训练,让学



生在掌握各种听力技能的同时,学习并掌握常见的商务英语词汇和功能句型以及相关的商务沟通技巧和文化差异。本部分可为实际商务沟通打下扎实的基础,因而实用性和针对性较强。

### 1) Word study

✧ **听力训练**:本部分的词汇和句子配有录音,可以作为听力训练的材料,目的主要是操练重点词汇的听写。

✧ **口语训练**:在听之前,可让学生朗读或口头完成词汇填空。

➤ **实用性与交际性**:所有词汇皆为常见、实用商务词汇,按照单元话题进行挑选,听力和口语都选自实际情景练习,学生学习后可以直接在真实场景情况下使用。

本书根据商务语境,有针对性的提供相关词汇,让学习者真正全面地掌握实用商务新词汇。

### 2) Functional listening

✧ **听力训练**:第三册为进阶级,本部分听力的练习形式主要选用填空题。学生在操练时,会觉得轻松一些,从而提高学习兴趣,增强信心。

✧ **口语训练**:这部分的听力材料也可以用作口语材料。

➤ **实用性**:这部分听力练习皆按照单元话题及常见表达功能进行编写,在参考许多商务英语教材的基础上注意提炼最适合学生的表达。

➤ **交际性**:这部分的听力材料也可以用作口语材料。教师和学生之间以及学生与学生之间都可以进行充分的交流。

### 3) Language check

✧ **听力训练**:该部分听力训练重点在于功能句型的听写,为口语打基础。

✧ **口语训练**:将功能分解成小话题进行操练,逐个击破、分项掌握,从而让学生更好地记住功能表达,自如地应用功能表达。

➤ **实用性与交际性**:该部分一些内容为第二部分听力(Functional listening)的细分,内容切合实用。同时,该部分材料完全适合做口语材料。与国际接轨,国外许多优秀教材都采取了这种听说练习形式。

### 4) Presenting practice

✧ **听力训练**:该部分听力材料仍然围绕单元话题,但具体细节和第二部分听力(Functional listening)有差别,依然是实用的听力材料。

✧ **口语训练**:学生可以按照提示进行商务演讲操练,掌握常见商务句型,增强口语表达能力。

➤ **实用性**:所选材料多为实用的沟通技巧或建议。

➤ **交际性**:该部分材料完全适合做口语材料,有利于调动课堂气氛,上课效果好。

该种练习形式在国内同类教材应用不多,最新引进的国外商务英语教材正逐渐使用。

## Part 2 Business Speaking (商务口语)

本部分围绕单元商务话题展开口语训练,从有控制的训练开始,过渡到半开放性的训练,最后达到自由的交流与沟通。练习形式有对话、问题、角色表演、小组讨论等。不同级别练习的难度不同,皆由浅入深、循序渐进。所有材料扣紧真实商务题材,让学生能尽可

能模拟真实商务场景,最终达到商务沟通无障碍。

### 1) Pair work

◇ 口语训练:采取搭档操练形式,进一步巩固功能句型。

➤ 实用性:选材围绕话题,突出功能表达。

➤ 交际性:该部分操练形式为控制型和半开放性的训练,互动性和交际性强。

### 2) Group work

◇ 口语训练:采取角色表演和小组讨论的形式。提供的材料多为实用的沟通技巧、商务常识以及情景练习等,内容直观易懂、图文并茂。

➤ 实用性:通过学习该部分内容,学生不仅能提高英语沟通技能还可以丰富商务知识,具有很强的实用性。

➤ 交际性:该部分操练形式为开放性的训练,具有很强的互动性和交际性。

### Part 3 Listening Practice (听力技能训练)

相对于第一部分的听力,本部分为听力微技能训练,更为侧重听力技能的提高。所选材料大多围绕商务话题,练习形式丰富多样。不仅便于学生快速提高听力水平,同时也为学生参加各种商务英语考试(如:BEC、BULATS、TOEIC等)做好充分准备。

### Part 4 Fun Listening (轻松一刻)

本部分为轻松的听力活动,主要选取歌曲、电影录音片断,辅以后绕口令、笑话、幽默等内容。为学生创造轻松的听说氛围,提高学习的趣味性。

## 本书使用说明:

### Part 1 Practical Listening and Speaking (实用听说)

#### Word study

约占10分钟。教师可以在前一节课布置给学生,让学生预习生词。若学生口语基础较好的话,可让学生进行搭档完成词汇填空,然后再听;反之,则可以直接进入听力训练,跳过口语练习。

#### Functional listening

约占10~15分钟。教师可以根据上课时间灵活使用该部分内容。若教师将听说结合起来操练,则这部分可以用作角色扮演的材料。

#### Language check

约占10分钟。教师可以根据学生的水平灵活使用该部分内容。若学生口语基础较好的话,则可以缩短操练时间;反之,则操练时间可以长些。最终目的是能让学生记住并能灵活应用这些功能表达。

#### Presenting practice

约占10分钟。教师可以根据授课时间和学生水平灵活使用。

#### Communication skills

约占10分钟。教师可以布置学生预习本部分内容。

### Part 2 Business Speaking (商务口语)

#### Pair work

约占15分钟。这部分的两人对话是针对第一部分听说结合的功能和情景设计的,应

提醒学生在交流中多使用和操练已学的句型。

#### Group work

约占 15~20 分钟。这部分内容教师可以让学生进行小组活动。教师应注意提醒学生用英语交流或表达。

#### Part 3 Listening Practice (听力训练)

约占 30 分钟或作课后练习。教师可以作为听力训练在课堂上完成。也可以布置学生课后完成本部分内容。

#### Part 4 Fun Listening (轻松一刻)

约占 5 分钟。这部分内容教师可以让学生课后温习。

为了方便教师使用,本教程配备了较为详尽的教师用书。每单元的教师用书由两部分组成:第一部分是教学建议;第二部分是录音材料和 Key to exercises,在必要之处我们对所给答案作了简单的解释。我们的意图是把教师用书变成一本十分实用、使用方便的教学参考书。

本教程第一至四册由姜荷梅老师与何光明老师合作编写。本册中何光明老师编写每单元第一二部分,Geoffrey Said 参与其中 4 个单元第一部分编写,姜荷梅老师负责每单元第三四部分,其余部分由李恒平老师负责。美籍商务英语教学专家 John Parker 审定教程所有英文。参加本册编写工作的还有王虹慧、金阳、李恒平、林萍英、徐旻等教师。

本教程在编写过程中得到常玉田教授(对外经济贸易大学)、邹为诚教师(华东师范大学)、陈洁教授(上海对外贸易学院商务英语学院)、王大伟教授(上海海事大学)、张武保副教授与欧阳护华教授(广东外语外贸大学商务英语学院)、井升华教授(商务英语专家)和刘法公教授(浙江工商大学)等多位英语界和商务英语教学界专家的支持,在此一并对他们表示衷心的感谢。

何兆熊

2008 年 6 月

本书第一版得到广大师生的喜爱和欢迎,根据教师的使用意见,本次修订仍保留了原有的框架与设计,仅对文字做了修订和补充,并增、删了少量图片,以期完善。

编者

2014 年 6 月

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We are extremely grateful to the authors and publishing houses for all the materials chosen as content in this textbook. We hope that the request for permission to use the related resources for teaching purposes will receive kind and generous consideration.

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# Bookmap

Units	Contents	Functional listening	Communication skills	Listening strategies
Unit 1	<i>First Face-to-Face Communication</i>	First meeting in the workplace Introducing someone in the workplace	Learning five tips for making a good first impression	Understanding number calculation
Unit 2	<i>Further Communication</i>	Building a relationship Attending a party	Learning five key ways to build customer relationships	Identifying the places and the speakers
Unit 3	<i>Business Phone Calls</i>	First contact on the phone Further contact on the phone	Learning tips for leaving a successful answering machine message	Understanding short statements
Unit 4	<i>Informative Business Presentations</i>	Making an orientation presentation Making a briefing presentation Opening a presentation and delivering the body of a presentation	Learning tips for understanding the structure of a presentation	Understanding sentences with request, offer and suggestion
Unit 5	<i>Persuasive Business Presentations</i>	Opening and ending a formal presentation Presenting a new product Delivering the body of a presentation and answering questions	Learning tips for improving your body language at a presentation	Making conclusions and assumptions
Unit 6	<i>Briefing Meetings</i>	Opening and closing a meeting Attending a briefing meeting Controlling a meeting	Opening a meeting in a light-hearted way	Understanding sentences with negation
Unit 7	<i>Problem-Solving and Planning Meetings</i>	Attending a problem-solving meeting Attending a planning meeting Participating in meeting discussions	Learning tips for holding a successful brainstorming session	Understanding sentences with comparison
Unit 8	<i>Business Negotiations — Part One</i>	Seven steps for preparing for a negotiation Setting the agenda Establishing and clarifying positions	Understanding negotiations	Understanding sentences with cause and result
Unit 9	<i>Business Negotiations — Part Two</i>	Tactics for managing conflict and bargaining Conclusion and agreement	Learning tips for improving your negotiation skills	Understanding sentences with time sequence

续 表

Units	Contents	Functional listening	Communication skills	Listening strategies
Unit 10	<i>International Trade Negotiations</i>	Negotiating the use of a letter of credit Negotiating shipments	Understanding intercultural negotiations	Understanding sentences with subjunctive mood
Unit 11	<i>Event Management</i>	Event planning and development Attending a trade show	Understanding trade fairs	Understanding sentences with condition
Unit 12	<i>Marketing Communication</i>	Understanding marketing research and the marketing plan Understanding the four P's	Learning eight marketing tips	Understanding sentences with concession
Unit 13	<i>Cross-cultural Communication</i>	Understanding cultural differences Understanding body language differences	Understanding Sino-US cultural differences in business communication	Understanding sentences with logic
Unit 14	<i>Career Guidance</i>	Understanding yourself Understanding the steps for career decisions	Understanding what brings joy to you at work	Understanding sentences with transition
Unit 15	<i>Job Interviews — Answering Difficult Questions</i>	Answering difficult interview questions — Part One Answering difficult interview questions — Part Two	Learning tips for answering difficult interview questions	Identifying topics
Unit 16	<i>Job Interviews — Answering Tricky Questions</i>	Answering tricky interview questions — Part One Answering tricky interview questions — Part Two	Learning tips for answering tricky interview questions	Identifying the speaker's opinion and implied meaning

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# Unit 1

## First Face-to-Face Communication



### Unit Goals

- ◇ First meeting in the workplace
- ◇ Introducing someone in the workplace
- ◇ Learning five tips for making a good first impression
- ◇ Understanding number calculation

## Part 1 Practical Listening & Speaking

### A Word study

Work with your partner to fill in the blanks using the words on the left. Listen and check your answers, and then follow the recording.

Turbulence

electronic

trial order

lunchtime

Package

launch

putting together

promotional

literature

pamphlet

cover

Whereabouts

- (1) \_\_\_\_\_ do you come from in Japan?
- (2) The \_\_\_\_\_ of their new product was very successful.
- (3) \_\_\_\_\_ means irregular and violent movements of air or water that are caused by the wind.
- (4) You should wear formal clothing \_\_\_\_\_
- (5) You will never have a second chance to \_\_\_\_\_
- (6) We need to develop a \_\_\_\_\_ for this model.
- (7) The \_\_\_\_\_ contains all the information of our company and products.
- (8) The firm is Britain's main producer of \_\_\_\_\_ products.
- (9) I've had nothing to eat since \_\_\_\_\_.
- (10) Mary spent two weeks \_\_\_\_\_ all the sales materials.
- (11) I will \_\_\_\_\_ three points in my talk.

on business  
occasions  
make a good first  
impression

marketing strategy

follow ... up

professional

- (12) When you \_\_\_\_\_ something \_\_\_\_\_, you find out more information about it and take action if necessary.
- (13) \_\_\_\_\_ means a set of ideas or services that are suggested or offered all together as a group, e. g. financial or pay package.
- (14) If you can give us a discount, we would place a \_\_\_\_\_.
- (15) A good handshake makes you look like a real \_\_\_\_\_.
- (16) Could you provide us with some \_\_\_\_\_?

## B Functional listening

**Task One (First meeting in the workplace):** Listen to the conversation and complete the following notes using a few words from the recording.

- (1) Mr. Jones prefers to drink a cup of \_\_\_\_\_.
- (2) Mr. Jones' flight was not bad. It was a bit of \_\_\_\_\_, but it was not \_\_\_\_\_.
- (3) Mr. Jones did not have any trouble finding the company, because he received a good \_\_\_\_\_.
- (4) GMT is the latest model, which is very popular in \_\_\_\_\_.
- (5) Mr. Jones will place a \_\_\_\_\_ for GMT.



**Task Two (Introducing someone in the workplace):** Listen to the conversation and complete the following notes using a few words from the recording.

- (1) Allen and Peter work in the \_\_\_\_\_ Department. Peter works as a \_\_\_\_\_.
- (2) Mary will stay with them for \_\_\_\_\_. She is here to help with the \_\_\_\_\_.
- (3) Mary's flight was delayed for one hour at \_\_\_\_\_.
- (4) Allen and Peter were discussing the \_\_\_\_\_ before Mary came.
- (5) Mary was helping to put together the \_\_\_\_\_ literature before she came.





## © Language check

Listen to the recording and complete the following conversations. Then work with your partner to practice them.

### Task One : Opening the talk

#### Greetings

F: Nice to meet you. (Pleased to meet you.)

M: Nice to meet you too. (Pleased to meet you too.)

#### Introductions

F: I'd like to introduce myself. My name is Sandy Lee. I work as (1) \_\_\_\_\_ for DNT. (Let me introduce myself. My name is Sandy Lee.)

M: I'm Tom Blake. I work as a sourcing engineer.



#### Exchanging business cards

F: Let me give you my business card.

M: Thanks. I'd like to (2) \_\_\_\_\_ too. Here you are.

#### Offering drinks

F: Thanks. Please take a seat. Would you like something to drink, tea or coffee?

M: Yes, please. A cup of coffee would be great.

F: Would you like it with milk and sugar?

M: No, black for me, please.

### Task Two : Small talk

#### Small talk one — journey

F: Did you have a good journey? (How was your flight?)

M: It was fine (easy/very smooth/bad/not too bad/terrible).

F: Did you have (1) \_\_\_\_\_?

M: No, it was quite easy. I took a taxi.

#### Small talk two — hotel

F: Have you found somewhere to stay?

M: Yes, I'm (2) \_\_\_\_\_ the Radisson Hotel.

F: How's the hotel?

M: It's very comfortable (convenient/excellent/noisy/a bit dirty).

F: Have you got a room (3) \_\_\_\_\_?

M: Unfortunately not. All I can see is a big factory.



### Small talk three — weather

F: Well, that's too bad. How do you find (like) the weather here? (What do you think of the weather here?)

M: It's lovely (bakingly hot/a bit chilly/damp/freezing/pretty wet).

F: How was the weather (4) \_\_\_\_\_?

M: It was biting cold.

### Small talk four — hometown

F: Oh, really. Whereabouts do you come from in the UK?

M: I live in London, but I was brought up in Manchester.

## **Task Three : Business talk**

### Getting down to business

F: OK. Let's get down to business. (Shall we get down to business?)

M: Yes, I'm looking forward to it. (Yes, please.)

### Pre-closing the business talk

F: (1) \_\_\_\_\_ sounds very interesting, but we have to think about it before we give you (2) \_\_\_\_\_. So I think we have covered every point. (I think that covers everything.)

M: I think so. (Yes, I agree.)

F: OK. Shall we (3) \_\_\_\_\_ what we've discussed today?

M: Yes, please.



## **Task Four : Closing the talk**

### Thanking the visitor

F: Thank you for taking the time to visit us. I really (1) \_\_\_\_\_ your help.

M: It's my pleasure. Actually, I enjoy visiting your company.

### Looking forward

F: So it was (2) \_\_\_\_\_ to meet you. I look forward to seeing you again.

M: Likewise (Me, too).

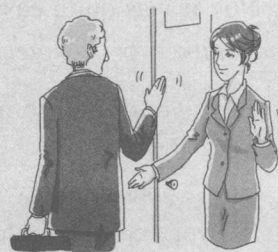
F: Have a nice day/weekend/journey/holiday.

M: Thanks. You, too.

### Saying goodbye

F: Goodbye (Take care/Cheers/See you soon).

M: Goodbye (Speak to you soon).



## D Presenting practice

Listen to the recording and answer the following questions using a few words from it. Then listen again, and take some notes on the flow chart below. Use your notes and the flow chart to make a mini presentation on the following business topic.

- (1) What should one not wear for a business meeting?
- (2) When you have good eye contact with another person, what kind of image do you present to him or her?
- (3) What is the best kind of handshake in business situations?

**Topic: How to Make a Good First Impression**

Opening: Give three tips.

Point 1: Dress yourself properly.

Point 2: Maintain good eye contact.

Point 3: Shake hands.



## E Communication skills

Work with your partner to answer the following questions. Then listen to the recording and fill in the blanks.

- (1) Do you think maintaining eye contact means that you should look at others' eyes all the time when talking?
- (2) Do you have any good ways to remember the names of the people you first meet?
- (3) How should you shake hands with Westerners?

### *Five Tips for Making a Good First Impression*

By Valerie Hayes

We have all heard this warning: "You never get a second chance to make a good first impression." Here are a few tips for you to make a good first impression:

1. Always maintain good eye contact. The simplest way to improve is to (1) \_\_\_\_\_ of establishing eye contact every time you (2) \_\_\_\_\_ with someone. Practice this technique almost everywhere you go. This is one of (3) \_\_\_\_\_ where practice really does make perfect.
2. Try to at least look relaxed. When meeting a client, you will not (4) \_\_\_\_\_ as a successful expert in your field if you look nervous. Try to at least (5) \_\_\_\_\_. Relax your shoulders and breathe slowly and deeply. If you look relaxed, you'll feel more relaxed, and be better able to impress your (6) \_\_\_\_\_.

3. Repeat the person's name within your first two sentences. There is no word more precious to your listener than his/her own name. If you use it quickly (7) \_\_\_\_\_, chances are that you'll actually remember it for this and (8) \_\_\_\_\_. Try to use his/her name several times during the conversation if you can. (9) \_\_\_\_\_ really is one easy way to remember your new client's name.
4. Make sure you're ready with the content for your talk. If you have a strategy about what you want to communicate about your business, you'll (10) \_\_\_\_\_ the expert your potential client needs so much. Have some content in your (11) \_\_\_\_\_. It may consist of standard answers or main points to use when being asked (12) \_\_\_\_\_ about your business or service.
5. Close with a good handshake. When leaving, be the first to (13) \_\_\_\_\_, look him/her directly in the eye, and say what a pleasure it was to meet him/her. When shaking hands, avoid a (14) \_\_\_\_\_.

## Part 2



## Business Speaking

### A Pair work

**Task One:** You are Jane Zhang. Your partner is Mr. Tom Lee, a client visiting your office. What can you say in the following conversation? Communicate the ideas in brackets and then change roles with your partner.

- You: Good afternoon, may I help you?
- Mr. Lee: Good afternoon, my name is Tom Lee. I'm here to see Jane Zhang.
- You: \_\_\_\_\_ (Say you are Jane Zhang, and greet.)
- Mr. Lee: It's nice to meet you too.
- You: \_\_\_\_\_ (Welcome him, and offer a seat.)
- Mr. Lee: Oh, yeah, thanks.
- You: \_\_\_\_\_ (Offer him a drink.)
- Mr. Lee: Yes, please. Thanks. A cup of coffee would be nice.
- You: \_\_\_\_\_ (White?)
- Mr. Lee: No, thanks, black please, without sugar.
- You: \_\_\_\_\_ (Ask about his journey.)
- Mr. Lee: Not too bad, my flight was delayed for two hours.
- You: \_\_\_\_\_ (Suggest starting the business talk.)
- Mr. Lee: OK.

**Task Two:** Work in pairs to match the opening small talk questions about travel, accommodation, and the weather (1 - 10) with the most appropriate response (A - J). Then practice with your partner.

- (1) What was the weather like when you left?

A. Just a little bit late.