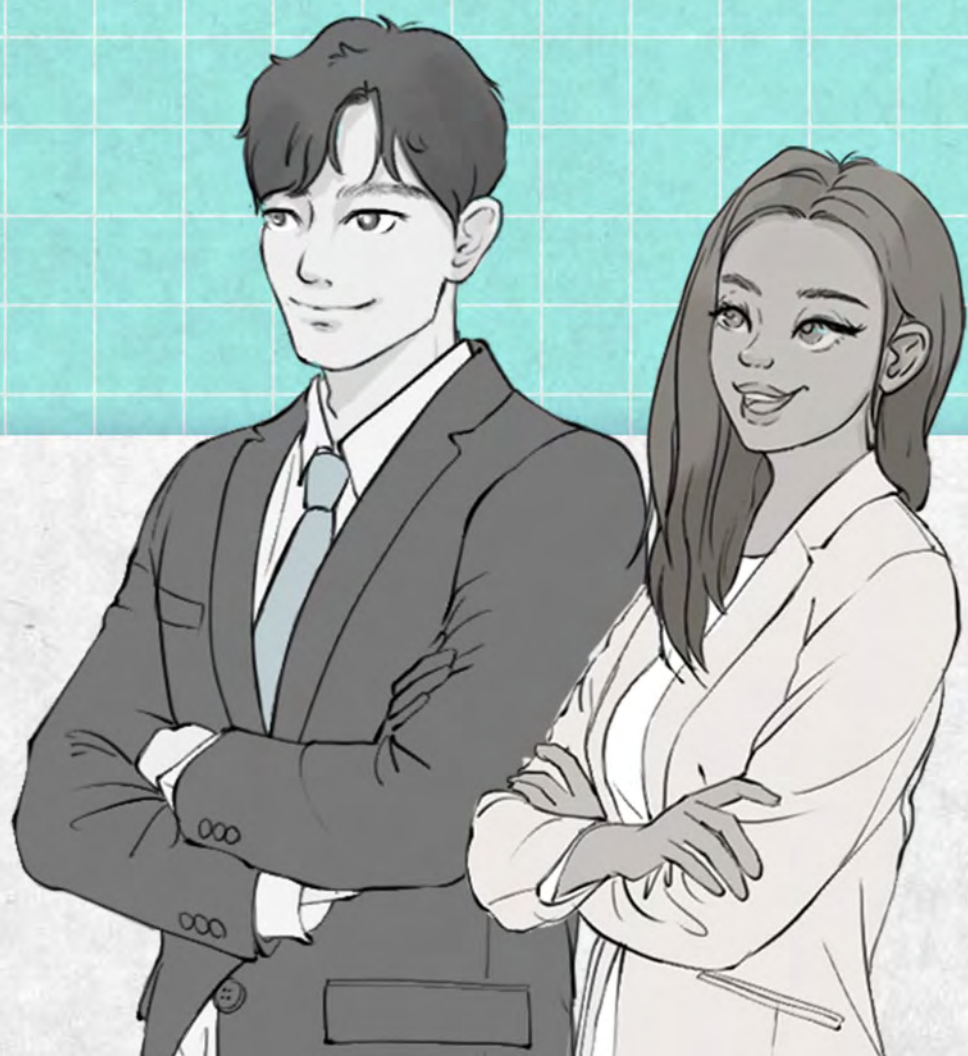


Basic English

5



CONTENTS

UNIT FOUR

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Lesson 1

YOU SHOULD THANK YOURSELVES FOR ...

TARGET LANGUAGE

- We help each other to meet and exceed our target sales.
- You should thank yourselves for providing great customer service.

1 Word Focus



recap



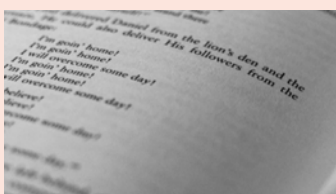
prospect



assist



specification



script



competitor

2 Conversation

Bo encourages the sales representatives and gives them suggestions on how to better persuade customers.

Hello, everyone! Mr. Tanaka has asked me to meet you both so that we can have a recap of our tasks. So, can you please describe your tasks?

Well, I sell the company's products and give important details to prospects through calls, trainings, and presentations.

As for me, I determine the sale and promo schedules and assist customers in selecting products based on specifications and regulations. We help each other to meet and exceed our target sales.

I'm glad to inform you that our customer support ratings have been impressive based on the reviews. You should thank yourselves for providing great customer service.

Do you have any suggestions on improving the skills in persuading customers?

Just be natural and make sure you don't sound like you're reading a script.

Got it, Sir! Is there anything else we should do?

Make sure the customer feels comfortable talking to you. But most of all, prove to them that our products are better than those offered by our competitors.

● Sales Rep. 2 ● Sales Rep. 1



Scan and Listen

GRAMMAR

Reflexive Pronouns

Reciprocal Pronouns: Each Other vs. One Another

Lesson 2

I FEEL LIKE BUYING THAT MINI HUMIDIFIER

TARGET LANGUAGE

- These can help you breathe better.
- I feel like buying that mini humidifier.
- I can't afford the biggest humidifier.

1 Word Focus



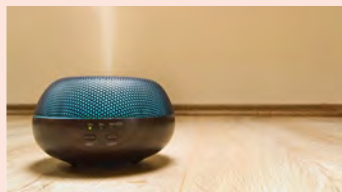
frosty



alleviate



top-grade



humidifier

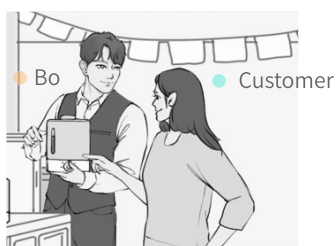


moisture



afford

2 Conversation



Bo is persuading a customer to buy a product.

Good morning, Ma'am.
Are you looking for something?

The weather has been frosty these days.
I'm wondering if you have something that
can alleviate my dry skin caused by the
cold and dry atmosphere.

Well today is your lucky day, Ma'am. These are our top-grade
humidifiers. They are effective in treating dryness of the skin,
nose, throat, and lips. These can help you breathe better
because the moisture keeps your throat from drying out.

I feel like buying that mini humidifier. But
that large one maybe work better for an
entire room. Oh, it's always so difficult to
decide which product to buy.

Please take your time looking for
the best product for your home.

Hmm. I don't have enough cash here.
I can't afford the biggest humidifier.

I'd suggest choosing the medium one. It's affordable,
and it can work for an entire room too.

That sounds good. I'd love to buy a
medium-sized humidifier then.



Scan and Listen

GRAMMAR

Verb Patterns (1): Gerund vs. Infinitive

Lesson 3

I HEARD HIM TALKING TO A CUSTOMER A WHILE AGO

TARGET LANGUAGE

- I heard him talking to a customer a while ago.
- His profound knowledge about the products persuades customers to purchase products instantly.

1 Word Focus



glimpse



acquainted



profound



instantly



capacity



rare

2 Conversation



Tanaka

Mr. Tanaka and Miku talk about how skillful Bo is at persuading customers to purchase products.

Miku, have you seen Bo?
I haven't had even a glimpse of him yet.
I have something to discuss with him.

During his training, I always encouraged him to ask questions about everything he wasn't acquainted with yet.

His communication skills and learning capacity are indeed rare. Anyway, if you happen to see him, please tell him to come and see me in my office.

I heard him talking to a customer a while ago. It's amazing how he can easily get a customer to buy anything.

His profound knowledge about the products persuades customers to purchase our products instantly.

No problem, Mr. Tanaka.
I'll tell him when I see him.



Miku



Scan and Listen

GRAMMAR

Verb Patterns (2):

• Perceptive Verbs

• Causative Verbs

Lesson 4 I AM GETTING USED TO IT

TARGET LANGUAGE

- I am getting used to it.
- I am used to designing my cartoons using this software.
- I used to design my first projects in CorelDraw since it was easy to get the hang.

1 Word Focus



adapt



install



complicated



accustomed



previous

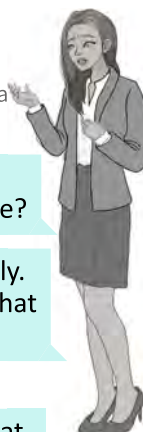


get the hang

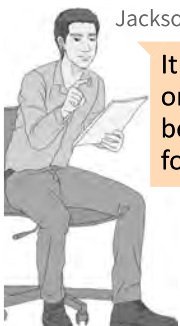
2 Conversation

Aya and Jackson are talking about a new graphic design software.

Aya



Jackson



Hi, Aya! Have you adapted to the new graphic design software?

It offers more tools and allows you to work on more projects. It looks complicated at the beginning but after a few tries, it will be easier for you. It will also speed up your designing.

Trust me, it's not as difficult as you think. Call me if you need help.

Yes, I have. This was actually one of the software I used in my previous company. I am used to designing my cartoons using this software. How about you? What was your first graphic design software?

Not yet, but I am getting used to it. Why did we have to install this software?

I hope I will get accustomed to it quickly. There are so many incoming projects that I need to do in a short span of time.

Thank you, Jackson. You are an expert at dealing with this new software. Have you used it before?

I used to design my first projects in CorelDraw since it was easy to get the hang.



Scan and Listen

GRAMMAR

- get used to + verb-ing/ noun
- used to + infinitive

- be used to + verb-ing/ noun

Lesson 5

READING THE REPORT

DO YOU THINK SHE IS QUALIFIED FOR ...

TARGET LANGUAGE

- Reading the report, do you think she is qualified for the senior graphic designer?
- Having got all the necessary attributes in a senior graphic designer, she is exactly the one we are looking for.

1 Word Focus



promote



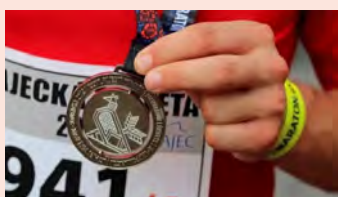
spare



assess



qualified



deserve



applicant

2 Conversation



Lina

Lina and Steve are discussing if Aya should be promoted.



Steve

Hi, Steve! Can you spare me a minute, please?

Sure, Lina. What is it about?

I would like you to help me assess Aya's performance.

Oh, I will be attending a meeting in 15 minutes. I hope this will be over in no time.

This won't take too long. Have you read the email I sent to you yesterday? It's a report about Aya's performance.

Yes. Aya is doing a great job. What's your question, Lina?

Reading the report, do you think she is qualified for the senior graphic designer?

I see. Having got all the necessary attributes in a senior graphic designer, she is exactly the one we are looking for. She deserves the promotion.

Great minds think alike.

We won't have to look for another applicant then.

Exactly, Steve.



Scan and Listen

GRAMMAR

Participial Constructions (1)

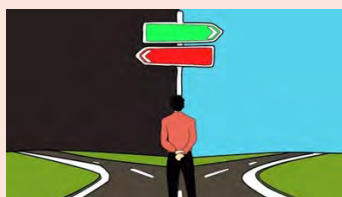
Lesson 6

THE RESULT BEING DETERMINED I CAN'T WAIT TO SHARE IT WITH YOU

TARGET LANGUAGE

- The result being determined, I can't wait to share it with you.
- Your request being accepted, now you are the new senior graphic designer.

1 Word Focus



determine



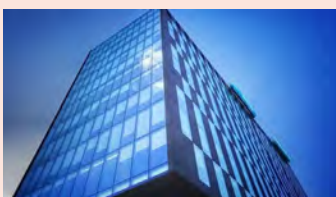
nervous



standard



abroad



branch



trust

2 Conversation



Lina

Lina informs Aya of the result of her promotion request.

Hello, Aya! The result being determined, I can't wait to share it with you.

Take a deep breath, Aya!
It's actually great news.

Steve and I have talked about your performance. Congratulations! Your request being accepted, now you are the new senior graphic designer. Reaching all the standards, you will be sent abroad and working in a branch there.

Congratulations once again, Aya.
I will keep you updated on other requirements and details.

Oh, really?
I'm so nervous, Lina.

I'm ready.
Tell me please.

Wow! Thank you, Lina. Hearing the news, I couldn't be happier.

Thank you so much for your trust, Lina.
I will make every effort as a senior graphic designer.



Aya



Scan and Listen

GRAMMAR

Participial Constructions (2)

Lesson 7

MAY I KNOW YOUR THOUGHTS ON IT

TARGET LANGUAGE

- May I know your thoughts on it?
- Do you have other thoughts on the design and layout?

1 Word Focus



feedback



interpretation



layout



detailed



prefer

2 Conversation

Aya is getting feedback from Mr. Yamada on the design of the mobile app.

So, Mr. Yamada. That's my interpretation of the design.
May I know your thoughts on it?

Well, I think it looks excellent.
You have done a great job for this project.

Thanks. Do you have other thoughts on the design and layout?

I'd say that the design is very detailed and user-friendly.

Great.

Just one thing, Aya. It might be better if it's green at the top and bottom on this page.

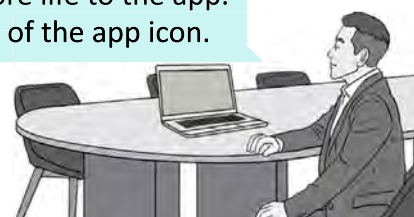
May I know why you prefer green to blue?

The color green gives more life to the app.
It also matches the color of the app icon.

I see. I take your point.



Aya



Mr. Yamada



Scan and Listen

GRAMMAR

Asking Opinions and Giving Opinions
'About' vs 'On'

Lesson 8

SORRY FOR INTERRUPTING MAY I RAISE MY CONCERN

TARGET LANGUAGE

- May I add something?
- Sorry for interrupting, may I raise my concern?

1 Word Focus



commercial



copyright-free



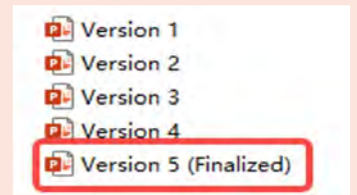
attractive



permission



interrupt



finalize

2 Conversation

Aya and Mr. Yamada make their final decisions for the mobile app.

Before I forget, we need to have the app launched by the end of this month, so I'd like to have the final layout submitted this week.

May I add something, Mr. Yamada?

Yes, what is it?

I'm wondering if we could purchase some images rather than using copyright-free ones.

What's your reason for that?

Commercial images are usually more attractive than these free ones.

I see. You have my permission.

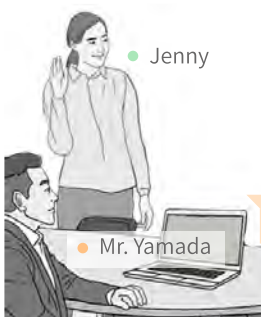
I'll send you the final design by email you this Friday.

Terrific. I guess that's all for now.

Sorry for interrupting, may I raise my concern? We will need more time to prepare for the launch. So is it possible for you to finalize the design tomorrow, Aya?

I think it's a bit challenging for me. But I will try my best!

Thank you so much!



Scan and Listen

GRAMMAR

How to Interrupt Politely
Responding to Interruptions

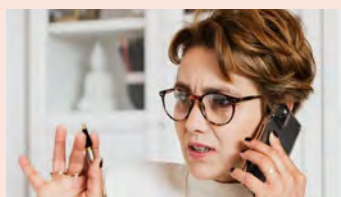
Lesson 9

I WOULD BE VERY GRATEFUL IF YOU COULD ...

TARGET LANGUAGE

- I would be very grateful if you could send me ...
- Could you please let me know the deadline?

1 Word Focus



inquire



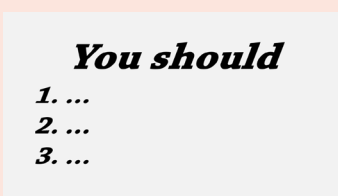
urgently



insufficient



grateful



requirement



deadline

2 Promotion Email Request



Send

To

kazuyamada@gmail.com

From

jennyyun@gmail.com

Subject

Project Information for Design

Dear Mr. Yamada:

I hope this email finds you well. I am Jenny Yun from Smart Designs. Thank you for choosing us as your business partner. I am writing this letter to you to inquire about the project.

As discussed in the meeting last week, you would like this project done urgently. However, the details that you have provided are insufficient. I would be very grateful if you could send me detailed requirements of the project, like the layout, visuals, and designs.

Additionally, could you please let me know the deadline? This will allow us to set a detailed project plan. Once receiving the details and the deadline, we will start working on the project.

We look forward to hearing from you soon.

Sincerely,

Jenny Yun

Assistant Graphic Designer



Scan and Listen

GRAMMAR

I would be very thankful if you + could / would...
Could you please + verb + noun clause?

Lesson 10

UNIT REVIEW

WORD FOCUS

Lesson 1

recap
prospect
assist
specification
script
competitor

Lesson 2

frosty
alleviate
top-grade
humidifier
moisture
afford

Lesson 3

glimpse

acquainted
profound
instantly
capacity
rare

Lesson 4

adapt
install
complicated
accustomed
previous
get the hang

Lesson 5

promote
spare
assess

qualified
deserve
applicant

Lesson 6

determine
nervous
standard
abroad
branch
trust

Lesson 7

feedback
interpretation
layout
detailed
prefer

Lesson 8

commercial
copyright-free
attractive
permission
interrupt
finalize

Lesson 9

inquire
urgently
insufficient
grateful
requirement
deadline

GRAMMAR FOCUS

- 1 Reflexive Pronouns; Reciprocal Pronouns: Each Other vs One Another
- 2 Verb Patterns (1): Gerund vs Infinitive
- 3 Verb Patterns (2): Perceptive Verbs; Causative Verbs
- 4 get used to + verb-ing / noun; be used to + verb-ing / noun; used to + infinitive
- 5 Participial Constructions (1)
- 6 Participial Constructions (2)
- 7 Asking Opinions and Giving Opinions; 'About' vs 'On'
- 8 How to Interrupt Politely; Responding to Interruptions
- 9 I would be very thankful if you + could / would...; Could you please + verb + noun clause?