

Course: Business English

Level 2

Day №26

What's the best way to return a favor?



What expressions do you use to show appreciation?

Listening

GEORGE: Hello, Gems. George Farley speaking.

ZHENG: Hello. George? This is Zheng Yilun. We met at AmCham a few weeks back.

GEORGE: Oh yes, Zheng. How are you? How's it going?

ZHENG: Really well. Sales are good. I made lots of contacts playing badminton, just like you said...

GEORGE: Oh, good.

ZHENG: ...and I want to thank you for your help.

GEORGE: Not at all. Your magazine must be good. You'll have to send me one. I'd like to have a look.

ZHENG: Of course, I'd love to. But that's not why I called. I'd like to return the favor. I heard from Felicity that you play golf.

GEORGE: Yes.

ZHENG: Uh... I'm playing golf with a friend of mine who manages a department store and I thought you might like to meet her...

GEORGE: That's very kind of you? ... When are you playing?

ZHENG: Saturday at the Green Bay club. We're starting at one.

GEORGE: Well, that sounds great. I'd love to come.

ZHENG: Shall we meet for an early lunch at the club house before we start? Say 11:30?

GEORGE: Excellent. I'll see you there then.

ZHENG: Great. Looking forward to it.

GEORGE: OK.

ZHENG: Bye.

PART B Following up

Listening

Zheng Yilun calls George to thank him for helping him to meet people. Listen to their conversation. Decide if these statements are true (T) or false (F).

	True	False
1. Zheng called George to sell some magazines.	<input type="checkbox"/>	<input type="checkbox"/>
2. Last time they met, George advised Zheng to join the badminton ladder.	<input type="checkbox"/>	<input type="checkbox"/>
3. Zheng suggested to introduce George to the manager of a department store.	<input type="checkbox"/>	<input type="checkbox"/>

Complete the text using one of the words in the box in each blank.

advice
association
business
challenges

company
conference
contacts
events

favor
leader
meet
members

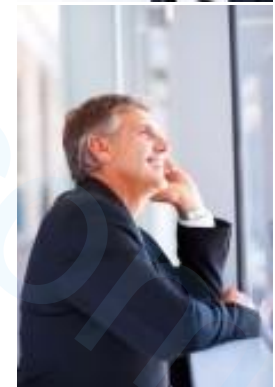
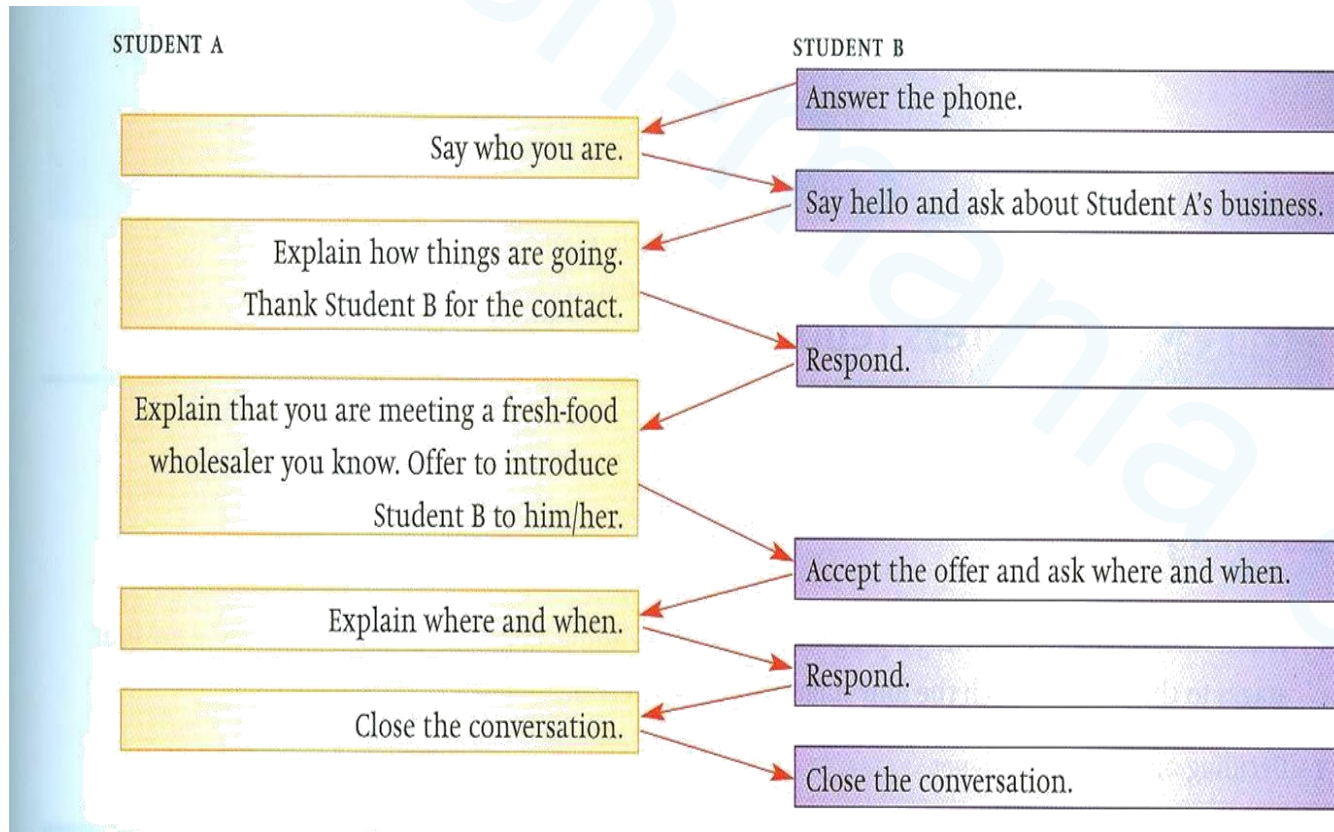
networking
presentations
program
seminar

speaker
tip
topic

Last week I went to a very interesting (a) _____ on doing business in South America. It was organized by the Chamber of Commerce, which is an (b) _____ of companies and government offices. One (c) _____ was the manager of a rubber company. She said one of the best ways to make useful business (d) _____ is through (e) _____. The (f) _____ that interested me most was about how South Americans think about work relationships. One of the biggest (g) _____ for business people is understanding how people in other cultures work together. Many of the (h) _____ at the conference were for people with no international (i) _____ experience, but one of the people at the conference gave me a useful (j) _____ about making contacts.

Communication activity

Last week Student A (a financial services provider) was introduced to a contact to by Student B (an import agent for food products). The contact was very useful and as a result Student A has gained several new customers. Student A calls Student B to say thank you and return the favor by introducing him/her to a fresh-food wholesaler.



Define social networking.
What are the benefits you can get from it?





Networking: a problem for women?

Most of us network a lot: at conferences, seminars, trade industry shows, associations, and dinners. We get someone's business card, we give them ours, and now we have a contact within a certain company, someone who can perhaps tell us who to talk to about what. Sometimes we can **tap into** an existing network. If you have a friend in an ad agency, **he** or **she** probably knows a good multi-media designer. If you have a contact in your own industry, you might be able to get an early recommendation on job openings, contracts going up for bid, or new trends which you might profit from.

Business is about money, and the most powerful networks are the **ones** which are involved every time money changes hands, the ones which can **make or break** a deal or even a career. The big accounting firms, the powerful law firms, the investment bankers – these are the people at the center of power. These are the networks, often known as “old boys’ networks” (**old boys** refers to graduates of traditional, all-male private schools) of people who can introduce you, sponsor you, teach you, and help you meet the people who can write the biggest checks and who might take a liking to your ideas. These are people who like to **hob nob** and do business with others like themselves, to chat and drink a few whiskeys and light up a few cigars after a round of golf or dinner at their club. Men, mostly. Some say this is the basis of the “**glass ceiling**”, the barrier that prevents women from reaching top positions in companies, and from getting the help **they** need in business.

Consider this: in the US, women received only 1.6% of the \$34 billion in venture capital investments from 1991 to 1996. Why?

No one can say with certainty, but it could have something to do with the fact that most **venture capitalists** (those who provide money for new businesses or developments) are men. However, women-owned businesses are the fastest growing sector of the US economy, with a revenue growth over the same time period of 132% and \$3.3 trillion in purchasing power. Women have overcome great obstacles, including lack of access to capital and lack of entry to certain money and power networks, and become successful in spite of **them**.

And women are starting their own networks, businesses, and venture capital firms every day. These new networks, made up of important and powerful women, can **move mountains** for a particular individual or business, giving today's young women entrepreneurs an alternative to the “old boys’ network”.



Practice Activities:

Read the text again and explain the expressions:

- a. old boys _____
- b. glass ceiling _____
- c. venture capitals _____

Match the phrases on the left to the best definition on the right.

- | | |
|-------------------|----------------------------------|
| 1. tap into | a. do incredible things to help |
| 2. Make or break | b. cause to succeed or fail |
| 3. hob nob | c. access, make use of |
| 4. move mountains | d. associate with, hang out with |

Find these pronouns in bold in the article.
What do they refer to?

a. **he**

b. **ones**

c. **they**

d. **it**

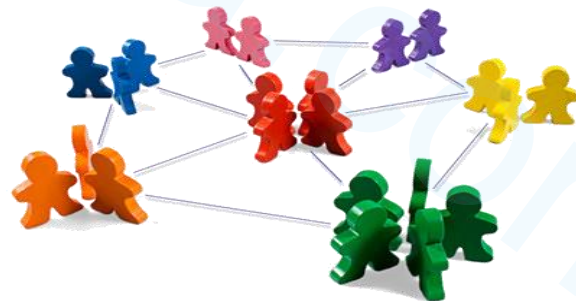
e. **them**



Writing Activity

You work for the local Chamber of Commerce and have been asked to set up a networking association to generate new ideas and business for your region. Write a proposal that includes:

- the name of the association
- the type of activities and events you will organize
- who you will contact to promote the association, and how you will contact them
- ways to encourage businesswomen to join



***Thank you for
today!***

***I'm looking forward to
seeing you again!***