

Annie Broadhead | Ginni Light

The essential handbook for  
doing business internationally

# Contents

- 1 Communicating with clarity . . . . .11
  - Writing clearly. . . . .11
    - Use short sentences. . . . .11
    - Sentence and meaning . . . . .12
    - Writing a good paragraph . . . . .13
    - Effective paragraphing and linking . . . . .13
    - Linking words/expressions. . . . .14
  - Telephoning in English. . . . .15
    - Leaving a voicemail . . . . .15
- 2 Best-practice emails and working in multi-cultural teams . . . . . 21
  - Advantages of emails. . . . .21
    - Dos and don'ts . . . . .21
    - Common abbreviations . . . . .23
    - Common email acronyms. . . . .24
    - Emoticons or Smilies . . . . .25
    - To email or not from your work computer. . . . .25
    - Giving negative feedback by email . . . . .26
  - Working in multi-cultural teams. . . . .26
    - The Challenges of Multi-Cultural Teamwork . . . . .27
  - Raising awareness of different communication styles. . . . .28
- 3 Building business relationships . . . . .32
  - Small Talk - Big Problem . . . . .32
    - Why make small talk at all? . . . . .33
    - Be an active listener . . . . .33
    - Making small talk . . . . .33
    - Building on small talk . . . . .34
    - Safe topics to talk about . . . . .35
    - Use open questions when you make small talk . . . . .36
    - Active listening . . . . .36
    - Minimal responses . . . . .37
    - Helping a corporate visitor with problems . . . . .38
    - Writing an email to a new acquaintance - formality vs informality. . . . .38

## 6 Contents

<b>4 Delegating</b>	41
Know your team and the task requirements	41
- Vocabulary	42
Excellent communication skills	43
- Expressions for getting something done	43
- Sample sentences	43
Empowering and ongoing support	44
- Expressions for ongoing support	45
- Organising a conference	46
- Linking words and phrases/Describing a process	46
- Speaking in chunks of meaning	49
<b>5 Complaints</b>	50
Complaining by telephone	50
- Key factors in complaining whilst maintaining the relationship	52
Letters of complaint	55
- Opening and closing salutations	55
- Linking words and phrases for comparing and contrasting	57
<b>6 Proposals and reports</b>	58
Proposals	58
- First and Foremost/The concept	58
- Know the target reader	59
- Let's get writing	60
- Title Page	60
- Introductory paragraph	60
- The main body of the proposal	61
- The conclusion	61
- The language	62
- Revision of first draft	63
Reports	63
- Purpose sentence	64
- Creating the report	64
- The reader(s)	64
- Collecting information	65
- Organising the report	66
- Writing a rough draft	66
- Final report	66

<b>7 Meetings</b>	.67
Ineffective meetings	.67
- How to make meetings more effective	.67
The agenda	.68
Chairing a meeting	.68
Participating in a meeting	.71
- Expressions for agreeing/disagreeing and giving opinions	.71
- Giving opinions	.72
Minutes	.72
<b>8 Writing promotional copy</b>	.74
What's the purpose of the text you're writing?	.74
- Two types of advertising	.74
- Getting the reader's attention: Headlines	.75
The principles of writing promotional copy	.75
- Desire	.79
- Action	.79
<b>9 Apologising</b>	.82
Saying sorry	.82
Accepting apologies	.83
Your voice	.84
- Key	.84
- Dealing with tricky situations	.85
Written apologies	.85
The language of apologies	.88
<b>• 10 Giving presentations with impact</b>	.89
Checklist	.89
Using slides	.89
- Dos	.92
- Action titles of slides	.92
Ordering a presentation	.93
- Structuring a presentation	.93
- Tips	.95
Recycling key information	.95
The Q&A session	.96

## 8 Contents

Delivery . . . . .	97
- Voice warmers . . . . .	97
- Final tips . . . . .	98
<b>11 Team building and giving/receiving feedback . . . . .</b>	<b>99</b>
Team roles . . . . .	99
Dealing with different team players . . . . .	101
Feedback . . . . .	102
- Receiving feedback . . . . .	103
- Giving feedback . . . . .	104
- Writing a memo . . . . .	104
<b>12 Deadlines and Reminders . . . . .</b>	<b>106</b>
Asking to have deadlines extended or workload reduced . . . . . ".....	106
Setting deadlines . . . . .	107
Getting people to stick to deadlines . . . . .	107
Written reminders to clients . . . . .	109
- The language of deadlines and reminders . . . . .	111
<b>13 Saying "no" . . . . .</b>	<b>113</b>
Saying 'no' politely . . . . .	113
- Different ways of saying 'no' . . . . .	114
Saying 'no' more firmly . . . . .	115
Saying 'no' assertively . . . . .	117
Reporting unacceptable behaviour . . . . .	118
- Guidelines . . . . .	118
- Letter to a harasser . . . . .	119
- Harassment report to manager . . . . .	120
<b>14 Writing CVs with impact, covering letters, and letters of reference . . . . .</b>	<b>122</b>
How do you prepare to write a CV? . . . . .	122
How do you write a CV? . . . . .	123
- Dos and don'ts when you write a CV . . . . .	125
Covering letters . . . . .	125
Writing a letter of reference . . . . .	127
- Tips for writing a letter of reference . . . . .	127
- Structuring a letter of reference . . . . .	128

<b>15 Conference invitations and requests for abstracts, cards for various occasions</b>	131
Organising a conference	131
- Engaging speakers	131
- Call for papers and abstracts	132
- Letter of invitation to a conference speaker	133
Writing cards - useful phrases for various occasions	134
- Get-well cards	134
- Cheering someone up	135
- Sympathy cards	135
- New baby cards	136
- Congratulations	136
- Work anniversaries	137
- Retirement cards	137
- New job cards	137
- Thank-you cards/notes	138
<b>16 Influencing strategies and tactics</b>	139
How to influence people and win friends	139
- Strategies and tactics explained	140
- Negative tactics - beware how you use them!	141
- Good influencers are fun to be around	141
The Myers Briggs Type Indicator (MBTI)	142
- Working out your Myers Briggs type	145
<b>17 Dealing with difficult people</b>	147
Dealing with different types of difficult people	148
Positive vs negative communication	150
Assertiveness	151
- Being assertive	153
Tact and Diplomacy	155
- Making language more diplomatic	155
<b>Appendix A Linking Words - A Summary</b>	157
<b>Appendix B Punctuation</b>	158
- Contractions	159
- The possessive	160
- It's and its	160

## 10 Contents

Appendix C	Proofreader's marks . . . . .	161
Appendix D	The use of the articles a/an/the/ zero (no) article. . . . . • • •	164
Appendix E	Conditional forms in the English language. . . . .	167
1	Communicating with clarity KEY. . . . .	169
2	Best-practice emails and working in multi-cultural teams KEY. . . . .	172
3	Building business relationships KEY. . . . .	175
4	Delegating KEY. . . . .	178
5	Complaints KEY. . . . . •	181
6	Proposals and reports KEY. . . . . •	184
7	Meetings KEY. . . . . *•••••	188
8	Writing promotional copy KEY. . . . .	191
9	Apologising KEY. . . . .	194
10	Giving presentations with impact KEY. . . . .	197
11	Team building and giving/receiving feedback KEY. . . . .	200
12	Deadlines and reminders KEY. . . . .	203
13	Saying "no" KEY. . . . .	206
14	Writing CVs with impact, covering letters, and letters of reference KEY • • •	209
15	Conference invitations and requests for abstracts, cards for various occasions KEY. . . . .	211
16	Influencing strategies and tactics KEY. . . . .	215
17	Dealing with difficult people KEY	219