

Advanced English for SALES MANAGEMENT

Ángela Grau Escrivá ·Rosa Ana Guillem Cherp

Primera edición, 2022

Autora: Ángela Grau Escrivá y Rosa Ana Guillem Cherp Maquetació: Ángela Fernandéz Carretero Edita: Educàlia Editorial Imágenes: Freepik Imprime: Grupo Digital 82, S. L. ISBN: 978-84-18777-86-8 Depósito Legal: V-1679-2022 Printed in Spain/Impreso en España.

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Educàlia Editorial

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Advanced English for SALES MANAGEMENT

Ángela Grau Escrivá ·Rosa Ana Guillem Cherp

| U | JNITS | VOCABULARY | GRAMMAR |
|-----|------------------------|--|--|
| 1. | BUSINESS MANAGEMENT | Company organization Finance Dealing with figures Idioms related to numbers | Present Simple and ContinuousQuestions |
| 2. | THE SALES TEAM | SalesLeadershipManaging people | Past Simple and Continuous |
| 3. | MARKET RESEARCH | Market researchDescribing trends | Perfect tensesRevision of tenses |
| 4. | FOREIGN AFFAIRS | Travelling Foreign currency Prepositions review Trade fairs | • Future tenses |
| 5. | CUSTOMER SERVICE | Customer serviceTelephoning | • Modal verbs |
| 6. | RETAILING | Retailing Prepositions of place and movement | Modal perfects |
| 7. | SHOPPING ONLINE | Online shoppingAdvertising and branding | Conditional sentencesTime clauses |
| 8. | LOGISTICS | LogisticsIn the warehouseToo, enough, plenty | Passive Voice |
| 9. | PRODUCTS AND SAFETY | Dealing with products Risk and safety Collocations with 'problem' | Relative Pronouns: Defining and Non- defining relative clauses |
| 10. | CAREER MOVES | Work and employmentApplying for a job | Reported Speech |

| READING | LISTENING | SPEAKING | WRITING |
|---|--|---|---|
| Getting to know a company 'Lush' | • Brexit | Introducing your companyLegal structure | Intra-office emailsAcronyms |
| • The Sales Team | LeadershipA day in the life of | Negotiating | Formal and informal correspondence |
| • Trends | • Tools | Describing trendsTalking about graphs | Creating a survey Market Research Report |
| • Cross-cultural etiquette | • Trade Fairs | Greeting peopleSmall talk | Creating a brochure |
| Americans' Top customers service complaints | Best and worst return policies Pronunciation: weak and strong forms | • Over the phone | • Letter of apology |
| • Retail Therapy | Shopaholics Pronunciation: modal perfects | Deducting about the past The shopping board game | Persuading commercials |
| eCommerce | NetiquetteReviews | Describing Ads | Meeting minutes |
| • The history of the shipping container | An InventoryFunny stories by couriers | Passive Voice Battleship | Letter/email of complaint |
| Going green | Sobering facts on workplace safety Pronunciation: minimal pairs | Complaining about products | Letter of enquiryGiving instructions |
| • Types of interviews | • Job interviews | Extreme interviewing | Covering letterCV |

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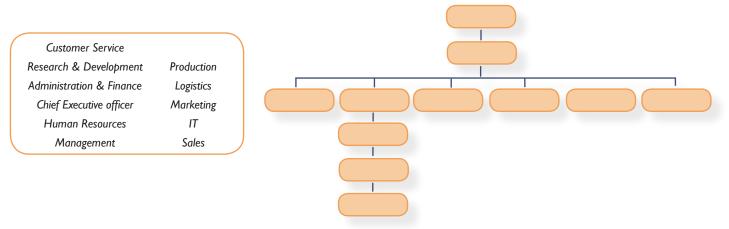
BUSINESSES

- Present Simple, Present Continous, Word Order in Questions
- Companies, dealing with numbers, financial statements
- Intra-Office emails, ...

COMPANIES

I. There are different types of organizations that a company can adopt.

A. Complete the following organizational chart with the names of the different departments or functions of a company:



B. Now match each department to its activities. There may be more than one choice.

| make/manufacture things | be in charge of people and run the organization | investigate and test | sell products or services | deal with clients/ consumers | work with figures |
|-------------------------------------|---|---|---------------------------------|---------------------------------|--------------------|
| deal with employees and training | deal with new products | deal with complaints | design advertising campaigns | train staff | carry out research |
| issue press releases | prepare budgets | install and maintain systems equipment | operate assembly lines | transport goods | draw up contracts |



2. Complete the sentences below with the words and phrases in the box.

| head office | market share | parent company | workforce | subsidiary | turnover | |
|-------------|--------------|----------------|-----------|------------|----------|--|
| | | | | | | |

I. The amount of money a company receives from sales in a particular period is called its

2. A company which owns another company is called a

3. The employees in a particular country or business are called the

- 4. The percentage of sales a company has in a particular market is its
- 5. The main building or location of a large organization is its

6. A company which is more than 50% owned by another company is called a

| 11 | DEALING WITH FIGURES | | | | extracts cle the num | | |
|----|---|---|--------------------|-----------------------------|---------------------------|------------|--------------|
| | LARGE NUMBER | A | | oyment rate bruary 2021 | in Spain | 5.10% | 17.10 % |
| | 823, 646, 370 = 823: eight hundred and twenty-three million, 646: six hundred and forty-six thousand, 370 three hundred | В | Unemplo pandemi | oyment duri | 40 ng the |)1,328 | 401,4328 |
| | and seventy Fractions 4/7 = four-sevenths ³ / ₄ three-fifths | С | Unemplo | oyment redu | iction: | 9 million | 20.9 million |
| | $\frac{4}{2}$ a half $\frac{1}{4}$ a guarter | D | Sales inc | rease: | 3. | 1.% | 31.1% |
| | Decimals 1.32 one point three two | E | Sales: | | \$9 | 9,299,670 | \$9,299, 660 |
| | 0.865 nought point eight six five (Br E) zero point eight six five (AmE) point eight six five (BrE/AmE) <i>Percentag</i> es | | | ctice saying ck if you w | g these nui ere right. | nbers. Lis | ten and |
| | 82 eighty-two per cent <i>Currencies</i> £4,000.000 four million pounds €18,000 eighteen thousand euro | 1 | a) 372 | b) 1,541 | c) 38,504 | d) 674,3 | 321 |
| | \$3000 three hundred dollars British and American English Differences 560 five hundred and sixty (BrE) five hundred sixty (AmE) | 2 | a) 4.5 | b) 2.99 | c) 9.875 | d) 4,527 | 7,296 |
| | 0 nought/oh (BrE) /zero (AmE) * When we don't specify the exact amount, a plural is used. It cost hundreds of euros. They won thousands of dollars. | 3 | a) 15% | b) 50% | c) 97% | d) 100% | |
| | | 4 | a) £80 | b) \$ 5,800 | c) €150,000 | 0 d) €20,0 | 000 |

VOCABULARY

3. Try to answer these questions. Write the figures down. Then share your ideas with your classmates.

- I. What is the population of Spain?
- 2. How many people work for your company / study at your school?
- 3. What is the average salary in your country?
- 4. What is the current inflation rate?
- 5. Approximately how many people are unemployed?
- 6. What is the interest rate for savings?
- 7. What fraction of their income do you think people spend on living costs?
- 8. What percentage of your income do you spend on transport?

LUSH

OVERVIEW

Lush is a manufacturer and retailer of fresh handmade cosmetics. The Company produces and distributes creams, soaps, shampoos, shower gels, lotions, moisturizers, scrubs, masks and other cosmetics for the face, hair, and body using only vegetarian or vegan recipes. Lush provides its products through shops, internet, and telephone, as well as partnerships with local franchise holders internationally.

EXECUTIVE TEAM

Lush's Co-Founder and Managing Director is Mark Constantine. Lush's key executives include Mark Constantine and 4 other people.



Mark Constantine

Co-Founder and Managing Director



Mo Constantine

Co-Founder and Director



Annabelle Baker

Director





Jack Constantine Chief Digital Officer

Gabbi Loedolff Head of Raw Materials and Safe Synthetic Sourcing



Lush means fresh, green and verdant. The name is a perfect representation of the natural products it broduces.



LOCATIONS

Lush was founded in 1995 and is headquartered in Poole, United Kingdom. It operates in 49 countries and it has more than 900 shops all over the world, 20% of them in the USA.

BUSINESS STRUCTURE

Lush is a Public Limited Company with a small number of shares available on an invitation basis only. The company's growth is based mainly upon partnerships.

They work on a flat structure, which allows all employees to access Leaders in the company. Board members look to their teams for leadership and encourage them to take the lead where possible. All support and Senior Management staff are visible and available at any time to discuss ideas or concerns staff may have. Mark is heavily involved in the day to day running of the company, helping to develop the teams whilst also inventing fragrance and products. Mark always attends the European Communication Meetings, and he also travels to other Communication meetings around the world so staff are able to see and talk to him on a regular basis. He visits and works on the shop floor from time to time, which really gives the staff a buzz, as well as openly telling employees that they can contact him via his personal Facebook page.

WHAT IS IT LIKE TO WORK FOR LUSH FRESH HANDMADE COSMETICS?

LUSH FRESH HANDMADE COSMETICS

Lush employs 15,000 employees, with an average of 6 persons per store and 100 staff in the main management office.

Look at the following chart of facts regarding the staff benefits and the results of the survey among employees:

BENEFITS

| Q | At least 40% of senior managers are women. | 73% of staff agreed: |
|-------------------------|---|--|
| · ! = ! · | Companies offering either the gym/sportsfacilities or offering subsided gym membership for all employees. | This organization is run on strong values/principles 56% of staff disagreed: |
| D | At least 10 weeks full pay or generous alternative. | My work interferes with my responsibilities at home |
| | Companies who provide support for non-work related training. | 83% of staff agreed: My organization genuinely |
| işi | School hours contracts offered to staff. | cares about the environment |

LUSH

OUR STORY

LUSH'S HUMBLE BEGINNINGS

Since 1995, Lush has been a trailblazer in the cosmetics industry. The company has created new and innovative products, like the bath bombs. It fights animal testing and it runs ethical campaigns. Lush has come a long way since its humble beginnings.

Mark Constantine and Liz Weir met in the early '70s while working at a beauty salon in Poole, England. Mark was a trichologist and Liz was a beauty therapist. Both were interested in natural beauty products, so they decided to create a business of their own.

The couple established Constantine & Weir and started creating products made from their own recipes. They became the major supplier to The Body Shop, until owner Anita Roddick bought their bestselling formulas. After this Mark and Liz felt free and decided to start a new venture.



The team then founded Cosmetics To Go, a mail-order company that offered revolutionary items like bath bombs, solid shampoo bars, and massage bars. Mark and the team experimented, played and innovated with ingredients, but they mainly focused on issues like fighting against animal testing. They developed a strict buying policy that ensured that their suppliers didn't test on animals.

Six years later they made another fresh start. In 1995 they opened the first Lush shop in Poole. The name itself, together with the simple design and the reclaimed materials were examples of Lush's values.

In that year, in 1995, on a trip to London, Mark Wolverton and Karen Delaney-Wolverton discovered Lush. They fell in love with its philosophy to bring fresh, vegetarian products to its customers. So in 1996, they opened the first Lush shop in Vancouver, Canada. Today, there are more than 900 shops all over the world, and several production facilities in the United Kingdom, Canada, Croatia, Germany and Australia.

No money is spent on unnecessary extras like packaging, and the company follows a "no advertising policy". They do not spend money on marketing campaigns, promotions or social media. They do not have a traditional marketing department. They rely on user-generated content and word-of-mouth marketing.

And the team's commitment to fighting animal testing continues. In fact, high percentages of the prices are donated for animal protection, human rights and environmental justice.

(adapted from https://www.lushusa.com/home)

I. Answer the following questions about the text:

- I. Where did Mark Constantine and Liz Weir meet?
- 2. Who is Anita Roddick?
- 3. How many companies preceded the foundation of Lush in 1995?
- 4. Where was the second shop opened? By whom?
- 5. In how many countries are Lush's products manufactured today? Which ones?
- 6. Does Lush invest much money on marketing?

2. Find synonyms in the text for these words:

| I. pioneer | 2. excitement | 3.education | 4. located | 5. set up |
|------------|---------------|-------------|------------|-----------|
| | | | | |
| | | | | |

3. Are the following statements true or false. Correct the false ones.

.....

.....

.....

.....

- I. Management staff in Lush are mainly male.
- 2. Lush cares about its staff's physical well-being.
- 3. The headquarters of Lush are in the USA.
- 4. Mark Constantine, based in Europe, attends only European Communication Meetings.
- 5. Work-life balance is not impossible for Lush employees.

.....

6. Women on maternity leave get paid only part of their salary.

FINANCIAL STATEMENTS

VOCABULARY

1. Work with a partner. Have a look at the different financial statements on page 166 and complete the definitions with the words given.

| $\left(\right)$ | sales | business | worth | value loss | owe | profit | own |) |
|------------------|-------|----------------------|-------|------------------|-----|---------------|-----|-----|
| | | Sheet is a financial | | Income Statement | | sh flow state | , | /ou |

1.7 statement that tells you how much your business is 1..... as of a specific date. Assets are items of 2..... Liabilities are what you 3..... others. Owner's equity is what you actually 4.....

you if you earned a 5..... or the actual flow of your 8..... a 6.....over a specific period of time. Revenue is another name for 7....., though revenue doesn't necessarily derive from sales.

over a specific period of time.

2. Study the financial vocabulary in the statements. Choose a word for the following definitions.

| petty cash | cash flow | liabilities | inventory | |
|------------|------------|-------------|-----------|--|
| assets | net income | loan | | |

- I. refers to all the items, goods, merchandise, and materials held by a business for selling in the market to earn a profit.
- 2. include everything the company owns, such as cash, inventory, buildings, equipment, and vehicles.
- 3. The money a company makes after taking away its costs and tax is its
- 4. include everything the company owes to others, such as vendor bills, credit card balances, and bank loans.
- 5. A is when you receive money from a friend, bank or financial institution in exchange for future repayment of the principal, plus interest.
- 6. is a small amount of cash that is kept on the company premises to pay for minor cash needs.
- 7. are the net amount of cash and cashequivalents being transferred into and out of a business. Cash received are inflows, and money spent are outflows.

3. Circle the correct word for each gap.

..... is a reduction in the value of an asset 1 over time, due in particular to wear and tear.

a. payroll b. depreciation c. expense

- 2. include the claims owners have on the assets based on their portion of ownership in the company.
- a. deductions b. turnover c. equities 3. refers to the payment of employees by their employer. It can also describe the business's process of paying employees and also any corresponding taxes.
- a. debt b. payroll c. rate 4. is an arrangement by which a company undertakes to provide a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a specified premium.
- b. repayment a. insurance c. merchandise 5. is money that an individual or business receives in exchange for providing labour, producing a good or service, or through investing capital.
- b. guarantee a. fee c income 6. is the income generated from normal business operations and includes discounts and deductions for returned merchandise.
- a. revenue b. fee c. turnover 7. are the costs of operations that a company incurs to generate revenue.

b. expenses c. earnings a. wages



4. Complete the following sentences with vocabulary from exercises 2 and 3.

2

I. If a newspaper vendor uses a vehicle to deliver newspapers to the customers, only the newspaper will be considered

3

VOCABULARY

- 2. Provision should be made for of fixed assets.
- 3. Businesses earn from selling goods or services above their cost of production.
- 4. The company has to take a in order to acquire a larger warehouse.
- 5. Fiscal second-quarter tripled to \$75,000 last year.

5. Can you match the following words to make collocations related to business?

| l.run | a.a profit |
|------------|---------------|
| 2. do | b. bankrupt |
| 3. make | c. losses |
| 4. meet | d. investors |
| 5. make | e. money |
| 6. go | f. business |
| 7. suffer | g. a deadline |
| 8. attract | h. a company |

COLLOCATIONS

'Collocation' is a word or phrase that is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their lives, but might not be expected from the meaning.

Verb + noun collocation



10

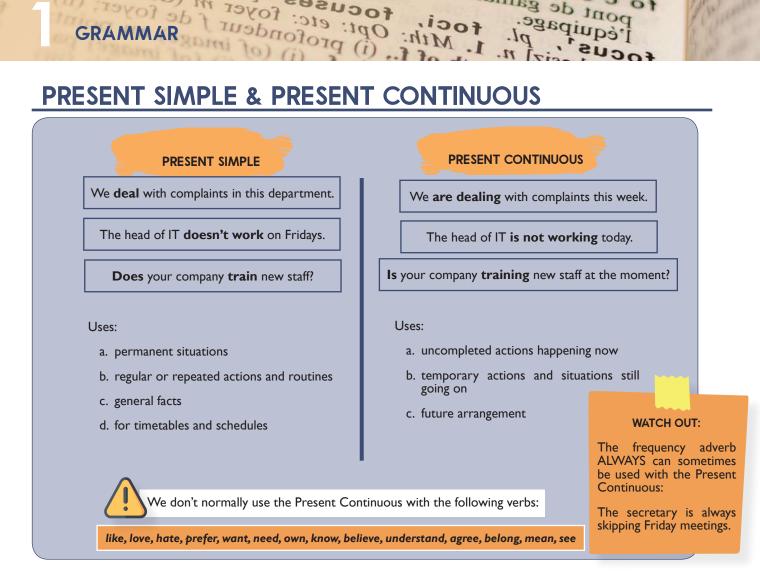
.....

IDIOMS RELATED TO NUMBERS

latch the following idioms to their correct meanings.

| I.all in one piece | a. very happy |
|----------------------------------|-------------------------------------|
| 2. on cloud nine | b. solve two problems with one move |
| 3. six feet under | c. very many |
| 4. a million and one | d. dead and buried |
| 5. kill two birds with one stone | e. something very likely |
| 6. ten to one | f. safe |

Now write sentences to show you know how to use them.



I. Circle the correct option.

1. The showroom closes / is closing at 6pm every evening.

m

- 2. Emily is preparing / prepares the balance sheet this week.
- 3. Matt is in the corridor, where does he go / is he going?
- 4. My wife wants / is wanting to find a better job.
- 5. Nowadays large businesses have / are having their own marketing departments.
- 6. The company needs / is needing to hire new employees now.
- 7. In my department we reply / are replying to customer enquiries all day long.
- 8. How many hours do you usually work / are you usually working a day?

- 2. Match the following sentences with the uses of the Present Continuous (a, b or c).
 - I. My boss is travelling today.
 - 2. She is living in Madrid.
 - 3. The new employees are arriving next week.
 - 4. They are building a new factory in our city.
 - 5. What are they doing tomorrow morning?
 - 6. Where is she working now?
- 3. Fill in the gaps with the correct form of the verbs in brackets.
- I. They (think) of selling the company.
- 2. He (prefer) the meetings in the morning.
- 3. I (have) lunch now.
- 4. I (not believe) how much this product (cost).
- 5. She (want) to leave now.

foci, focuses ['fouked focuse ['fouked focuses ['fouked focuses ['fouked focuses ['fo fo c'sle l'ideard. 2. (pont de gaillard. 2. (l'équipage. l'équipage. foci, pl. 1. Mth:

WORD ORDER IN QUESTIONS

| | (| QUESTION | S WITH AUXIL | IARY VERBS (AS | (QASI) |
|-----------------------------------|---|-------------------|--------------|---------------------------------|---|
| | Question word | Auxiliary Verb | Subject | Verb (infinitive) | Complements |
| | Where | does | he | work | in? |
| | | Do | you | own | the company? |
| | When | are | they | selling | new products |
| | | ls | he | working | in the sales department? |
| | | | | | |
| Continu | the P reser | ap below. | r Present | | estions using the words given in Simple or the Present Continuous |
| | ie this af iow.We | | | I. what projec | ts / you / work on / this season? |
| b. do | es the train leave es the train leave the train leaving / | / are leaving | | 2. how much insurance? | / the company / usually / spend |
| | to quit. | | | | |
| b. Do c. Do | e you smoking / tr you smoke / try you smoke / 'm t on holiday two | , | year. | | vait for / the balance statement / today |
| That's gre | at! And where | this year? | | | |
| b. 'm c. go | / do you go going / do you go / are you going better to stay. It | : and wo | e an | 5. corporation their sales t | is / always / spend / a lot of money / tra eam? |
| b. rai c. 's i | raining / don't hav ns / don't have raining / aren't hav | | save that we | the Prese | estions for the following answers u ent Simple or Present Continuou |
| 10 | % of our brains. | | says that we | | programme about business begins in a |
| b. wr | writing / are only ite / are only using writing / only use | 7 | | <u>minutes</u> . 2 | |
| c | |) it is a g | good idea? | 3 | to the warehouse every morning. |
| b. thi | nk / Do you think thinking /Are you | | ? | 4 | rays cleaning <u>the stockroom</u> . Dianning to go <u>to Brussels</u> . |
| c. 'm ho is that | | | | , , | |
| 'ho is that a. is l b. is l | he looking / is he he looking / does l es he look / he wo | he want | | The shop | is closing late today <u>because of Black F</u> |

- a. visit / 'm seeing b. visit / see
- c. 'm visiting / see

HOW BREXIT IS CHANGING BUSINESS

LISTENING



Since the British Prime Minister David Cameron called a referendum on what became known as Brexit in 2015, there has been a never ending debate over what the consequences of a departure of the U.K. from the European Union would be. The consequences are now a reality for millions of business.

I. What do you know about Brexit? What does Brexit mean? Try to define it using your own words.

2. What areas do you think it is having an impact on?

3. Listening. You are going to hear 5 different people talking about the impact of Brexit on British and European business. Number the following topics according to the order in which they are mentioned.

| | Order |
|--|-------|
| a. Loss of .eu Domain Access | |
| b. Food Supply disruption in Ireland | |
| c. Research Environment | |
| d. Delivery Delays | |
| e. Travel | |
| f. Companies moving to a different country | |
| g. Big barriers for Small Business | |



4. Listen. What do the following numbers refer to?

- 218:
- 550:
- £20 million
- 11 million:
- 81,000:
- January 1st:



5. Listen again and answer the following questions:

- I. What reasons do they mention for companies to move to a different country?
- 2. How long was Sue Campbell's package delayed?
- 3. What was the reason for the delay?
- 4. According to the recording, how has Brexit affected travel?
- 5. What were the consequences of the new agreements related to customs?
- 6. Why has The Leave.eu website passed on the ownership of its domain to a non-U.K resident?

- 7. What is the main problem for small British business?
- 8. Why has Brooked suspended sales to the U.K.?
- 6. Words from the listening. How do you say these words in your language?
 - I. mainland:
 - 2. grant:
 - 3. foot the bill:
 - 4. customs (pl.)
 - 5. lockdown (n.):....
 - 6. saddle:



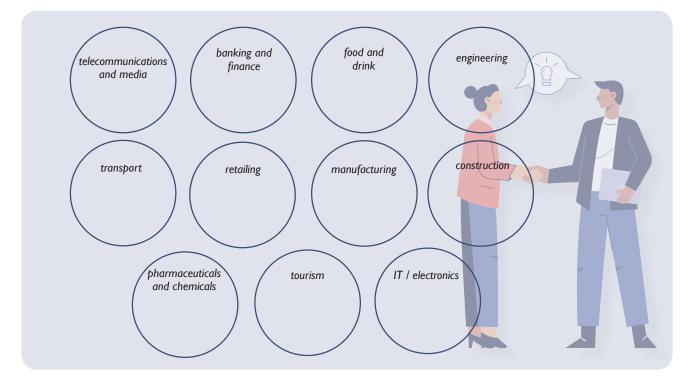


INTRODUCING YOUR COMPANY

I. Do you know these corporations? What do they manufacture/produce?



2. Think of three different corporations for each of the sectors below. You can use the ones above.



3. Get in pairs. Choose one of the companies above and keep it secret. You have to find out the corporation your mate has chosen by asking any details about it. You can only use Yes/No questions.

Example: Is your company based in Europe? Yes, it is.

Does it manufacture goods? No, it doesn't.

Is it a market leader? Yes, it is.



4. Imagine that you have the capital to start up a business and you are willing to become an entrepreneur. Make a plan, think about the following items:

| SECTOR: | | |
|---------------------|--|------------|
| ACTIVITY: | | \bigcirc |
| LOCATION: | | |
| WHO: | | |
| LEGAL STRUCTURE: | | |
| | | |

These are the different types of legal structures you can choose from:

| SO | 11 E | TD | ΔD | ED |
|----|------|----|----|----|
| 30 | | IN | Rυ | LN |

If you're a sole trader, you run your own business as an individual and are self-employed. You can keep all your business's profits after you've paid tax on them. You're personally responsible for any losses your business makes.

PARTNERSHIP

A partnership is an association of two or more people to carry on co-owners of a business for profit. It is very similar to the sole trader, since partners are fully responsible and assume all business debts.

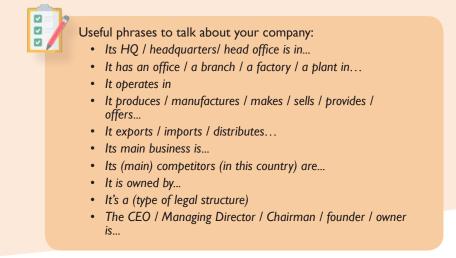
LIMITED LIABILITY COMPANY

This is a hybrid structure that allows owners, partners or shareholders to limit their personal liabilities. Owners of a LLC are called members. They are protected from the debts of the business.

CORPORATION

This is the most complex business structure. It is an entity separate from its owners, called shareholders. Ownership is divided into shares of stock, which can be sold to secure additional funding.

TASK. Introduce your business to the rest of the class using the Present Simple. We help you with some structures you can use:



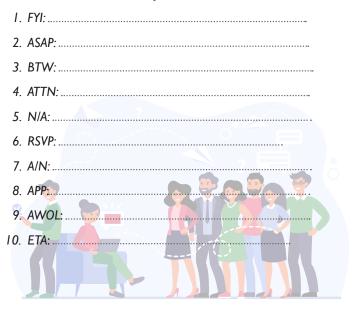


INTRA-OFFICE EMAILS

1. Read the information on pages 167 and 168 about the intra office emails. According to the instructions for writing an email. What would be the best way to improve this message:

| From:William Walls Subject: tomorrow As you know, tomorrow afternoon we'll be meeting to discuss the status of all of our annual sales. Sandwiches will be provided. Be sure to arrive on time and bring along the materials you have been working on this week -bring enough copies for everyone. Some of these materials might include your calendars, reports, and any important emails you have sent. Also, I wanted to remind you that your parking permit requests are due later this week; you should turn those in to Ms. Jones, and if she is not at her desk when you stop by, you can email them to her. | To:Western | Team |
|--|---|---|
| As you know, tomorrow afternoon we'll be meeting to discuss the status of all of our annual sales. Sandwiches will be provided. Be sure to arrive on time and bring along the materials you have been working on this week -bring enough copies for everyone. Some of these materials might include your calendars, reports, and any important emails you have sent. Also, I wanted to remind you that your parking permit requests are due later this week; you should turn those in to Ms. Jones, and if she is not at her desk when you stop by, you can | From:Williar | n Walls |
| meeting to discuss the status of all of our annual sales. Sandwiches will be provided. Be sure to arrive on time and bring along the materials you have been working on this week -bring enough copies for everyone. Some of these materials might include your calendars, reports, and any important emails you have sent. Also, I wanted to remind you that your parking permit requests are due later this week; you should turn those in to Ms. Jones, and if she is not at her desk when you stop by, you can | Subject: tom | orrow |
| | meeting to o sales. Sandw arrive on tir have been v copies for ev include your emails you h that your par week; you sh she is not at | discuss the status of all of our annual viches will be provided. Be sure to me and bring along the materials you working on this week -bring enough veryone. Some of these materials might calendars, reports, and any important ave sent. Also, I wanted to remind you rking permit requests are due later this nould turn those in to Ms. Jones, and if t her desk when you stop by, you can |

2. Here you are some common acronyms used in e-mails as they are meant to be short but factual.What do they stand for?



TASK: Write an internal message email.

Using the information provided write an email to all staff about somebody who is coming to visit your organization.

Ideas: basic information like dates and times; why the visit is important; any action you want staff to take etc.

| New message | | | - ¤ × |
|-------------|---------|-----------|--------|
| | То | | |
| | Subject | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
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