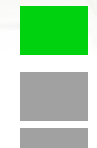


# BEING ASSERTIVE

Look at the 3 pictures below and decide if the people in the pictures look **assertive** or not.



*In what kind of situation do you have to be assertive when talking to someone?*



# Vocabulary

Match box **A** to box **B**

PUT UP

INTERRUPT

RUBBISH

ABSURD

- Ridiculously unreasonable or unsound
- Do well in a certain situation; deal with
- To break with questions or remarks while another is speaking
- Something is worthless or nonsensical



# Conversation



**Tiffany:** I'm afraid I don't have much good news for you, Lee.

**Lee:** Go on.

**Tiffany:** I'm afraid that taking on two more people is out of the question for the time being.

**Lee:** But, I thought I'd made it clear in my report that...

**Tiffany:** Just a second. We do appreciate your situation and we are looking for another qualified person to replace Mike. If only he hadn't left the company like he did.

**Lee:** I wasn't surprised. He was feeling the pressure like everyone else.

**Tiffany:** But if only he'd stayed on for a couple of months.

**Lee:** I wish he were still with us, too. But I need to know when I can expect to get the staff I need.

**Tiffany:** I'll have to ask you to put up with the situation for the time being. Personally, I wish we could hire more people right away but Joe says he won't take on he finishes our analytic planning for next year. You'll have a replacement for Mike soon.

**Lee:** Good. Perhaps we can manage for a couple of months more but my people aren't going to be pleased. They're...

**Tiffany:** My apologies for interrupting, Lee, but there's really not much point in talking about this any more. You know what Joe is like. You'll have to give him some time.

**Lee:** I wish Joe wouldn't take so long on decisions like this.

**Tiffany:** Yes, I know, but I can assure you that you will have a replacement for Mike soon.

**Lee:** Good. You know, sometimes I wish I'd never agreed to the due dates for this year.



# Language Corner



- The expressions **wish** and **if only** are used to express desires, yearnings or feelings.

Use *wish* and *if only* with the past simple to express something you would like to be different.

- *I wish I had a better teacher in Statistics.*
- *If only he gave a clearer direction to get to the museum.*

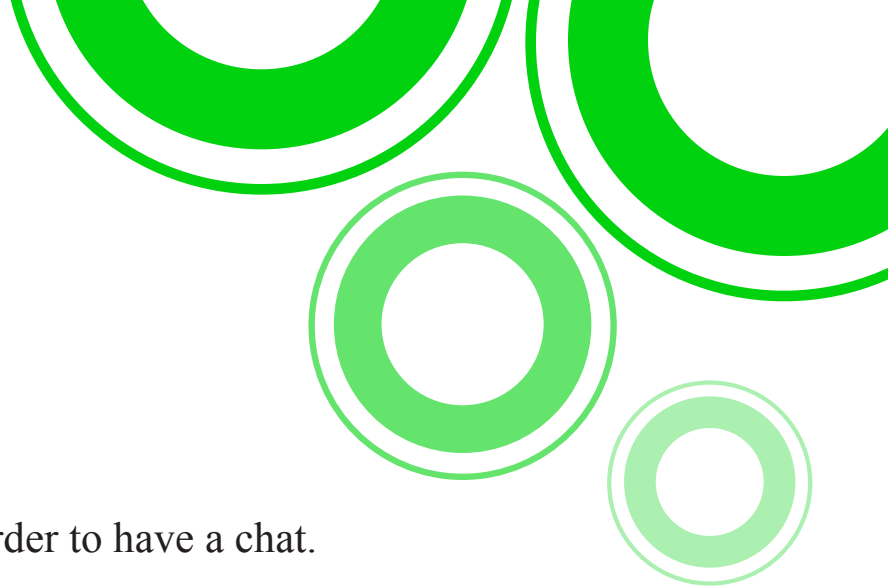
Use *wish* and *if only* with the past perfect to express your feelings now about something that happened or something you did in the past.

- *I wish we'd never conceded to their demands.*
- *If only I hadn't downloaded this application.*





# Scenario

- 
1. A friend interrupts your evening exam revision in order to have a chat.
    - a) You put on the kettle and invite him in.*
    - b) You tell the person to return later when you are free.*
    - c) You shout at the person to go away.*
  2. A friend interrupts you when you are deep in conversation with a third person.
    - a) You ask the interrupter to wait until you have finished.*
    - b) Just allow it to happen and hope to resume the conversation later.*
    - c) You ignore her interruption.*
  3. Someone you don't know well expresses some opinions that are clearly absurd.
    - a) You politely remain silent.*
    - b) You open up with 'That's interesting, but I disagree with what you've said...'*
    - c) You respond with, 'That's rubbish. How can you say that!'*



# How to TRAIN

*This is what  
you are going  
to do*



# VOCABULARY

- i**tininerary - a proposed outline of a journey or tour
- v**ital - of the greatest possible importance; necessary
- r**apport - an outbreak of a contagious disease that spreads rapidly and widely
- P**onder - to reflect; think seriously
- e**pidemic - harmonious relationship; understanding between people

# CONVERSATION

**Meg:** Our topic for tonight is “pharmacy visits”. We are going to look at how you should arrange a day’s schedule. Then we’ll explain some ground rules for visits. In addition, we’ll examine a few more ideas to encourage the pharmacist to buy more items. Please choose a partner. I want you to tell him/her how many pharmacies you typically visit in a day and how you plan the itinerary.

**Ray:** So, as Meg has just explained, it’s vital to establish a good rapport with the pharmacist. Why? Of course, he or she will be the person who makes the decision about how many lines of shampoo to stock, which window posters to display, and which product promotion to run. I need a volunteer. Anyone? Come on, don’t be shy. Wonderful, thanks Ter. OK, Ter, you’re going to demonstrate how not to do it. I’m the pharmacist. I want you to come into my shop and greet me. But-- please do it as badly as possible! Everyone else watch and ponder on what she’s doing wrong and how she could improve. You can start now, Ter.

Ter: Er... Hi... Hi there. Er...

**Ray:** Very good. Or should I say very bad? OK, thanks Ter. Right, get into a group of three. First discuss what Ter did wrong-- then think about this question: “What are the things that help to create good rapport?” Make a list. You’ve got four minutes.

Ter: And so let me stress--- don’t just talk about the products. Much more important than what you say is what you show. Do bear that in mind! Anyway, I’ll pass you over to Meg.

**Meg:** Thanks. Right, so you’ve explored how to sell the perfumes and toiletries, but what about medicinal lines? Don’t forget that sales for these are less predictable than for toiletries. Nor should you ignore the influence of weather, news coverage, and government announcements. Hardly has the Department of Health hinted that a flu epidemic might be on the way than demand for flu remedies can suddenly leap up 300%.

**Ray:** OK I got your point. Let’s think of a possible solution for that.



# GRAMMAR FOCUS

**Inversion** means reversing the normal word order of subject and auxiliary verb.

*We can use inversion when a sentence starts with a comparative.*

- But more important is the way they cater to the needs of the consumers.

*We can use inversion when a sentence starts with a negative meaning.*

- Not until she took up rock climbing did she overcome her fear of heights.

*We can use the inversion when a sentence starts with a word which suggests limitation or restriction.*

- Seldom has he seen anything stranger.
- Hardly had he stepped outside when it started to rain.



- Have you tried being a trainee? What was the highlight of your experience?
- Have you tried being a trainer? What were the important tips you relayed? What was it like to be one?

# Interviewing someone



*Tell me about yourself.*

# vocabulary

MATCH *A* to *B*

*A*

Crucial  
Initiative  
Publications  
Firsthand

*B*

- a beginning or introductory step; a beginning move
- communication of information to the public
- Received directly from a source
- important or significant

# language

# grammar

Job interviews play a very important role in whether or not someone gets the job they are applying for. They are important because they give the employer or interviewer a chance to see first hand what the person is all about and what they like or dislike about the individual. The interview is a crucial aspect of the hiring process. Much is weighed on this first encounter.

Open questions can be **Wh-questions** or statements beginning Tell me about/ Describe...:

- What are your long range and short range goals and objectives?
- Tell me about an occasion when you were able to make a contribution to your company.

Statements reflecting the candidate's experience, followed by more open questions are then used to find specific evidence, or highlight gaps in a candidate's experience.

- What criteria are you using to evaluate the company for which you hope to work?
- If you took the job, what would you accomplish in the first year?

Reflective questions can be used to round off a topic.

- What can you do for us that someone else can't?
- How do you feel about the company's decision?



# conversation

- Jane:** Wonderful! Let's turn now to relationship building. Dan?
- Dan:** OK. Rob, tell us about a time when you built or strengthened your relationship with a client.
- Rob:** Well, recently, I was responsible for the PR of a British band touring in US. And I worked closely with a national radio DJ. He ran a live interview with the lead singer, and played tracks from their new CD. I'd worked with him before and it was a fantastic exposure!
- Dan:** How did you decide which media to approach?
- Rob:** Well, I figured this DJ would like the music, and I also liked the band! It's about knowing the target audiences.
- Dan:** Would it be more difficult if you didn't like their music?
- Rob:** Maybe, but still a challenge-- that's why I love this work. It's about taking initiative and how to approach a project.
- Dan:** Was the band satisfied with what you'd done?
- Rob:** Oh, yes!
- Dan:** Your experience is largely in America. Our ideal candidate is someone who can build and maintain regular contact with clients and the media. How would it work for you in the UK?
- Rob:** I get to know people easily. And some of my contacts work internationally, on English publications.

# scenario

**How will you answer the following questions?**

- How would you describe yourself?
- What's more important to you – the work itself or how much you're paid for doing it?



# Motivating someone



- What do you do when you ask someone to do something ?
- *What motivates you to do something?*



# Vocabulary



criticizing

constantly

joking

deadlines

coping

workload

# Conversation

- Chung:** I've come to see you because I don't think things are really working for me here, so I'm thinking that it'd be best if I could be transferred home.
- Greg:** Whoa! Hold on a minute! Why do you think that things are not working? I haven't heard any complaints. In fact, I've heard how hard you've been working.
- Chung:** That's because I have to. You know I've never worked totally using English before, and it takes me ages to deal with all my emails and go through all the documents. The others are always criticizing me for not being ready on time.
- Greg:** Are you sure they're not joking? You know they all miss deadlines from time to time.
- Chung:** I don't know. Maybe. I don't think my English is good enough. I'm constantly making mistakes. Maybe it'd be really be best if I left.
- Greg:** Don't be so hard on yourself! Everyone makes mistakes sometimes. Look, I understand it's not easy to move to a new country, but you shouldn't give up so easily. I think you've been coping very well with the workload. OK, you're having some problems in the short term, but you can turn these around quite quickly. You just need to give yourself a bit more time. You've only worked here for two months so far.



# Grammar focus

1. Present Simple - used to talk about habits and routines, long-term situations and facts.  
Ex. We always do our best to give the best product.
2. Present Continuous - used to talk about activities happening now, or temporary actions  
Ex. We are making the best product in order to compete in the market.
3. Always/Constantly + present continuous - used to emphasize a long-term habit.  
Ex. We're always trying our best to give customer's satisfaction.
4. Stative verbs, such as like, believe, know, want and own are not usually used in the present continuous:  
Ex. Businessmen believe that giving customer's satisfaction is the key to succeed in business.

# Scenario

One of your sales representatives has failed to meet the last two months' targets, despite apparently working hard. They are feeling demotivated and not making as much effort as previously. You have a meeting to improve their motivation.

## FOLLOW-UP QUESTIONS

- *What will be your motivating factors?*
- *What if one of them decides to give up and quit? How would you convince them to stay?*



# Being an intermediary



Being an intermediary

# Vocabulary

## Intermediary

*Ex. The secretary became the intermediary of the conflict between the President and the Vice-president.*

## Blame

*Ex. The sales manager was blamed for the low income this year.*

## Renovate

*Ex. Our building needs to be repainted. It would be a good idea to renovate the office too.*

## Urgent

*Ex. We have received a lot complaints from the customers regarding the delay of delivery. We need an urgent solution to this before we lose all of our customers.*

## Leaflets

*Ex. In order to advertise our product more, it would be a good idea to give leaflets on the streets too.*

# Conversation

**Miki:** Miki speaking.

**Lisa:** Miki, hi. I've had an email from Victor.

**Miki:** Oh, I see. What has he been doing lately?

**Lisa:** Well he's back in town to advertise the new internet phone it's called the "magicjack"

**Miki:** OHH! That sounds new. After being an intermediary he has become a sales agent.

**Lisa:** So what does he do exactly?

**Miki:** Well, as of now he is giving leaflets to different offices and I think he loves his job. They don't have an office, yet because they still need to renovate it.

**Lisa:** Oh I see. Well Miki, I guess I have to let you go. I still have an urgent meeting with the big Boss. Let's find time to meet Victor.

**Miki:** Yeah. Ok Lisa. I have to let you go then. I don't want you to blame me for being late. Let's have a talk next time.

**Lisa:** You are still funny Miki. Yes, sure. Talk to you later then.



Being an intermediary



# Grammar

## focus

Passive verbs are formed with be + the past participle of a transitive verb. We can use the passive to focus on what is done, and who or what is affected.

**Example:** *The leaflets have been sent to the head office.*  
*The offices will be renovated at the end of next year.*

We can also use the passive to be less personal, and distance ourselves from the action. This can sometimes be used to avoid blaming someone.

**Example:** *Urgent meeting is a bit stressful but it is needed in order to come with a good solution.*  
*The files weren't sent out in time.*

To use the passive with reporting verbs, an empty subject, it, is used.

**Example:** *It was said that the product will be sent in time.*  
*It's been suggested that we change our working schedule.*



# Scenario

*Role-play the situation.  
Try to use phrases for  
Language and Grammar  
focus.*

Your boss, the marketing manager, has some designs for some new promotional leaflets. He is pleased with it, and asks you to get feedback from the managing director. You are going to report the things written below to your boss. (The student will report it using the grammar structure learned).

**Disappointing** – I don't like them.

The layout on the leaflets is totally different from what we discussed.

**The colors are also different** – need bright, strong colors. Those pale colors are unattractive.