

PAGE	UNIT	TOPICS	USEFUL LANGUAGE AND INFORMATION
5	1 Jobs and responsibilities	Job titles and tasks A sales meeting A requisition	Talking about your job Talking about goals, objectives and targets Telephoning language
13	2 New contacts	At a trade fair Relationship building Follow-up emails	Being polite Establishing contact at a trade fair Small-talk strategies Email conventions and phrases
22	3 Offers	A sales pitch The AIDA approach to sales A request for proposal An offer letter	Offers, tenders and bids Talking about a product The tendering (or bidding) process Active listening
32	4 Negotiations	Tips for successful negotiations A company visit Negotiating styles Win-win negotiations	Discussing terms and conditions (conditional sentences) Agreeing and disagreeing Starting and ending a negotiation
42	5 Orders	Telephone orders An online order A change to an order Numbers and figures Contract terms and phrases	Exchanging information Handling orders Referring to numbers in an order
50	6 Customer care	Dealing with problems over the telephone and in writing An online complaint form	Complaining effectively Complaint management with CASH Letters of complaint and apology

PAGE	APPENDIX
58	Test yourself!
60	Partner files
64	Answer key
69	Transcripts
76	A-Z word list
78	Useful phrases and vocabulary