

Stress in the workplace

A Match the words (1–8) to their definitions (a–h).

- | | |
|-----------------------|---|
| 1 lifestyle | a) a system where employees choose the time they start and finish work each day |
| 2 workaholic | b) a time or date by which you have to do something |
| 3 workload | c) how personally satisfied you are with the way you live and work |
| 4 deadline | d) someone who cannot stop working and has no time for anything else |
| 5 flexitime | e) the ability to give a good amount of time to your work and to outside interests, e.g. family |
| 6 work–life balance | f) the amount of work a person is expected to do |
| 7 quality of life | g) the people, things and atmosphere around you at work |
| 8 working environment | h) the way people choose to organise their lives |

B**Complete each sentence with an appropriate word or phrase from Exercise A.**

- 1 I worked until 11 o'clock at night to meet the for presenting the report.
- 2 I work six days a week and never have a holiday. My girlfriend says I'm a
- 3 Karl has a heavy at the moment because several colleagues are off sick.
- 4 She gave up a highly paid job to join a meditation group in India. She's completely changed her
- 5 A system can help to reduce stress levels of employees by giving them more control over their working hours.
- 6 If you have children, working from home may help improve your
- 7 Many people argue that technology has greatly improved our and the way we feel about work. Others disagree, arguing it actually increases stress.
- 8 A clean, quiet, comfortable and friendly can actively reduce levels of stress.

1 lifestyle

5 flexitime

2 workaholic

6 work-life balance

3 workload

7 quality of life

4 deadline

8 working environment

C Make sentences using some of the vocabulary items from Exercise A to describe your own situation.

D Discuss where to put the jobs in the box in the stress league on the next page. Rating is from 10 to 0: the higher the rating, the greater the pressure. Then turn to page 132 and check your answers.

Advertising executive Architect Banker Diplomat
Hairdresser Firefighter Sales assistant

Your place in the stress league

Miner	8.3	Film producer	6.5
Police officer	7.7	6.3
Construction worker	7.5	Musician	6.3
Journalist	7.5	Teacher	6.2
Airline pilot	7.5	Social worker	6.0
.....	7.3	5.7
Actor	7.2	Stockbroker	5.5
Doctor	6.8	Bus driver	5.4

Psychologist	5.2	Optician	4.0
.....	4.8	Postman	4.0
Farmer	4.8	3.7
Vet	4.5	Minister/Vicar	3.5
Accountant	4.3	Nursery nurse	3.3
.....	4.3	Librarian	2.0
Lawyer/Solicitor	4.3		
.....	4.0		

Source: University of Manchester
Institute of Science and
Technology (UK)

Advertising executive	7.3
Firefighter	6.3
Sales assistant	5.7

Diplomat	4.8
Hairdresser	4.3
Architect	4.0

Banker 3.7

Your place in the stress league

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.....	4.3	Librarian	2.0
Lawyer/Solicitor	4.3		
.....	4.0		

Source: University of Manchester
Institute of Science and
Technology (UK)

E Choose three jobs from the stress league in Exercise D. What do you think makes these particular jobs stressful? Compare your ideas.

F Is your own job (or one you intend to do) included in the stress league? Do you think it is in the right place? What about the other jobs in the league? If your job is not included, where would you place it?

G Discuss these questions.

- 1 Do you like working under pressure? Why? / Why not?
- 2 What deadlines do you have to meet in your daily life? Which are the most difficult to meet?
- 3 Why do people become workaholics?
- 4 How important is the working environment in reducing stress?

 **CD1.73 Listen to a conversation between a buyer and a seller.**
Underline the correct answers to these questions.

- | | | |
|---|--|-------------------------------|
| 1 | Which model does Karl want? | PS7 / TX7 |
| 2 | How long is the guarantee? | three years / two years |
| 3 | How much deposit is needed for large orders? | 15% / 10% |
| 4 | What does the seller say is a large order? | over 50 units / over 25 units |
| 5 | Does the seller always have goods in stock? | yes / no |



A success story

A Before you read the article below, discuss these questions.

- 1 What global fashion companies do you know?
- 2 Which are the most successful in your country?
- 3 What do you know about Uniqlo, the global fashion retailer?

B Match these words (1–6) to their meanings (a–f).

- | | |
|------------------|--|
| 1 expansion | a) employ someone to do a job |
| 2 strategy | b) when something gets bigger in size |
| 3 relaunch | c) clothes produced by a designer for the season |
| 4 flagship store | d) introduce something new again |
| 5 hire | e) a detailed plan for achieving something |
| 6 collection | f) a company's main store, often big and in an important shopping area |

Uniqlo: a global success story

Tadashi Yano, the founder of Uniqlo, is Japan's richest man. That's not bad for someone who started with a single store in Hiroshima in 1984 and now has a global retail business. The company sells high-quality casual clothes at low prices.

Uniqlo grew quickly in Japan during the 1990s. In 1998, it had over 300 stores. Following the good results in Japan, Yano decided on global expansion. It started with stores in the UK in 2001. It didn't work. Most of the stores were too small and in the suburbs of cities. In 2003, Uniqlo closed most of them. In 2005, Yano changed strategy. The new strategy was to open large stores in major cities around the world. The relaunch of Uniqlo began in November 2006 with the opening of a flagship store in New

York. Over the next two years, the number of international stores went up from 54 to 92, including flagship stores in London and Paris.

Yano also hired the German designer Jil Sander in April 2009. Her role was to design a collection for Uniqlo and to be the creative consultant for the company. The collection went on sale in selected stores in March 2010. In 2010, Uniqlo made profits of ¥49.8 bn.

Yano sees Asia as a key market for Uniqlo. In 2007, the company had 26 stores across Asia. The number increased to 64 at the end of 2010, including a flagship store in Shanghai. Yano's plan is for another 500 stores over the next five years, mainly in China. Yano also aims to introduce Uniqlo stores in the fast-growing Indian and Brazilian markets.

D

Decide whether these statements are true (T) or false (F). Correct the false ones.

- 1 In the 1990s, Japan was Uniqlo's main market.
- 2 Uniqlo had a lot of success when it entered the UK market in 2001.
- 3 Yani's new global strategy was to open big stores in important cities.
- 4 At the end of 2008, Uniqlo had 92 international stores.
- 5 Yani hired Jil Sander to design all Uniqlo's clothes.
- 6 Uniqlo opened 64 stores in Asia between 2007 and 2010.

F

What makes a business successful? Put these points in order for you. Add other points to the list.

- ability to learn from mistakes
- hard work
- luck
- money
- personal contacts
- having clear strategy and plan

Over to you 1

Describe the sales process in your organisation, or one that you would like to work for.

Over to you 2

Some say that good sales people are born and that it's impossible to train others to become good sales people. What do you think? Give your reasons.

Homework
На два урока
(вторник и
четверг)

What to do at closing time

By Mike Southon

The most difficult sales task is asking for money, or, to use the technical term, “closing”. Even experienced sales people will do anything to avoid this unpleasant part of the job. So, for a business owner, an important part of sales management is to encourage, or even threaten, sales people to get them to ask for orders.

Part one of the sales cycle is the qualification process: the sales person should listen carefully to the customer’s needs and find a solution that can be delivered quickly. The larger the order, the more likely it is that the buyer

may have to get authorisation from someone higher in the organisation, perhaps even the purchasing director. This is probably someone who is only interested in big discounts. It is a good idea to ask a possible buyer how much they are allowed to spend. Then you can offer them products or services that they can afford.

It’s useful to practise a good closing technique in advance of the key moment. This will include a positive summary of the sales process, explaining the benefits for the customer that the proposed

solutions will bring.

Then there is the most difficult part of the script, a final question in the style of, “So, do we have a deal?” This should be followed by silence, which may feel uncomfortable, but if the sales person breaks that silence, the deal could easily disappear. Ideally, the customer will break the silence and say yes, a positive outcome for all concerned. But even if the customer says no, it is reasonable to ask why and perhaps work out how to change their mind.

1 Put the paragraph headings in the correct order.

- a) Checking you have got the sale
- b) Finding out about customers
- c) Getting orders is hard
- d) Practise what to say at the end, to get the sale

2 Match the expressions (1–6) from paragraphs 1 and 2 with their definitions (a–f).

- | | |
|-------------------------|---|
| 1 business owner | a) deciding how likely it is that someone will buy something |
| 2 sales management | b) the different points in the process of selling something |
| 3 sales people | c) members of the sales force |
| 4 sales cycle | d) someone whose job is to buy goods and services for an organisation |
| 5 qualification process | e) someone who owns a company |
| 6 purchasing director | f) the way that sales are organised and controlled |

3 Complete the answers to the questions, using appropriate forms of expressions from paragraphs 1 and 2.

- a) Is the point where you ask someone to buy something called 'ending'?
– No, it's called '.....'.
- b) Is it always a nice experience?
– No, it can be
- c) Is it enough just to encourage sales people to get orders?
– No, sometimes it's necessary to them.
- d) Does the writer talk about delivering products and services?
– No, he talks about a '.....'.
- e) Is the buyer always able to place the order?
– No, sometimes they have to get
- f) Are purchasing directors usually interested in the personal qualities of sales people?
– No, they are only interested in

4 Complete these statements with appropriate forms of words from paragraphs 3 and 4.

- a) A way of doing something is a **t**.....
(9 letters)
- b) A short speech, description, etc. giving the key points of something is a **s**.....
(7 letters)
- c) The advantages of a product or service for the customer are its **b**..... (8 letters)
- d) Something that is suggested is **p**.....
(8 letters)
- e) A **d**..... is an agreement to buy something. (4 letters)
- f) If something no longer exists, it has **d**..... (11 letters)
- g) The result of a process is its **o**.....
(7 letters)
- h) If something is acceptable, it is **r**.....
(10 letters)

5 Which one of these statements about the whole article is true?

- a) Sales people always have to be threatened before they go out and close a sale.
- b) Qualification and using the final closing script are two key stages in the sales process.
- c) Sales to companies always have to be authorised by the purchasing manager.