

# BUSINESS ENGLISH

## RECAP

### I. HOW TO START CONVERSATION

If you want to start a conversation with someone, you should “say something,” to open or to build a conversation, such as:

- Hello
- Hi
- Excuse Me
- Greetings
- Nice to Meet You
- Etc.

Steps that you have to do to start a communication are:

1. Shake your hands with a new person and smile.
2. Mention your name or nickname to make you familiar with that person.
3. Tell about your background (family, education, work).

There are many things you should know to have a good conversation with others, such as:

1. You have to know with whom you will talk

You should pay attention to the person you talk whether she/he is younger than you or older than you. To people who are younger than you, you have to pretend as if you talked to your younger sister/brother or your son/daughter.

You should be so careful to the words you produce. Your words should educate them. If you talk to the older people, pretend that you were their son/daughter. So you have to be so respectful to them. You have to be a good listener and support their words than against their words.

2. You have to know the characters of the people you will talk

If you want to build a good relationship to the person you will talk, you should make the conversation easy to understand and fun. So you have to know the characters of the person you will talk. How to know their characters? While you are in the society, you communicate with many people. You meet many people with many characters. It is normal that you wonder with their personalities. Are they good people or not?

#### How to Have a Meaningful Conversation

Everybody needs to have someone to listen to her/his talk. You like your talk have a meaningful to others. It is not easy to have a meaningful conversation. How?

1. You have to find a special place and far away from a crowded situation.
2. You have not to be in a hurry so you can talk freely without going too fast.
3. You have to prepare some questions and allow her/him to answer carefully.
4. You should show your action honestly while you talk to her/him.

## II. ASKING AND GIVING OPINION

General opinions, agreements or disagreements typically follow these structures:

1. General Opinion
  - I think
  - I would prefer
  - In my opinion
  - Personally

## 2. Agreeing

- I agree
- I think so too
- I think you are right

## 3. Disagreeing

- I wish I could agree, but I can't.
- I'm sorry, I don't agree
- Yes, but
- I'm afraid I disagree
- I disagree
- It might be better if

Use the following phrases when needed to interject your opinion into a discussion.

1. Polite Phrases for Interrupting, Correcting, and Disagreeing
2. I'm sorry to interrupt, but . . . (more polite)
3. Excuse me, but . . . (less polite)
4. I'm sorry, but to the best of my understanding . . . (more polite)
5. Actually, I don't think that is right . . . (less polite)
6. I am afraid I disagree. I think . . .

Use the following phrases to ask for opinions.

1. What do you think?
2. How about you, John?
3. Would you agree, Munir?
4. Does anyone else have an opinion on this?
5. Are there other ideas about this?
6. How about some fresh thinking on this issue?

Precede your opinions or statements with these phrases to make them stronger.

1. I really think . . .
2. I'm quite sure . . .
3. I strongly believe . . .
4. We really must . . .

### **III. WRITING APPLICATION LETTER**

An application letter is merely another name for a cover letter, the official business letter often included with a job application and/or resume and sent to a prospective employer. Although application letters are generally considered optional components of applying for a job, more and more frequently, employers are singling out those who actually take the time to write an application letter as their top picks.

#### Cover Letter

Is always included with emailed, online, or mailed résumés. It is NOT used when you “show up” in person with your résumé, whether in someone’s office or at a job fair. In those cases, YOU are your cover letter; you’ll say the same information out loud. It would be weird for them to read the letter while you stand there.

Highlights specific information from your resume and background that applies to a specific posted position or a specific “possibly open” position.

#### 1<sup>st</sup> Paragraph

Length: Two or three sentences.

Content: This paragraph introduces who you are and why you are writing to the employer. Be sure to:

- Start with a sentence in which you focus on the employer’s needs. Be as specific as you can about the position desired.

- Identify the position for which you are applying and tell how you heard about the opening (website, contact person, etc.).
- Explain why you are writing (Would you like to be considered for the position? Has your academic and/or employment background prepared you for this position?).

## 2<sup>nd</sup> Paragraph

Length: Three to five sentences.

Content: In this paragraph, you will emphasize a match between the skills which you possess and those which are required by the employer. Use the advertisement to guide your writing and include:

- Your qualifications for the job, as they relate to those listed by the employer. These qualifications will probably be a combination of your education and your work experience.
- How each of these has prepared you for the position/field that you want to enter.
- Possible reference to current or previous employment, specific courses that you took, aspects of jobs or internships that you had, etc., that relate to this position or are included in the position description.
- If you are under-qualified for the advertised position, you can either avoid any mention of your lack of qualifications, or include a statement about related experience. Remember that the advertisement is often a "wish list" and that you might not need all of the qualifications that are listed.
- Make some reference to your attached or enclosed resume (pay attention to whether you are attaching through email or enclosing through US Mail).

## 3<sup>rd</sup> Paragraph

Length: Two or three sentences.

Content: This is the paragraph in which you tell the employer how to get in touch with you, and thank the person for taking time to give you consideration.

## IV. JOB INTERVIEW

The employer (and hopefully your future boss) asks you questions about your career, personality and life and you answer honestly while trying to impress them. Easy, right? Not really - job interviews can be really stressful.

### 5 Easy Steps to Succeed Your Job Interview

#### 1. What type of interview is it?

There are three main types of interview and when you are offered one they should tell you what to expect...

- One-to-one interview – The most common type... You are interviewed by just one person (usually the boss!) and it's a simple question and answer session.
- Panel interview – A bit scarier... This is where you're interviewed by more than one person at a time – expect two or more interviewers to be in the room with you.
- Competency interview – The most advanced interview type. You'll be tested on different situations e.g. 'tell me about a time when you showed good teamwork'.

#### 2. What should I wear?

It may sound silly but you must plan your interview outfit. You don't necessarily have to wear a suit, depending on what job you're going for, but you should follow a few simple dress code rules.

#### 3. Practice these interview questions

YOU MUST PRACTICE INTERVIEW QUESTIONS! OK, that was a bit dramatic, but this is where many people mess up. By just spending a little bit of time looking at common interview questions and answers you can really improve your chances of getting the job...

#### 4. Body language in the interview

It may sound weird but body language has a big part to play in your job interview. For example, if you sit slouched in your chair with your arms crossed you could come across badly, even if your answers are good.

#### 5. Don't forget to ask your own questions

At the end of almost every interview, the interviewer will say to you 'do you have any questions for me?' If you shrug your shoulders and get tongue-tied then you can look uninterested. Go in with a few interview questions of your own prepared, instead. Further explain other aspects of your resume.

### **V. NEGOTIATION**

Negotiation is a dialogue between two or more people or parties, intended to reach an understanding, resolve point of difference, or gain advantage in outcome of dialogue, to produce an agreement upon courses of action, to bargain for individual or collective advantage, to craft outcomes to satisfy various interests of two people/parties involved in negotiation process. Negotiation is a process where each party involved in negotiating tries to gain an advantage for themselves by the end of the process. Negotiation is intended to aim at compromise.

Negotiation occurs in business, non-profit organizations, government branches, legal proceedings, among nations and in personal situations such as marriage, divorce, parenting, and everyday life. The study of the subject is called negotiation theory. Professional negotiators are often specialized, such as union negotiators, leverage buyout negotiators, peace negotiators, hostage negotiators, or may work under other titles, such as diplomats, legislators or brokers.

## Negotiation Strategies

Negotiation can take a wide variety of forms, from a trained negotiator acting on behalf of a particular organization or position in a formal setting, to an informal negotiation between friends. Negotiation can be contrasted with mediation, where a neutral third-party listens to each side's arguments and attempts to help craft an agreement between the parties. It can also be compared with arbitration, which resembles a legal proceeding. In arbitration, both sides make an argument as to the merits of their case and the arbitrator decides the outcome.

Negotiation theorists generally distinguish between two types of negotiation. Different theorists use different labels for the two general types and distinguish them in different ways.

### Distributive Negotiation

Distributive negotiation is also sometimes called positional or hard-bargaining negotiation. It tends to approach negotiation on the model of haggling in a market. In a distributive negotiation, each side often adopts an extreme position, knowing that it will not be accepted, and then employs a combination of guile, bluffing, and brinksmanship in order to cede as little as possible before reaching a deal. Distributive bargainers conceive of negotiation as a process of distributing a fixed amount of value.

The term distributive implies that there is a finite amount of the thing being distributed or divided among the people involved. Sometimes this type of negotiation is referred to as the distribution of a "fixed pie." There is only so much to go around, but the proportion to be distributed is variable. Distributive negotiation is also sometimes called win-lose because of the assumption that one person's gain results in another person's loss. A distributive negotiation often involves people who have never had a previous interactive relationship, nor are they likely to do so again in the near future. Simple everyday examples would be buying a car or a house.



## Integrative Negotiation

Integrative negotiation is also sometimes called interest-based or principled negotiation. It is a set of techniques that attempts to improve the quality and likelihood of negotiated agreement by providing an alternative to traditional distributive negotiation techniques. While distributive negotiation assumes there is a fixed amount of value (a “fixed pie”) to be divided between the parties, integrative negotiation often attempts to create value in the course of the negotiation (“expand the pie”). It focuses on the underlying interests of the parties rather than their arbitrary starting positions, approaches negotiation as a shared problem rather than a personalized battle, and insists upon adherence to objective, principled criteria as the basis for agreement.

The word integrative implies some cooperation. Integrative negotiation often involves a higher degree of trust and the forming of a relationship. It can also involve creative problem-solving that aims to achieve mutual gains. It is also sometimes called win-win negotiation.

## Negotiation Styles

R.G. Shell identified five styles/responses to negotiation. Individuals can often have strong dispositions towards numerous styles; the style used during a negotiation depends on the context and the interests of the other party, among other factors. In addition, styles can change over time.

1. Accommodating: Individuals who enjoy solving the other party’s problems and preserving personal relationships. Accommodators are sensitive to the emotional states, body language, and verbal signals of the other parties. They can, however, feel taken advantage of in situations when the other party places little emphasis on the relationship.
2. Avoiding: Individuals who do not like to negotiate and don’t do it unless warranted. When negotiating, avoiders tend to defer and dodge the confrontational aspects of negotiating; however, they may be perceived as tactful and diplomatic.

3. Collaborating: Individuals who enjoy negotiations that involve solving tough problems in creative ways. Collaborators are good at using negotiations to understand the concerns and interests of the other parties. They can, however, create problems by transforming simple situations into more complex ones.

4. Competing: Individuals who enjoy negotiations because they present an opportunity to win something. Competitive negotiators have strong instincts for all aspects of negotiating and are often strategic. Because their style can dominate the bargaining process, competitive negotiators often neglect the importance of relationships.

5. Compromising: Individuals who are eager to close the deal by doing what is fair and equal for all parties involved in the negotiation. Compromisers can be useful when there is limited time to complete the deal; however, compromisers often unnecessarily rush the negotiation process and make concessions too quickly.