

English Language for **INTERNATIONAL TRADE**

Antonio Javier Villar Balaguer



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LISTENING	SPEAKING	WRITING
First day at the office	Introducing myself to my colleagues	A formal e-mail to my new customers
A radio advertisement	Convincing my customer	Presentation of a new product
Curiosities about English speaking countries habits	Meeting my customer	Travel report
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1

MY FIRST DAY AT THE OFFICE



VOCABULARY	READING	GRAMMAR
◊ Tasks at the office ◊ Job positions	Introduction of a company	◊ Present Simple ◊ Adverbs of frequency
LISTENING	SPEAKING	WRITING
First day at the office	Introducing myself to my colleagues	A formal e-mail for my new customers

1 VOCABULARY



Match the following definitions with the suitable word from the box

Commercial export manager	CEO (Chief Executive Officer)
Sales department	Commercial export
Secretary	Commercial Administrative
Owner	Receptionist

1. She is at the reception stand and she normally answers the phone
2. He works for my boss and organises her schedule
.....
3. He does the paperwork (bills, orders etc.)
.....
4. She is in charge of the company.....
5. He is the one who has invested the major part of the money in the company
6. I work trying to convince our foreign customers to buy our products
7. He is my immediate superior.....
8. This is how it is called the part of my office in which I work



Put the job titles above in order depending on their responsibility in the company:

1. Owner
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
8. Receptionist



Translate the following tasks into your language:

1. Answer the phone:
.....
2. Organise a schedule:
.....
3. Do the paperwork:
.....
4. To be in charge:
.....
5. Invest in a company:
.....
6. Convince a customer:
.....
7. To be responsible of:
.....
8. Work for someone:
.....



Put the tasks above in order of difficulty and justify your answers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

- 1** Read the following text and look up in the dictionary the unknown words.



Mailchimp is an all-in-one Marketing Platform for small business. We empower millions of customers around the world to start and grow their businesses with our smart marketing technology, award-winning support, and inspiring content. Founded in 2001 and headquartered in Atlanta with additional offices in Brooklyn, Oakland, and Vancouver, Mailchimp is 100% founder-owned and highly profitable.

Founder story

About 20 years ago, Ben Chestnut and Dan Kurzius started a web design agency called the Rocket Science Group. Their focus was on big, corporate clients, but on the side, they created a delightful email marketing service for small businesses.

Mailchimp was designed as an alternative to the oversized, expensive email software of the early 2000s. It gave small business owners who lacked the high-end tools and resources of their larger competitors access to technology that empowered them and helped them grow.

(Source: <https://mailchimp.com/en/about/>)

- 2** Translate the following sentences and expressions from the text:

1. We empower millions of customers around the world to start and grow their businesses.

.....

2. Mailchimp is headquartered in Atlanta,

.....

3. Delightful email marketing services for small businesses.

.....

4. Oversized, expensive email software.

.....

- 3** Answer the following questions about the text:

1. What is the main objective of Mailchimp?
2. When did Mailchimp start its business?
3. What is the difference between Rocket Science Group and Mailchimp?
4. Is Mailchimp designed for big companies?
5. Who are the only owners of Mailchimp?

- 4** Write a short summary about what Mailchimp is.

1

GRAMMAR

PRESENT SIMPLE



Complete the explanation about the Present Simple Tense with the words from the box:

Future	Beginning	Subject	Do	End
Habits	Normally	Schedule	Routines	

USE

- ◊ We use Present Simple when talking about (1) _____ and (2) _____.
- ◊ Present Simple tense can only be used with (3) _____ meaning when talking about events which are set in a (4) _____ like for example the time when a bus usually leaves.

STRUCTURE

AFFIRMATIVE: We form the affirmative with the following structure:

(5) _____ + Base form of the verb (Infinitive without "to" + Objects
Ex. I sell a product to my customer
I (Subject)
Sell (Base form of the verb "to sell")
A product (Direct Object)
To my customer (Indirect Object)

NEGATIVE: We add the auxiliary verb (6) _____ + "not" before the verb

Ex. I do not sell a product to my customer

INTERROGATIVE: We put the auxiliary verb at the (7) _____ of the sentence and add the question mark (?) at the end.

Ex. Do I sell the product to my customer?

TRICK WORDS

- ◊ We will know that a sentence is in Present Simple Tense when we find the following adverbs of frequency:
- ◊ Always, Usually, (8) _____ Often, Sometimes, Hardly Ever and Never.

CAUTION!

Remember that we must add an "s" at the (9) _____ of the verb and write the auxiliary as "does" when the subject is third person singular.



2 Turn the following sentences into negative and interrogative:

1. I need clear instructions to do this task.

?

X

2. She sells a lot of cars every day.

?

X

3. Tom wants to buy all our production for the following ten months.

?

X

4. He wears his best clothes when welcoming a new customer.

?

X

5. They help their colleagues from the marketing department.

?

X

6. I arrive late to the office in the morning.

?

X

ADVERBS OF FREQUENCY

We use these adverbs to say how much do we do a task or activity. These adverbs are placed before the main verb and after the verb "to be"

Ex: I never work until late in the afternoon

I am always early at home



3 Read the sentences aloud and check them with your classmates. Do the majority of them do these activities with a similar frequency?



4 Write seven sentences about your holidays using all the adverbs of frequency.

1.

2.

3.

4.

5.

6.

7.



1 Order the following adverbs according to their frequency

Usually	Normally	Never
Hardly ever	Sometimes	Often
		Always



2 Write the suitable adverb of frequency according to your personal experience:

- a. I get up early on the weekends.
- b. I eat pizza on Friday.
- c. I go to the cinema alone.
- d. I watch a movie with my family.
- e. I remember the name of my colleagues.
- f. I write e-mails to my customers after work.

1

LISTENING



Listen to the audio and match the names with the job titles from the box:

Commercial export manager

Commercial export

Receptionist

Commercial export

Commercial Administrative

Tom:	Betty:
Adam:	Neil:
John:	Paul:



2

Now Listen to the audio again and answer the following questions:

- Why is Tom nervous?
- Who is the first person that Tom meets in the company?
- Who is Tom's boss?
- Who are the colleagues with the same job position as Tom?
- Where is Tom going to work?
- What is a CV?

INTRODUCING MYSELF TO MY COLLEAGUES



1 Complete the following table with your personal and professional details.

- Full name
- Place of Birth
- Current Hometown
- Studies
- Previous work experience
- Hobbies



2 In pairs, write a dialogue in which both of you ask each other about the information from your tables.



3 Read the dialogue aloud in front of your classmates and answer their questions about your personal and professional details (you can invent them).



1

WRITING

A FORMAL E-MAIL TO A CUSTOMER



1 Complete the rules for writing a formal e-mail with the words from the box:

Website	Subject
Dear	Brief
Title	Single
Sincerely	Recipient
Faithfully	Clear
Formal	Like



2 Read the following e-mail and answer the following questions:

New message - ↻ X

To Save Cancel

Subject Introduce myself

Dear Sir or Madam,

I am writing this e-mail to let you know that I am now in charge of our company's exports to your country. Please let me know when will you be able to organise a meeting so I can arrange a travel to your country and pay you a visit in your office. We have in stock the new products which were presented last month during the Rome International Fair. I will bring you some samples because I want to start commercial relationships with you.

Yours sincerely,

John S. Malcolm
Export Commercial
Spanish Tiles and Ceramics. Avenida del Mar 12, 12200 Onda (Castellón) SPAIN
www.SpanishTandC.com

A I ☺ 📲 Send Save Cancel

- Do you think that John has been clear and brief in his e-mail?
- Do you think John knows the recipient?
- Do you think that this sentence (I want to start commercial relationships with you) is formal enough?
- Would you use the expression "Yours sincerely" at the e-mail's closure? Why? Which one would you use?

Write shortly the topic of the e-mail in the (1) _____ section

If you know the person you are addressing to write "(2) _____ Mr. (Man) Mrs. (Married woman) or Ms.(3) (_____ woman) and his/her surname".

If you don't know the (4) _____ simply write "Dear Sir or Madam".

Try to use (5) _____ language, avoid to use expressions like "I want", write "I would (6) _____" instead.

Be(7) _____ and (8) _____. Long and confusing e-mails are annoying for the recipient.

If you know the person that will receive the e-mail use "Yours(9) _____" before your name at the end of the e-mail. If you do not know the recipient, use "Yours(10) _____"

After you name write the following information:

Name and surname

Job (11) _____

Important details about your company (name, address..)

Link to the company (12) _____



3 Now write an e-mail taking into account the following parameters:

- ◊ You must use the same subject as above but you are selling car parts and your company is located in Germany.
- ◊ Your job title is Commercial Export Manager.
- ◊ You already know the recipient because you sold her products when you were working in another company.
- ◊ It must be similar in length

New message - ↻ X

To Save Cancel

Subject

A I ☺ 📲 Send Save Cancel

THE PRESENT SIMPLE

It is normally used to talk about habits and routines but it is also used to talk about future events when they are set in a schedule:

Examples

I get up at ten o'clock every day.

The bus to work leaves tomorrow at 10:30 am.

The structure is as follows:

Affirmative: Subject + Base form of the verb + Objects

Example: You drive to work.

Negative: Subject + do not + Base form of the verb + Objects

Example: You do not drive to work.

Interrogative: Do + Subject + Base form of the verb+ Objects+?

Example: Do you drive to work?

Remember: we must add an "s" after the verb in affirmative and use "does" in negative and interrogative when the subject is third person singular (He, She, It)

Examples:

She drives to work.

She does not drive to work.

Does she drive to work?

ADVERBS OF FREQUENCY

We use them to indicate how often we do an activity.

This is the order of the adverbs of frequency according to the frequency indicated:

- | | |
|-------------|---------------|
| ◊ Always | ◊ Usually |
| ◊ Normally | ◊ Often |
| ◊ Sometimes | ◊ Hardly ever |
| ◊ Never | |

Remember to write them before the base forms of the verb or after the verb To be:

I always play tennis with my boyfriend.

I am sometimes tired when I come back from a business travel

You can check the glossary at the end of the book to find all the vocabulary words.