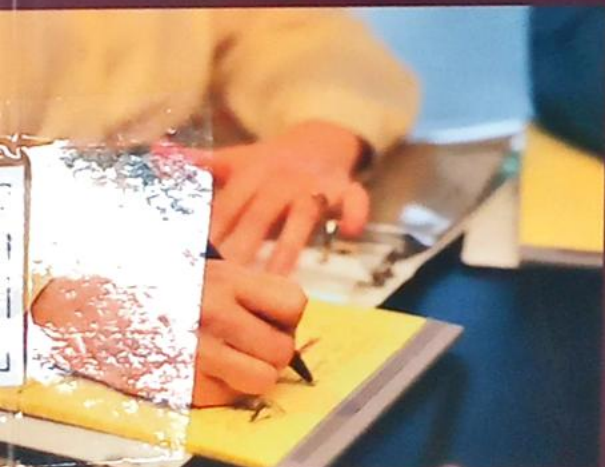


OXFORD Business English

English for Sales & Purchasing

Lothar Gutjahr
Sean Mahoney

EXPRESS SERIES



OXFORD

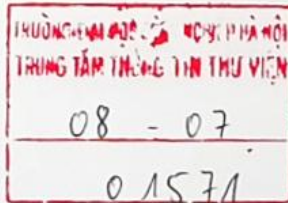


English for **Sales & Purchasing**

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Lothar Gutjahr & Sean Mahoney



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About this book

English for Sales and Purchasing is for people who need to communicate effectively with international clients and colleagues. Although sales and purchasing pursue different objectives within a business, both roles require fluent business English to achieve their goals. Buyers and sales people manage international clients, deal with foreign suppliers, attend international exhibitions, draw up proposals, and deal with all manner of complaints and enquiries. **English for Sales and Purchasing** presents all the essential expressions and conversation techniques that will enable you to communicate successfully in all these situations.

The six units of **English for Sales and Purchasing** present realistic situations for sales and purchasing. The first unit provides an overview of the core activities within the purchasing and sales environment. The following units each focus on specific themes, including approaching a new client or selecting potential suppliers, the conception and development of proposals, the preparation and realization of negotiations, tying up orders and deliveries, and dealing with or making complaints.

Every unit begins with a **Starter** to introduce the topic. This is followed by dialogues, reading texts, and authentic documents as well as a variety of exercises designed to aid the learning of important vocabulary and phrases in contextual situations. In each unit you will be referred to the **Partner Files** in the back of the book. These are role-plays which enable learners to practise the vocabulary and language of the unit in realistic situations. The units end with **Output** activities, which consist of reading texts to extend the unit topic or offer further useful tips, and they also provide opportunities for discussion. When you have finished all the units, you can **Test yourself!** with a fun crossword at the back of the book.

At the back of **English for Sales and Purchasing** there is an **Answer key** so that you can check your answers independently. There is also an **A-Z word list** and a **Useful phrases** list that you can refer to when preparing to speak to customers and colleagues. You will also find phrases in this section that you can use to make small talk on a variety of topics.

The **MultiROM** contains all the **Listening extracts** from the book. These can be played through the audio player on your computer, or through a conventional CD-player. In order to give yourself extra listening practice, listen to it in your car or download it to your MP3-player and listen when you are out and about. The **Interactive exercises** let you review by doing exercises that cover the essential language from the book on your computer; this will be particularly valuable if you are using the book for self-study.

1 Jobs and responsibilities

STARTER

Look at the following tasks. Which do you do in your job? Which do you do in English? Compare your answers with a partner's.

	often	sometimes	never	English
make phone calls				
write emails				
fill in forms				
do Internet searches				
go on business trips				
take part in meetings				
take clients out for meals				
give presentations				
do market research				
go to trade fairs				
handle customer complaints				

Which of the tasks above are typical for people working in sales? Which are typical for people working in purchasing? Discuss with a partner.



- 1 Carol Sayers and Kim Dong-Sun both work for Interflights, an air carrier located near Seoul. Listen to them describe their jobs. Who works in sales and who works in purchasing?



Listen again and decide who does the following as part of his/her job.

	Carol	Dong-Sun
1 calls and visits clients		
2 writes emails		
3 collects and compares offers		
4 presents products		
5 liaises with other departments		
6 does market research		
7 makes offers		
8 negotiates contracts		
9 goes to trade fairs		
10 deals with tenders		
11 handles complaints		
12 writes reports		

2 Match the two parts to make phrases used by Carol and Dong-Sun.

- | | |
|----------------|-------------|
| a to negotiate | date |
| b to handle | tenders |
| c market | order forms |
| d to fill in | contracts |
| e delivery | complaints |
| f to draw up | research |



Now match the phrases a-f to the definitions 1-6.

- | | |
|--|---------------------------------------|
| 1 To write down the information needed to purchase goods or services. | <input checked="" type="checkbox"/> d |
| 2 Collecting information about what customers buy, and why. | <input type="checkbox"/> |
| 3 To write a formal request to suppliers asking them to present their proposals or offers. | <input type="checkbox"/> |
| 4 To try to reach an agreement about details like price, quantity, discounts, etc. | <input type="checkbox"/> |
| 5 The goods have to be delivered by this time. | <input type="checkbox"/> |
| 6 To take care of customers' problems. | <input type="checkbox"/> |

Match the job ads from a British newspaper on the next page to the job titles below.

- | | | | |
|----------------------|--------------------------|----------------------|--------------------------|
| key account manager | <input type="checkbox"/> | senior purchaser | <input type="checkbox"/> |
| sales representative | <input type="checkbox"/> | supply chain manager | <input type="checkbox"/> |

1 The ideal candidate will be responsible for the ordering and sales of the products as well as the identification of new business opportunities. He/She will be required to be flexible and will be able to offer excellent customer service.

3 This is a senior sales role with a strong focus on improving key and strategic accounts. As a senior member of the team, you will be responsible for managing specific global, multinational and national retailers as well as identifying and exploiting new business opportunities.

2 This will be a key position within the production and commercial operations. Reporting to the Production Director, the main responsibility of this position is to manage, control and record the flow of products from our own and third party production sites.

4 *The key skills requirements are as follows:*

- A proven record in negotiations and cost savings
- Knowledge of materials used in the manufacture of furniture
- Ability to create and develop supplier relationships
- Skills in sourcing products and services
- Ability to work within a project team environment

4 Match the following job titles with the descriptions below.

- | | | |
|-------------------------------------|--------------------------|---|
| 1 key account manager | <input type="checkbox"/> | a makes sure that clients' needs are met and helps customers when things go wrong |
| 2 senior purchaser (or buyer) | <input type="checkbox"/> | b is responsible for specific sales accounts and direct client contact |
| 3 sales representative | <input type="checkbox"/> | c is responsible for strategic planning (i.e. making sure a company has everything necessary for production, including machines and new production sites) |
| 4 supply chain manager | <input type="checkbox"/> | d negotiates with suppliers about long-term or frame contracts |
| 5 strategic buyer | <input type="checkbox"/> | e is in charge of making and maintaining contact with clients within a specific geographical area |
| 6 regional sales manager | <input type="checkbox"/> | f is responsible for large clients, especially for clients of strategic interest to the company |
| 7 sourcing (or procurement) officer | <input type="checkbox"/> | g is in charge of a team of purchasers |
| 8 customer service manager | <input type="checkbox"/> | h is in charge of logistics and of making sure suppliers meet demands |

What is your job title? How would you describe what you do in English?

JOB TITLES

Job titles in most countries are usually determined by the person's position in the hierarchy, their payment, and whether they are legally allowed to represent their company and sign contracts, for example. This is not always the case in the U.S., the U.K. and other English-speaking countries. The job titles there often give you no clear indication of the person's responsibilities because each company has a different structure and operates under different rules. Thus a vice president (V.P.) in one organization may have a very different job description from a V.P. in another company.