

# Business English (BE)

## *Definition*



Business English is English language especially related to international trade.

## *Our course*



To learn more about being a good manager  
To improve English

# BE sections



- Business Management
- Planning
- Working in a team (team work)
- Meetings (Interview)
- Talking on the phone
- Negotiation



# Details you should know

- English Language and Vocabulary
- Information about the partner
- Stages / algorithm
- Rules and Dirty Tricks
- Body Language



# English Language

level should be at least **B1**,

according to CEFR

Council of Europe Common European Framework		Traditional Levels
Breakthrough	A1	Elementary
Waystage	A2	Pre- Intermediate
Threshold	B1	Intermediate
Vantage	B2	Upper-Intermediate
Effective, Operational	C1	Advanced
Mastery	C2	Advanced



# Vocabulary



“Specific” English Language  
(to sound more professional)

agreement on a point:	objection on a point:
<p>I agree with you on that point. That's a fair suggestion. So what you're saying is that you... In other words, you feel that... You have a strong point there. I think we can both agree that... I don't see any problem with/harm in that.</p>	<p>I understand where you're coming from; I'm prepared to compromise, but... The way I look at it... The way I see things... If you look at it from my point of view... I'm afraid I had something different in mind. That's not exactly how I look at it. From my perspective... I'd have to disagree with you there. I'm afraid that doesn't work for me. Is that your best offer?</p>

# Responsibilities

- Who is responsible?
- Organization of the company



# Information about your partner

- Country
- Traditions
- Manners



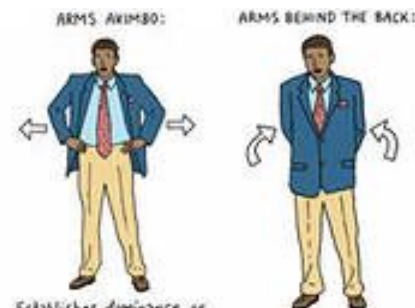
# Body Language

Body Language	Possible meaning
Avoiding Eye Contact	Lying Not interested Not telling the whole truth
Serious Eye Contact	Trying to intimidate Showing anger
Touching the face	Nervousness Lack of confidence
Nodding	Agreeing Willing to compromise
Shaking the head/turning away	Frustrated In disbelief Disagreeing with a point



1. Невежливость друг к другу

2. Открытость и дружелюбие



Establishes dominance or communicates there are "issues."

Says "don't draw near" — keeps people at bay.



# Rules and Dirty Tricks

How do you get the thing you want?

By **rules** – the legal way ))

Using **tricks** – the effective way!



*e.g. (watch the video)*

- Rolling concession
- Hot and Cold (Low Reaction)
- The offer you must refuse



**Thank you!**

**See you next week!**