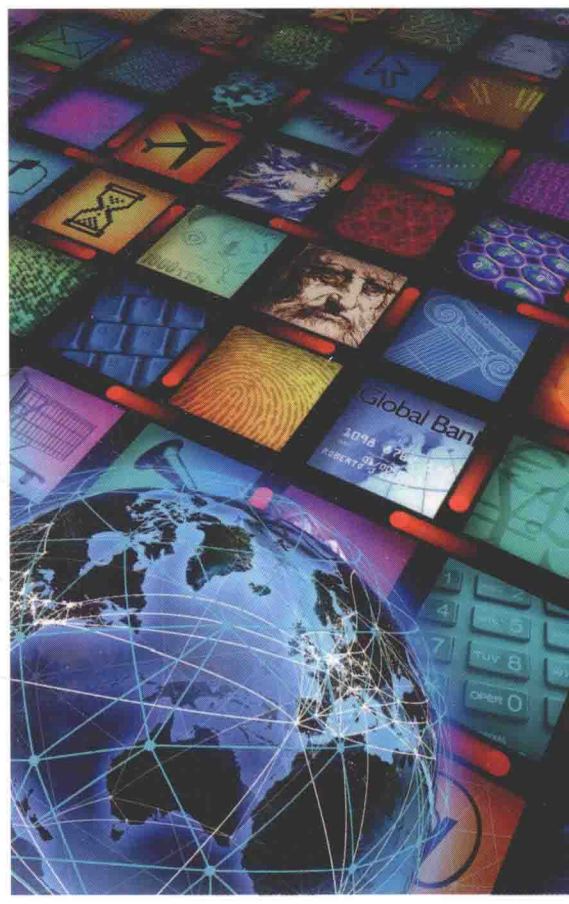


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Market Leader

a new language course for tomorrow's business leaders



体验[®]商务英语

视听说教程 4

Viewing, Listening & Speaking

Helena Gomm Richard Crowe
Pamela Pickford Rosi Jillett

《体验商务英语》(第二版)改编组



高等教育出版社

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前 言

《体验商务英语》系列教材（第一版）自2005年8月出版以来，以其鲜明的特色、真实生动的内容、较强的教学操作性，在国内高等院校商务英语教学实践中得到了广泛认可，并入选普通高等教育“十一五”国家级规划教材。

2011年，中国加入世界贸易组织已十年。随着我国融入全球商务大环境的进程不断加快，对具备英语语言技能和商务专业知识的复合型人才的需求日益增长；而商务英语课程在各类院校开设的范围不断扩展，尤其是商务英语专业在各高校的正式设立，也促使商务英语教学与研究不断向专业化迈进。同时，网络技术、数字技术、多媒体技术等在教育领域的广泛应用，为商务英语教学资源的立体化建设带来了新的机遇。在这样的背景下，高等教育出版社于2011年开始组织专家力量，陆续推出了《体验商务英语》系列教材（第二版）。

《体验商务英语》系列教材（第二版）中的《视听说教程》（1~2）改编自《体验商务英语听说教程》（1~2）。《视听说教程》（3~4）改编自《体验商务英语》系列教材（第二版）的《综合教程》配套视频材料（Video Resource Book）。整合后，该套教材具有如下特色：

将国际商务活动的真实内容引入课堂教学，帮助学生体验真实的商务世界。《视听说教程》是一套保留“商务”的原汁原味，专为非英语国家的学习者编写的英语教程。其中的视频材料所涉及的商务活动广泛。其中包括营销策略、市场调查、品牌拓展、公共关系、成本预算、商务谈判、合作关系等内容。听力材料内容翔实，选材广泛多样，素材来源不仅有商务书籍、报纸、杂志，还有小说和电影等。视频和听力材料选择的原則是让学习者尽可能地学习商务人士所说的真正的“商务”英语，将真实的商务活动与英语教学融为一体，使学生在掌握语言技能的同时，了解国际商务的现状，以达到在体验商务中学习语言、提高商务交际能力的目的。

角色扮演和案例学习将体验式英语学习引向深入。《视听说教程》的基本教学思想是：只有在真实的交流情景中，外语学习才更有意义，更有效。基于这种思想，本套教材为学生提供了自然、实用的商务英语，每个单元都编排了角色扮演和案例学习等交际任务。每个交际任务都以真实的商务交际情景为参照，给学生提供各种机会用所学语言表达自己的思想和观点，从而把所学英语转化为自己的语言，真正做到学以致用。

教学设计严谨，为体验式学习打好基础。《视听说教程》的单元设计以语言和商务技能为主线，将“视”“听”“说”“练”和词汇学习融于一体。“视”——每个单元都有围绕本单元话题的原版影片片段；“听”——为学生提供原汁原味的英语；“说”——在案例教学中，以真实的商务交际为情景，给学生以真正的体验，为培养交际能力打下基础；“练”——教材中提供了大量的情景对话，角色扮演练习为学生提供了交流实践机会；词汇学习与阅读结合，为视听说练习做好准备。

教学资源丰富，为体验式教学提供有力支持。《视听说教程》1~2册配有《教师用书》，除了提供详尽的背景介绍、推荐阅读书目，还有补充活动和语法复习练习，可供教学选择使用。本书相关视频资源可在中国外语网（www.cflo.com.cn）的“教师资源”中免费下载。

本书选择空间大，可操作性强。既可用作商务英语专业教材，也可用作国际经贸、国际金融等涉外专业的商务英语教材，还可以作为大学英语选修课教材和行业培训教材。

改编组

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MARKET LEADER

Portfolio

Helena Gomm

Introduction

Portfolio consists of four separate films, three of which are dramas and the fourth is in the style of a business news programme. The dramas cover subjects such as job interviews, stress management, giving presentations, entertaining, marketing and managing people. Each drama is followed by a short interview with a business expert, who comments on the issues raised. The news programme takes a look at the international business world, conflict at work and product description.

Before you watch

These sections have warm-up activities and introductory exercises to encourage students to start thinking about the issues raised in each particular part of the video, and to introduce them to some of the vocabulary they will encounter. They may contain letters, advertisements, e-mails and faxes, designed to support and develop the video content. While the *Video vocabulary* exercises are intended to aid comprehension, students may also want to learn these business words and expressions for productive use.

Video on

The questions and exercises in these sections focus on the topics and language of each part of the video.

Part A consists of initial gist comprehension questions. Students should be encouraged to read these questions before they watch the video. Part B focuses on more detailed comprehension.

These sections end with *Talking points* questions to encourage students to discuss their own personal responses to the ideas expressed in the video.

The expert's view

These sections follow each of the three dramas. A business expert is asked a series of questions about the issues raised in the video. Students look at what the expert says and also give their own responses. A final role play activity gives them the opportunity to practise what they have learnt in a controlled situation.

The final part of this book contains the video script and an answer key. You may like to give students the video script at the end of their work on each unit.

Part 1 00:00–03:15**Before you watch**

In this video you will meet Steve Morgan. He is a young dynamic salesman. He is looking for a new job.



- 1 Read the job advertisement and Steve Morgan's CV. Then answer these questions.
 - 1 What qualities are Bateman Retail Technologies looking for in a new salesperson?
 - 2 What skills do candidates for this job need?
 - 3 Do you think Steve Morgan is a good candidate for the job?

SALESPERSON REQUIRED**Bateman Retail Technologies**

We are looking for an experienced salesperson to sell our exciting range of products. Have you got the qualities and skills we need?

- Do you have at least five years' experience of working in sales?
- Are you confident, dynamic and enthusiastic?
- Do you have advanced IT skills and an interest in e-commerce?
- Do you have the ability to motivate a team?

If so, apply now to Box 301.

Name Steve Morgan
Address 37 Summerfield Avenue
 London W3 0YT
Telephone 020 7866 3421

Education
1986–1993 Dunstone Grammar School
 A-levels in maths, economics,
 geography
1993–1996 Loughborough University
 Degree in business studies

Work experience
1996–1998 I worked as a salesman at Portman Computers for three years, selling a wide range of software and hardware. In 1998 I won the company's salesperson of the year award.
1998–present I am at present Sales Manager for the southeast division of Brightland Communications. I manage a team of 20 salespeople and I am responsible for sales of communications equipment in the southeast of the country.

2 Are the following sentences true or false?

- 1 Steve went straight from university to his first job.
- 2 Steve stayed in his first job for only two years.
- 3 Steve's first company was not pleased with his work.
- 4 Steve was given more responsibility in his second job.
- 5 Steve does not have a job at the moment.

Video vocabulary

The words and expressions in bold are from the video. Match them with their definitions.

- 1 'You're a salesman, a good, **dynamic** salesman.'
- 2 'You're a bit **nervous** because the job description asked for advanced IT skills.'
- 3 'What do you know about their main **competitors**?'
- 4 'I'll ask them about their policy on after-sales support and **customer care**.'
- 5 'I don't know how much **profit** they made.'
- 6 'You haven't even checked out **their product line**.'

Definitions

- a) other companies in the same industry
- b) money that a company makes when it has paid all its costs
- c) energetic, enthusiastic
- d) the things they make and sell
- e) making sure people who buy their products are happy
- f) worried, anxious

Video on

A Before you watch Part 1 of the video read these questions.

- 1 Where is Steve going?
- 2 Who starts talking to him in the street?
- 3 Does Steve want to talk to Jim?
- 4 Why is Steve nervous?
- 5 Is Steve properly prepared for his interview?
- 6 There is one very important thing about the company that Steve doesn't know. What is it?

 **Watch Part 1 of the video and answer the questions above.**

B  Watch Part 1 of the video again. Then select the correct answer.

- 1 Steve is worried that
 - a) he hasn't enough experience to get the job.
 - b) his IT skills are not good enough to get the job.
 - c) the job doesn't have a high enough salary.
- 2 Jim thinks that Steve should know
 - a) what bonuses he will get in the job.
 - b) how quickly he can get promotion.
 - c) what the company's products are.

- 3 Steve decides to ask
- what products the company sells.
 - what the company's customer care policy is.
 - what the company's market share is.
- 4 Jim thinks Steve is
- a good salesman who is badly prepared for his interview.
 - a poor salesman who needs help to prepare for his interview.
 - a good salesman who knows everything he needs for his interview.

Talking points

- Tick (✓) the things that Jim thinks Steve ought to know about the company.
 - its products
 - the salary it is offering
 - its market share
 - its after-sales policy
 - the names of its directors
 - its customer care policy
 - its profits
 - its competitors
- Do you agree with Jim?
- When you go for job interviews do you find out any of these things first?

Part 2 03:16–05:37

Before you watch

- 6 *What do you think is the most important thing in an interview?*

Five people were asked the question above.

Read their replies and tick (✓) the ones you agree with.

1 I think the most important thing is your appearance. You should dress smartly and look attractive.

2 Definitely your personality. You need to be confident and charming.

3 It isn't important how you look, but you have to have a good academic background and suitable experience.

4 You must remember to ask them about the salary.

5 You should only talk about your strengths. You shouldn't talk about your weaknesses.

Video vocabulary

The words in the box are all from the video. Use them to complete the sentences.

impression positive enthusiastic relax charming ~~motivate~~

- 1 Good managers motivate their staff and make them want to work harder.
- 2 It is important to _____ in an interview so that you don't look nervous.
- 3 It is good to have a _____ attitude – to believe that everything will be fine.
- 4 To make a good _____ on people, you should dress smartly.
- 5 He is a very _____ man, always polite and pleasant to others.
- 6 She is very energetic and _____ – it is clear that she really enjoys her work.

Video on

A Before you watch Part 2 of the video read these questions.

- 1 What does Steve say is the most important part of an interview?
- 2 What does Jim think is the most important part?
- 3 Why is the company recruiting? Tick (✓) the reasons Steve suggests.
 - a) The company's business is growing.
 - b) The company is losing money.
 - c) The company has a high turnover of staff.
 - d) The company has just lost a member of staff.
- 4 Why is the company recruiting, according to Jim?
- 5 Does Steve have any experience of on-line selling?

 Watch Part 2 of the video and answer the questions above.

B Watch Part 2 of the video again. Then complete these sentences.

Jim: The most important part of an interview is the moment you
 1 enter the room. First 2 _____ are more important than anything else.

Jim: Just be 3 _____, Steve. Believe in yourself; be charming – encourage people to 4 _____ when they're with you; be 5 _____ – full of energy and ideas.

Jim: You're the ideal candidate. You've got years of 6 _____. You're excellent at closing deals. You can 7 _____ a sales team. You are constantly improving your computer 8 _____.

C Finish Jim's last sentence.

Yes, but you still don't know _____.

Talking points

- Jim asks Steve if he has practised answering questions out loud on his own. How do you practise for interviews?
- What do you think of the rest of Jim's advice?

Part 3 05:38–10:32

Before you watch

In Part 3 of the video, Steve says:

⦿ *No customer care, no customer loyalty.* ⦿

What do you think he means? Choose the better explanation.

- 1 Customers nowadays are not interested in buying from the same company all the time.
- 2 Companies have to look after their customers or they will not buy from them again.

Do you think Steve is right?

Video vocabulary

Match words 1 to 8 from the video with their opposites a) to h).

- | | |
|-------------|----------------|
| 1 falling | a) clever |
| 2 decreased | b) easy |
| 3 nervous | c) higher |
| 4 expansion | d) strong |
| 5 weak | e) rising |
| 6 difficult | f) increased |
| 7 lower | g) confident |
| 8 stupid | h) contraction |

Video on

A Before you watch Part 3 of the video read these questions.

- 1 Who is the woman in the waiting room?
- 2 Who does Steve think she is when he first meets her?
- 3 Why is Steve taking an evening course?
- 4 Steve says he isn't very impressed by a lot of retail websites. Tick (✓) the reasons he gives.
 - a) They are badly designed and difficult to use.
 - b) They give you too much information.
 - c) They don't work properly.
 - d) They don't provide good customer care.
 - e) They don't tell you if something is sold out.
 - f) Their prices are just as high as those in shops.
- 5 What does Bateman Retail Technologies sell?

 Watch Part 3 of the video and answer the questions above.

B  Watch Part 3 of the video again. Then select the correct answer.

- 1 Bateman Retail Technologies is recruiting new staff because
 - a) a lot of people have left the company.
 - b) the company is expanding.
 - c) it is worried about falling share prices.
- 2 Steve's evening course is about
 - a) how to make on-line selling easy and attractive.
 - b) how to improve your interviewing skills.
 - c) how to increase a company's market share.
- 3 Steve mentions a multiple-choice web page as an example of
 - a) good customer care.
 - b) the latest internet technology.
 - c) bad customer care.
- 4 Steve thinks on-line retailers should have lower prices than shops because
 - a) they need to attract more customers.
 - b) their overheads are lower.
 - c) they often sell out of the products customers want.

Talking points

- Do you think Steve will get a job with Bateman Retail Technologies?
- Do you think Jennifer should have introduced herself earlier?
- Do you buy things on-line? What do you think of retail websites?

Part 4 **10:33–12:55**

Before you watch

Look at the items below. Then answer the questions.

Bateman Retail Technologies

Telephone message for **Steve Morgan**
 at **9.30 Wednesday 4 November**
 Steve,
 Jack Smedley, Managing Director of Boran Enterprises, rang. His company is interested in buying some of our new range of security cameras. Can you meet him at his office on Friday at 9.00?
 Jane

Friday 6 November

9.00
 10.00
 11.00 *meeting sales team*
 12.00 *meeting Jennifer Hall*
 1.00 *lunch with Sally*
 2.00 *visit to warehouse*
 3.00
 4.00
 5.00 *squash with Derek*

- 1 Did Steve get a job at Bateman Retail Technologies?
- 2 Who is Jack Smedley?
- 3 Can Steve meet Jack Smedley at 9 o'clock on Friday?
- 4 Who is Steve meeting at 12.00?
- 5 What is Steve doing at 1.00?
- 6 What time is Steve visiting the warehouse?
- 7 Who is Steve playing squash with?

Video vocabulary

Choose the correct word or expression from the box to complete each sentence.

discount guarantee ~~compact~~ parent special offer promising

- 1 This camera is very compact – you can easily fit it into your handbag.
- 2 She had a _____ career as a dancer, but then she broke her leg and had to stop.
- 3 We _____ to deliver on time or you can have your money back.
- 4 We only have one office, here in London, but our _____ company has offices all over the world.
- 5 We can offer you a 10 percent _____ for large orders.
- 6 We have a _____ at the moment – two for the price of one.