

Практическое занятие № 10

Тема 9. Деловые письма, CV. Собеседование при приеме на работу. Ведение телефонных разговоров . Международный деловой этикет.

План занятия:

1. A covering letter.
2. Telephone conversations.

1.A covering letter.

1.1. Answer the following questions:

1. What should be included in a covering letter?
2. What is the American variant for a covering letter?
2. Should a a covering letter be written in formal language?

Here is a model for a covering letter.

Your address

Your email address

Date (23 May 20--)

Company name

Company address

Dear Mr/Ms (Name),

I am writing to apply for the position of_____advertised on your company's website. Having read the job description, I believe that my academic record and interpersonal skills make me a strong candidate for the position.

I am a final-year student and will shortly be graduating from_____ University with a BA in Business Administration. Last summer I spent three months gaining practical experience in_____, during a traineeship (BrE) / internship (AmE) at (organisation) in (city). My responsibilities there included organizing / implementing / developing _____.

As you will see from my CV, last year I spent an exchange semester at the University of_____. My experience of studying in (language) and working in (country) have taught me how to live and work in different environments, and given me some experience of intercultural communication and working with diverse teams.

I am fluent in_____and English.

I am available for an interview at your convenience and look forward to hearing from you.

Yours sincerely,

Your handwritten signature

Your name, typed

2.2 If a company is going to hire new staff, in what order should it carry out the steps listed below.

A either hire an employment agency, or advertise a vacancy

B establish whether there is an internal candidate who can be promoted

C examine the job description for the post

D invite the shortlisted candidates for an interview

E make a final selection

- F receive applications, covering letters and CVs and make a shortlist
- G write to all other candidates to inform them that they have been unsuccessful.

2.3 Write a covering letter.

2. Telephone conversations.

2.1 Answer the following questions:

1. Why do leaders need to be effective communicators?
2. What can managers do to improve communications within their organizations?
3. How can effective telephone communication build success in today's business environment?

Telephone is the most frequently used means of communication in business because it's the quickest way to get or pass information. Preliminary negotiations are often carried out over the phone.

The telephone may be one of the most powerful, efficient and cost-effective business tools you have at your disposal. If things start out badly on the phone, they may never progress beyond the first call. Whether you use the phone for customer service or for sales calls as part of a telemarketing strategy, telephone manners and etiquette are critical components of a professional image.

Through experience, you'll develop your own telephone style. You also find customers and prospects responding positively when you and your employees smile, listen and show interest! The following tips will help you use your 'telephone tool' to its fullest:

- Smile when you are on the phone; your customers will hear it;
- Answer the phone pleasantly and maintain a pleasant demeanor while on the phone;
- Never answer the phone with food in your mouth or try to eat quietly while talking;
- Return all phone calls within 48 hours;

- When you give a call and you know it might be long, ask if it's convenient to talk before you begin the conversation;
- keep in mind what you are going to say before making an important call;
- Make a telephone appointment when you are planning a long (15 minutes or more) conversation with someone who is very busy;
- Listen and respond to the person on the other end of the line. When you focus on them rather than on what you are going to say next, the phone call becomes much more conversational.

Your voice is your personality over the telephone. It makes an immediate impression that can portray you as friendly or unfriendly, confident or shy, spontaneous or mechanical, relaxed or nervous.

2.2 Read and learn the phrases into Russian:

Hello. I'd like to speak to ..., please.

Can I have a word with...?

Could you put me through to..., please?

Who is speaking?

Mr. ... is speaking.

You've got the wrong number.

Is that Mr. ...?

Speaking.

It's the wrong number.

Sorry to have bothered you.

The line is engaged.

Could you hold on a minute?

I am afraid she/he is out at the moment.

Can I take your message?

I have managed to get through.

Will you leave a message?

How may I help you?

2.3 Render into English:

Вы хотите что-нибудь передать,

Соедините меня, пожалуйста, с господином Смитом.

Не вешайте трубку, пожалуйста.

Кто говорит,

Говорит господин Смит.

2.4 Render into Russian:

Negotiation Tips:

1. Don't be afraid to ask. Negotiators often fail to raise an issue because they don't think they have a chance of success. Not only do good negotiators ask for everything they want, they also make sure they don't end up with something they don't want. Be confident about what you do and don't want.

2. Never negotiate against yourself. Once you make an offer, wait for a response before making another offer. By waiting, you avoid the possibility of rejecting your own offer and making further concessions in a revised offer. If you don't wait, it encourages the other side to hold off its response in hopes of getting a better offer, and you lose the opportunity to learn from the other side's response.

3. Get it in writing. When parties fail to live up to an agreement, written proof of the negotiators' intent is critical. First, it enables you to avoid "he said, she said" bickering, and helps those in charge of resolving the dispute know what was intended. Written agreements also are helpful if the original negotiators change jobs or aren't around anymore, and they are proof that you did your job correctly.

4. Prepare. To paraphrase an old cliché, the three most important things about a negotiation are preparation, preparation, and preparation.

5. Determine the extent of the other side's authority. When negotiating with someone with authority, the goal is to reach agreement. It doesn't matter if the other

side understands your position as long as they've agreed with it. Try to deal with deal-makers, when possible.

9. Prepare Thoughtfully to Achieve Your Goals

This is the only aspect of your negotiations you can completely control. To take advantage of all of the above advice, you have to invest a significant amount of your time and energy.

7. Don't be in a hurry. Anyone who has negotiated in Asia, South America, or the Middle East will tell you that people in those cultures look at time differently than we do in North America and Europe. They know that if you rush, you are more likely to make mistakes and leave money on the table. Your patience can be devastating to the other negotiator if they are in a hurry because they start to believe that you are not under pressure to conclude the deal.

8.Listen to the other side. Good negotiators are good listeners and good communicators, not just good talkers. By listening, observing behavior and body language, and being attentive, you can learn things that will further your interests. You'll learn more asking good, open-minded questions than you will by cross-examining the other side. Be willing to brain-storm and explore options, and be empathetic. The person on the other side may have real problems that can affect the negotiations, such as a difficult boss. By showing some empathy, there's a better chance of working to address the issues. Think of the negotiation as a problem that both sides are working to solve together.

9.There is no substitute for discussion. Many people don't like to argue, and, therefore, sometimes fail to discuss important issues. Negotiations should not be arguments, but avoiding tough issues is not productive.

10.Avoid form contracts. Form contracts merely drive negotiators toward a predetermined (by one side) result or take an elegant negotiation and reshape it into something ugly. The draft contract must be straightforward and 100 percent reflective of the negotiation. Finally, never sign anything that you have not read completely and understood fully.

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