

To: sean.mcfree@sfdesign.com
From: ivanformanek@sspeaking.cz
Subject: Designer for new website needed

Dear Mr McFee

My name's Ivan Formanek and I have my own translation agency – Simply Speaking. I was given your details by one of your former colleagues, Ursula Vladikova. She recommended you to me as we are planning to renew our website.

If you are interested in discussing this further, could you either call us or send an email in reply and we will arrange a meeting with you?

Best regards
Ivan Formanek

3 Why is there a delay before the meeting can take place?

3 Match 1–7 to a–f to make phrases.

- 1 I'm calling about ... ____
- 2 Yes, I ... ____
- 3 Thanks for ... ____
- 4 I wondered if you'd had time ... ____
- 5 I suggest we meet ... ____
- 6 Fine, whatever's ... ____
- 7 Let's say, provisionally, ... ____

- a the email I sent you regarding ...
- b to look through the portfolio I sent.
- c remember.
- d best for you.
- e responding so quickly.
- f to discuss things further.
- g Tuesday the 13th at 11.00.

Making a follow up call

I'm calling about the email I sent you regarding...

I wonder if you'd have time to...

I'm calling/writing to see if you're still interested in...

Responding to a follow-up call

Thanks for responding so quickly

I'd like to speak to you about...

Arranging to meet

I suggest we meet to discuss things further...

Fine, whatever's best for you...

Let's say, provisionally, Tuesday at 11 a.m.

Ex. 4 What do you know about networking as a business process? Why might a company like to do networking?

Business networking with BNI

BNI is a business referral network, which works as a word-of-mouth promotion tool. When companies join BNI, their representatives attend a local / regional group which holds regular breakfast meetings. At the meeting, members are required to give a '60-second speech' – telling the other participants what type of business they are in, what type of business connections they are looking for and any other information that is helpful for generating more business. The meeting agenda is standardized throughout the world. There is time for members to present their company, hear about success stories

within the BNI network, and pass on their contact details. The benefits of this type of 'cross-promotion' are clear. Business people who attend the meeting can refer their business associates to someone they meet at the meeting. Or two members may forge a business relationship – a supplier / client relationship or a synergy.

Example of networking success: A printer joined BNI and got to know a real estate company. This company was dissatisfied with its current printer and decided to switch to the printer it met through the BNI group. As a result, \$100,000-worth of business was handed over to him!

Ex.5. You're one of the managers of Goldsmith Ltd. Your company works in audit service and provides qualitative services to more than 20 companies. Unfortunately, the business has been going as smoothly as expected and you're going to join BNI. Present your ideas to the board and persuade them why the company might like to join BNI and what the main advantages of network are; what drawbacks a company might face with.