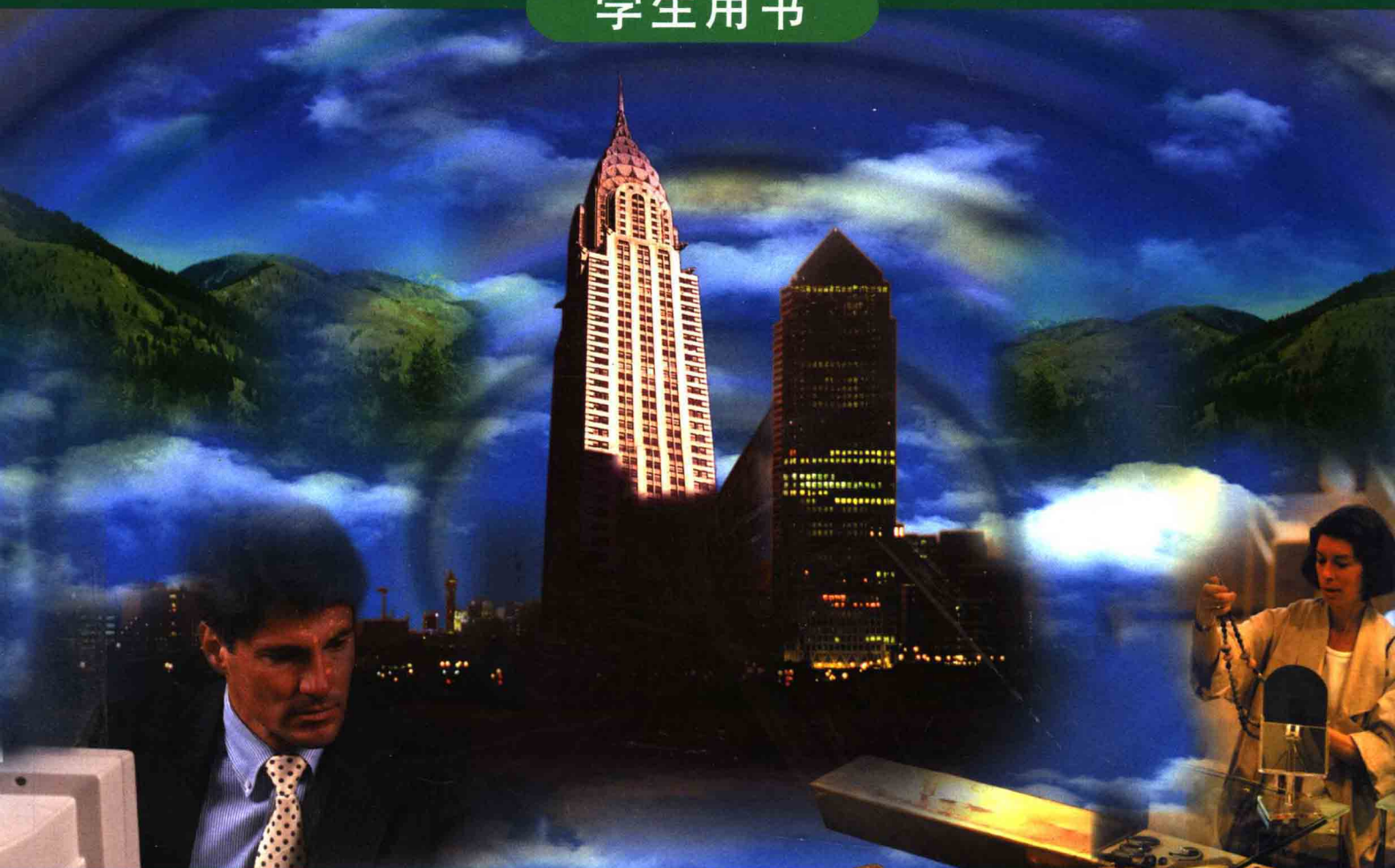


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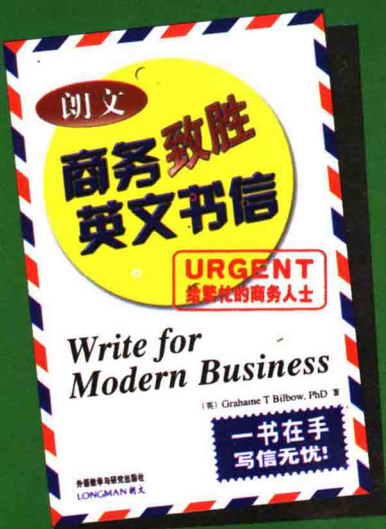
(英) Sue Robbins 著

学生用书

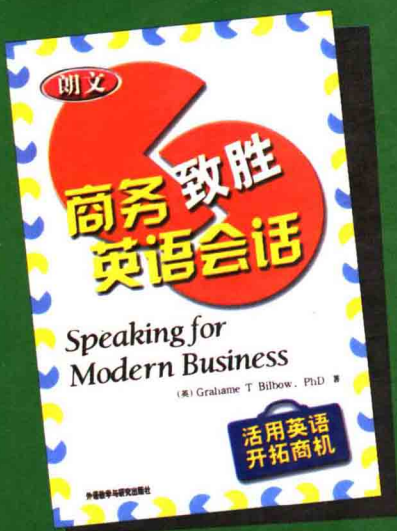


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(英) Sue Robbins 著

艾文 注释

学生用书

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序

在经济全球化的大形势下，做商务的人要知晓英语，学英语的人要懂得商务。《新视野商务英语（上、下）》正是把真实的国际商务活动与系统的英语语言知识和技能密切结合在一起的理想教材。

毋庸置疑，中国人学习商务英语与母语即为英语的人学习商务英语是不同的。我们面对的是双重任务：学习英语语言和商务知识。就英语语言学习来讲，我们要学习词汇、句型、句法等等，缺乏对构成语言规则的认知，就不可能学会准确地使用这种语言；我们还要学习在实际中运用所学的语言知识，在尽可能真实的情景中进行充足的练习，否则就不可能学会流畅地表达自己。《新视野商务英语》以交际教学法为原则，既提供了系统的语言规则，又设计了充足的真实情景。它鼓励学生积极主动地学习，比如在讲授语法时，它不是按照传统的方法，先把语法规则告诉学生，再让他们反复地练习运用，而是采用归纳法，给学生充足的语言材料和练习情景，帮助他们了解不同词汇、不同句型的不同功能，然后鼓励他们自己总结归纳出应该掌握的语言知识。最后还要引导他们检验自己做出的结论是否正确。毫无疑问，在这样的学习过程中，学生的学习积极性和责任心得到了充分的调动和极大的信任，学习的效果也会是事半功倍的。

就商务知识的学习而言，我们要了解国际商务涵盖的基本范畴，比如公司结构、员工招聘、客户服务、产品销售、经营环境、财务管理，以及公司文化、广告形象和战略战术等等。缺乏真实性和时效性的材料，是不可能帮助学生学习和掌握国际商务活动中的基本实战技巧的。《新视野商务英语》的阅读和听力材料均选自各种经济或公司刊物，真实、丰富。每一个案例都给学生身在其中的感觉，使学生体会到商战的激烈，经营的智慧和成功的喜悦。这套教材设计的各种技能训练也体现了真实、实用的原则。在讨论问题、安排议程、设计项目、乃至准备新闻发布等等活动中，切切实实地帮助学生提高实战能力和技巧。这也正是一般的英语教学材料难以做到的。

还要说一说的是中国人在学习商务英语中应该注意的跨文化因素。不同国家、不同地区的人关于商务问题的观点因何而异？怎样才能在不同的文化背景下进行更有效的沟通？对诸如此类的问题如何认识、如何解决其实都是对商务工作者人文素质的考验。《新视野商务英语》在这方面给予的关注是令人感动的。它提供了许多真实的案例，不仅可以增强学生的跨文化意识，而且可以启发学生思考，同时帮助他们在语言方面做好充分的准备，提高他们进行有效交际的能力。

根据语言难度，《新视野商务英语》分成上、下两册，分别由学生用书、教师用书和练习册三部分组成。编者认为这套教材可以帮助学生达到初、中级和中、高级水平，其实我们知道如果能切实掌握这套教材中的基本语言和商务技能，是可以帮助你顺利通过像 BEC (剑桥商务英语考试)、TOEIC (托业) 和 LCCI 这类考试的。

人们常常把教材比为一剧之本。我认为《新视野商务英语》确实是一套优秀的剧本，相信在此基础上，教授商务英语的教师和学习商务英语的学生都会有出色的表现，获得骄人的成果。

李平

对外经济贸易大学
英语学院院长

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1

Customers


顾客

In this unit:

- **Language Focus**
Direct and indirect question forms
Pronunciation: weak and strong forms /du/ /du/
- **Skills**
Writing: capital letters
Reading: Kwik-Fit advertisement
Listening: customer service
- **Vocabulary**
Customers
Word partners
- **Business Communication**
Making offers



Key Vocabulary

 1.1 Companies need **customers**. Some companies provide **goods** such as clothes, cars and food. Other companies provide **services**, for example insurance, banking, information technology or training. Companies want **repeat business**, in other words, they want customers to buy from them again and again. To win **customer loyalty**, many companies have a **code of practice**, or set of rules, for **customer care**. The code of practice explains what the customer can expect of the company. Customers can complain about the **service**, or help, they receive and the goods they buy.

Lead-in

Read the texts produced by three different companies and answer the questions.

- 1 What does each company offer the customer?
- 2 What other examples of good customer care can you think of?

B RITISH Airways employees who make customers unhappy must apologise in person. The company also has a number of items that it can give to customers who are dissatisfied with their service. These range from food hampers and calculators to soft toys and chocolates.

②

First Direct is the UK's leading 24 hour personal telephone bank. Our personal service lets you take care of all your banking needs by telephone, at a time and place to suit you, 24 hours a day, 365 days a year. You can call to check your balance, pay a bill, discuss a personal loan or increase your Visa Card limit. All calls from within the UK are charged at local rates.



③



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Cross-cultural Comparison

1 Attitudes to customer care may be different in different countries. Work in pairs and discuss the five situations below.

WHAT MAKES GOOD CUSTOMER CARE?

A = Excellent B = Good C = Fair D = Poor

Situation 1	A customer waits in a queue for ten minutes.	A B C D
Situation 2	The phone rings eight times before someone in the company answers it.	A B C D
Situation 3	A customer phones a company. The person who answers does not have the information to answer the customer's question, but tries to answer it.	A B C D
Situation 4	A company answers customers' letters in five working days.	A B C D
Situation 5	A customer makes a complaint. The company employee takes all the details, apologises and promises to take action.	A B C D

2  1.2 Listen to a man talking about customer care. Which of the situations is he describing? Does he think this is good customer care? What do you think?

Language Focus

Direct and indirect question forms



Tim Saunders

1  1.3 Tim Saunders wants to join a health and fitness club. He phones Hi-tone Health and Fitness Centre. Listen and answer the questions.

- 1 What is good about the customer service Tim Saunders receives?
- 2 Do you have any criticisms of the customer service?

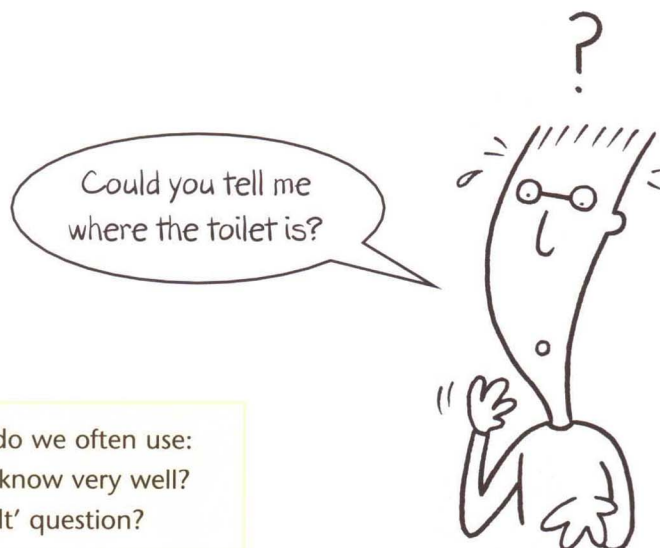


2  1.3 Tim Saunders asks two types of questions: direct questions and indirect questions.

Listen again and tick (✓) the questions he asks.

DIRECT QUESTIONS		INDIRECT QUESTIONS	
Wh/How questions		Wh/How questions	
1 a How much does it cost?	<input type="checkbox"/>	b Could you tell me how much it costs?	<input type="checkbox"/>
2 a What are your opening hours?	<input type="checkbox"/>	b Could you tell me what your opening hours are?	<input type="checkbox"/>
3 a What's the procedure?	<input type="checkbox"/>	b Could you tell me what the procedure is?	<input type="checkbox"/>
4 a What qualifications do your instructors have?	<input type="checkbox"/>	b Could you tell me what qualifications your instructors have?	<input type="checkbox"/>
Yes/No questions (The answer to the questions is yes or no)		Yes/No questions (The answer to the questions is yes or no)	
5 a Do you have fitness classes as well?	<input type="checkbox"/>	b Could you tell me if you have fitness classes as well?	<input type="checkbox"/>
6 a Is there a maximum number in each class?	<input type="checkbox"/>	b Can you tell me if there is a maximum number in each class?	<input type="checkbox"/>
7 a Do you offer an introductory session?	<input type="checkbox"/>	b Could you tell me if you offer an introductory session?	<input type="checkbox"/>
8 a Is it possible to bring guests?	<input type="checkbox"/>	b Can you tell me if it's possible to bring guests?	<input type="checkbox"/>

3 Look at the direct and indirect questions again and notice the differences between them.



- 1 Which type of question do we often use:
 a with people we don't know very well?
 b when we ask a 'difficult' question?

2 Are the statements below true (T) or false (F)?

Wh/How questions

- a For indirect questions we do not use the auxiliary verb *do*. T/F
 b For indirect questions the main verb comes at the end of the question. T/F

Yes/No questions


- c For indirect questions we do not use the auxiliary verb *do*. T/F
 d For indirect questions we use normal sentence order after the word *if*. T/F

4 In your language do you use different question types for someone you don't know well? How do you change the question?

► **Grammar Reference page 158**

Pronunciation

Weak and strong forms /dʊ/ /du/

1  1.4 Listen to the questions and answers below. Notice the different pronunciation of the verb *do*. Listen again and repeat.

Weak	Strong
1 Do you have fitness classes as well?	Yes, we do.
2 Do you offer an introductory session?	Yes, we do.
3 Do you have a swimming pool?	Yes, we do.
4 Do you have a code of practice?	Yes, we do.

2 When do we use the weak form? When do we use the strong form?

Language Practice



1 Tim Saunders is now at Hi-tone Health and Fitness Centre. The instructor is asking him some questions. Match the two parts of the instructor's questions.

- | | |
|------------------------|--|
| 1 Do you | a do you want to come to the Centre? |
| 2 What are | b what your objectives are? |
| 3 Could you tell me if | c you have any medical problems or injuries? |
| 4 How often | d do any exercise at the moment? |
| 5 Can you tell me | e your favourite sports? |
| 6 What | f do you do? |

2 Now match Tim Saunders' answers to each question in exercise 1.

Example: **1 d** *Do you do any exercise at the moment?*

iii *No, I don't. And the problem is I sit at my desk all day.*

- i I'm a business analyst.
- ii I want to get fit and I want to lose a few kilos too.
- iii No, I don't. And the problem is I sit at my desk all day.
- iv Probably three or four times a week.
- v I like swimming and I enjoy a game of squash now and again!
- vi No, I'm very healthy, thank goodness.

3  1.5 Now listen and check your answers.

4 Work in pairs. Student A is a customer and Student B is a health club manager.

STUDENT A

You want to join a health and fitness club. You visit a club for an introductory session and meet the manager. You know it is expensive to join—all clubs are—so you want to get a lot of information about the services they offer.

Answer Student B's questions.

Use direct and indirect questions to ask about

- opening hours
- class sizes
- facilities
- possibility of bringing guests
- fitness classes

Now decide if you want to join the club and give your reasons. (Don't say what you decide yet!)

STUDENT B

Welcome the customer. Find out his/her

- name
- job
- fitness level

Answer his/her questions about the club's opening hours and facilities.

When you have finished decide if you think Student A wants to join the club. Give your reasons. Then ask Student A if you are right.

Writing

Capital letters

1 Read the lists below. When do we use capital letters?

Example 1: *We use capital letters for people's names and titles.*

- 1 Dr Yemeh, Ms Perez, Prof. Brown, Sir David, Danuta Lochowski
- 2 the Customer Service Manager, the Personnel Director
- 3 Oxford Street, the Champs Elysées
- 4 London, Paris, Tokyo, New York
- 5 the River Thames, Mount Etna, the Black Forest
- 6 Monday, Tuesday, Saturday, April, September, June
- 7 Christmas Day, Ramadan, New Year
- 8 Finland, Brazil, Fin, Brazilian, Finnish, Brazilian
- 9 the Ritz Hotel, the Guggenheim Museum, the British Museum
- 10 First Direct, BA (British Airways), Coca-Cola
- 11 a CD, a TV, a BMW, a VW, an XR3i

2 Read the letter. The writer has problems with his word processor. Where does he need to use capital letters? For more on letter writing, see Workbook page 73.

Hi-tone

HEALTH AND FITNESS CENTRE

rushmoor hotel, crawley, west sussex
phone/fax: 011293 4000064

20 july

mr t saunders
25 crawley road
reigate

dear mr saunders,

we are delighted to enclose your membership card for hi-tone health and fitness centre. on your next visit one of our instructors will guide you through your new fitness programme and show you how to use the equipment in the gym. please phone to arrange a time convenient to you.

we hope to welcome you to our many social events. we have an action-packed programme over the summer starting with a 1970s disco evening on 4 june.

as a member of the centre you are entitled to a 15% discount on food and drink. The sports bar is also equipped with Sky tv*.

we look forward to seeing you soon.

yours sincerely,


Julian Darleston

julian darleston
assistant manager

*Sky TV: a satellite TV station with sports channels

Listening

Customer Service

1  1.6a Listen to Ann Hislop and Stephen Nicholl talking about a bank called First Direct and a multinational retailer called Marks & Spencer.



- 1 Who is loyal to Marks & Spencer?
a Ann ☐ b Stephen ☐ c Ann and Stephen ☐
- 2 Which words do Ann and Stephen use to describe the staff at Marks & Spencer?
a friendly ☒ e professional ☐
b courteous ☐ f well-dressed ☐
c helpful ☐ g cooperative ☐
d quick ☐ h loyal to the company ☐
- 3 Which word does Ann use to describe the quality of the products?
- 4 How does Stephen do his banking?
a by going to the bank ☐ b by phone ☐ c by post ☐

2  1.6b Listen again to Stephen's opinion of First Direct. Complete the summary.

Stephen is ¹ _____ to First Direct because they are extremely ² _____. He can do his banking over the ³ _____ at any time of the day; he can find out how much there is in his ⁴ _____ and he can pay his ⁵ _____. He also thinks the staff are very ⁶ _____ and very ⁷ _____.

3 Work in pairs. Find the opposites to the words in exercise 1, question 2.

d i s c o u r t e o u s t h m u
i y a c m n r p l u n k c b v n
s l o w i f b e i m p o l l t c
l a k a d r i f a t r w b a i o
o g e p n i e z o d o l t r a o
y s e n o e s i e c f r e y r p
a c o i d n s o b g e d s n l e
l t d e i d q w q v s o p r t r
b e m o l l m u j d s m b s i a
o y t u c y x z o r i v r e f t
a i o n b k b r o x o e t k n i
s n o a h r n m i t n i c a e v
l d c s u w p n w c a u w s h e
m g u n h e l p f u l e e a o s
b a d l y d r e s s e d h l n w

4 Work in pairs. Think of a company and discuss the attitude of the staff and the quality of the products or services.

Reading



Vocabulary

1 Kwik-Fit is a company which puts new parts on cars while the customer waits. Scan the advertisement and give reasons for choosing Kwik-Fit.

- 1 Open _____ days per week.
- 2 _____
- 3 Free _____
- 4 _____ tyre-fitting.
- 5 Extended _____

2 Here are five benefits that Kwik-Fit offers its customers:

- | | |
|-------------------|-----------------|
| a long hours | d free service |
| b fast service | e peace of mind |
| c customer choice | |

Read the text carefully and match each benefit to one of the reasons (1-5) in exercise 1.

Example:

a long hours—1 Open seven days per week (para. 1)

Word partners

1 Match the words below to make four word partners from the text.

- | | |
|--------------|-------------|
| 1 Kwik-Fit | a helpline |
| 2 late night | b guarantee |
| 3 lifelong | c openings |
| 4 customer | d fitter |

2 Now use the word partners to complete these sentences.

- 1 More and more shops have _____ to allow people to shop after work.
- 2 A _____ on exhausts means Kwik-Fit repairs problems to its own exhaust pipes free of charge.
- 3 Many companies have a 24 hour _____ so people can phone in for help at any time.
- 4 The Kwik-Fit slogan is 'You can't get better than a _____!'.

You can't get better than a Kwik-Fit fitter!

Here are a few reasons why Kwik-Fit should be your first stop on the road to winter safety this year:

OPEN 7 DAYS

Late Night Openings

INDEPENDENCE

You have the freedom to choose what is best for your car and your pocket.

FREE PUNCTURE REPAIR SERVICE

Any car or van tyre repair that can be carried out on our own premises will be done free of charge. You only pay for a new valve and wheel balance if required.

**EXPRESS TYRE FITTING**

Our Kwik-Fit fitters promise to fit each tyre in under 10 minutes, timed from acceptance of our quotation.

EXTENDED GUARANTEES

Ask about our 'No Quibble' Accidental Damage guarantee on tyres and our 'Lifelong Guarantee' on exhausts.

Free Customer Helpline

0800 75 76 77

If you do have any comments about our service or our products, tell us and we'll do everything possible to put the matter right.

Business Communication

Making offers

1 Look at the pictures and read the captions. Underline the phrases that show that the people are making an offer.



Here are your drinks, madam. Would you like to see the menu now?



Your mineral water, sir. Would you like ice and lemon with it?



There's a telephone call for you, madam. Shall I put it through to your room?

2  1.7 Listen to three conversations and answer the questions.

- 1 What does the secretary offer to do in each conversation?
- 2 Does the customer accept or refuse the offer in each conversation?

3  Listen again. Which words do the speakers use:

- 1 to make an offer?
- 2 to accept an offer?
- 3 to refuse an offer?

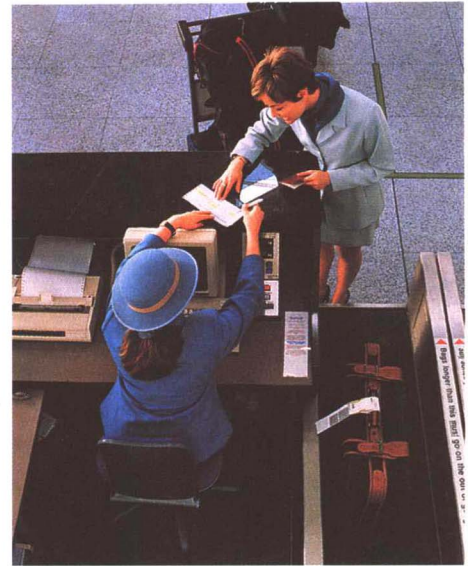
Look at the tapescript on pages 169-170 to check your answers.

4 Match an offer with the customer's reply.

OFFER	CUSTOMER REPLY
1 Would you like some help?	a Thanks very much, but I'm afraid I don't have time today. Maybe next time?
2 Would you like us to send you our new catalogue?	b Erm, I'm afraid I'm not here next week. Would it be possible to make it the week after?
3 Would you like a drink?	c Yes, please. Could you send it to me at...
4 Shall I arrange for someone to come and see you next week?	d No thanks, I'm just looking.
5 I am sorry about this. We can, of course, offer you a refund.	e Fine. Could I have it in cash please?
6 Would you like to look around the factory?	f Thanks very much. Could I have a mineral water?

5 Work in pairs. Decide what the people say in these situations.

- 1 A passenger and a check-in attendant.**
The passenger wants to upgrade her airline ticket from business class to first class. The check-in attendant can give an upgrade and asks about the type of seat—window seat or aisle seat.
- 2 A shop manager and a customer.**
The customer returns a silk shirt to the shop—a button is missing.
- 3 A supplier and a customer.**
The supplier invites the customer to dinner.
- 4 A marketing assistant and a marketing manager.**
The assistant offers to phone customers to find out their opinions on a new product.



Final Task

Speaking

STUDENT A

You are doing some research on customer care. You phone the Customer Services Manager at a major company. Find out:

- if they have a code of practice.
- what their customer care practices are.

(Use indirect questions!)

STUDENT B

You are the Customer Services Manager of a major company. Public relations are very important so you are happy to help your caller, Student A.

- Offer to send the caller your code of practice.
- Explain your customer care practices.

Checklist for Unit 1:

- ☐ 1 What does *customer loyalty* mean?
- ☐ 2 Give two examples of good customer care.
- ☐ 3 What does British Airways offer its customers?
- ☐ 4 What does First Direct bank offer its customers?
- ☐ 5 Change this direct question into an indirect question:
Do you have a code of practice?