

# Action Pack 12

م 4

المنهاج الجديد

Unit 9:

## The world of business

اتسلاذ

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2018

## Unreal Past Forms for Past Regrets

### Function:

- We use (wish / If only + had + V.3) to express regrets about the past. We might use it to reflect on past actions if we are trying to improve our work or our behaviour.

- The tense of the verb after (wish) is more in the past than the action it is describing.

V2..... hadn't + V3  
didn't + V1..... had + V3

I **didn't do** much work for my exam.  
I wish I **had done** more work for my exam.

I **bought** these shoes. They hurt my feet.  
I wish I **hadn't bought** these shoes. They hurt my feet.

We **didn't catch** the earlier bus.  
If only we **had caught** the earlier bus.

1. regret + V-ing ..... hadn't + V3 / regret + not + V-ing ..... had + V3

I regret living abroad for a long time

I wish I hadn't lived abroad for a long time

2. should have + V3 ..... had + V3 / shouldn't have + V3 ..... hadn't + V3

Nader should have been more careful with his essay. He didn't get a good mark.

Nader wishes he had been more careful with his essay.

## Unreal Past Forms for Present Wishes

### Function:

- We use (wish or If only + V.2) to express wishes about the present that are impossible or unlikely to happen.

NOTE: We usually say I wish / If only + were.

V1+V1(s,es)..... didn't + V1  
doesn't/don't+V1..... V2

I **don't know** the answer.  
I wish I **knew** the answer.

I **don't live** in a small flat.  
I **wish I lived** in a small flat. (I **wish I lived** in a bigger flat)

He **is not** tall enough.  
He wishes he **were** taller.

We **aren't** old enough.  
If only we **were** older.

- |   |   |
|---|---|
| 1. V1 ,V1+s ----- didn't + V1             | 2. Is, are, am ----- wasn't, weren't      |
| 3. doesn't ,don't + V1 ----- V2           | 4.isn't , am not , aren't ----- was ,were |
| 5. V2 ----- hadn't +V3                    | 6.didn't +V1 ----- had +V3                |
| 7. will ----- wouldn't                    | 8.would like to ----- could .             |
| 9. can't ..... Could                      | 9.can ..... couldn't                      |
| 11. have to / has to ..... didn't have to | 10. too/very ..... so                     |
|   | 12. won't ..... would                     |

S+ wish + S + would + V1

**To express criticism or annoyance about certain behaviour.** (bothered,complain)

- 1- I can't quit my job.  
I wish .....
- 2- It annoys me you don't respect your partner.  
I wish .....
- 3- Sami can't come to the party.  
I wish .....
- 4- I would like to travel to Egypt.  
I wish .....
5. I read slowly **and** would like to read more quickly.(and,that,because,as a result )  
I wish I didn't read slowly.

### SB: p.65 Ex.5

**Complete the sentences with the correct form of the verbs in brackets.**

- 1- Ali did not pass his exams. If only he ..... harder last year. (study)  
2- Ziad did not know about Chinese culture when he went on a business trip to China. He wishes he ..... a cultural awareness course. (do)  
3- It was too hot to go to the beach yesterday. If only it ..... cooler. (be)  
4- I feel ill. I wish I ..... so many sweets! (not eat)

**Answers:1. had studied 2. had done 3. had been 4. hadn't eaten**

### SB: p.68 Ex.4

**Choose the most suitable verb form to complete these sentences.**

1. Ziad is not very good at basketball. He wishes he .....taller! (is / were / was)  
2. I can't do this exercise! I wish I .....it. (understood / understand / understanding)  
3. Mr Haddad does not understand the Chinese businessman. If only he .....Chinese. (speak / spoke / had spoken)  
4. Jordan needs to import a lot of oil. If only it .....larger oil reserves. (has / had / had had)

**Answers: 1. were 2. understood 3. spoke 4. had**

### AB: p.45 Ex.5

**Complete the sentences with words from the box.**

had (x2) / hadn't / if / if only / wish

- 1- I couldn't understand anything. .... only I'd studied Chinese!  
2- Ibrahim was right and I was wrong. I wish I ..... listened to him.  
3- I ..... I'd known more about the company. If ..... I'd done some research!  
4- I am very hungry! I wish I ..... eaten before I went to the conference.

5- I regret the deal now. I wish we ..... done it.

**Answers: 1- If 2- had 3- wish; only 4- had 5- hadn't**

**AB: p.45 Ex.6**

**Read the situations and complete the sentences.**

- 1- Sultan forgot to do his Science homework. If only he ..... to do it.
- 2- I regret going to bed late last night. I wish I ..... earlier.
- 3- Nahla could not find her way round the city very easily. If only she ..... a map.
- 4- Oh no! I've forgotten my library book. I left it at home. I wish I .....
- 5- Our team didn't play very well yesterday. If only they ..... better.

**Answers: 1- hadn't forgotten 2- had gone 3- had had/had brought 4- hadn't forgotten it/hadn't left it at home 5- had played.**

**AB: p.45 Ex.7**

**Use the prompts and write sentences with I wish and If only.**

- 1- I'm cold. (bring a coat)  
.....
- 2- We're late. (get up earlier)  
.....
- 3- I feel ill. (not eat so many sweets)  
.....
- 4- Fadi has lost his wallet. (be more careful)  
.....
- 5- Huda was too busy to visit us yesterday. (be able to come)  
.....
- 6- I've broken my watch. (not drop it)  
.....

**Answers:**

- 1- **If only I'd brought a coat. /I wish I'd brought a coat.**
- 2- **If only we'd got up earlier. /I wish we'd got up earlier.**
- 3- **If only I hadn't eaten so many sweets. /I wish I hadn't eaten so many sweets.**
- 4- **If only he had been more careful. /I wish he'd been more careful.**
- 5- **If only she'd been able to come. /I wish she'd been able to come.**
- 6- **If only I hadn't dropped it. /I wish I hadn't dropped it.**

**AB: p.45 Ex.8**

**Rewrite the sentences with the words in brackets.**

- 1- Samia regrets being angry at breakfast time. (only)  
.....
- 2- If only I had concentrated properly in class today. This homework is really difficult. (I)  
.....
- 3- Nader should have been more careful with his essay. He didn't get a good mark. (wishes)  
.....
- 4- I wish I had learnt English better when I was younger. (if)

.....  
**Answers:**

- 1- If only Samia hadn't been angry at breakfast time.
- 2- I wish I had concentrated properly in class today.
- 3- Nader wishes he had been more careful with his essay.
- 4- If only I had learnt English better when I was younger.

**AB: p.47 Ex.11**

**Complete the sentences using the correct form of the following prompts.**

**be older / have a camera with me / live in a big house  
/ not have a headache / not be so far away / like the same things**

- 1- Our flat is very small.  
If only we .....
- 2- Jaber isn't old enough to drive a car.  
He wishes he .....
- 3- My brother and I never want to watch the same TV programme.  
I wish we .....
- 4- I'm looking at a beautiful view, and I'd love to take a photo.  
If only I .....
- 5- My cousins don't live near here.  
I wish they .....
- 6- I want to go out this afternoon, but I don't feel well.  
If only I .....

**Answers:1- lived in a big house 2- was older 3- liked the same things 4- had a camera with me 5- weren't so far away 6- didn't have a headache.**

**اسئلة وزارية**

1. Nader should have been more careful with his essay. He didn't get a good mark. (wishes)  
Nader wishes .....
2. I regret living abroad for a long time. (2016)  
..... (wish)
3. I regret speaking aloud in my class. (2017)  
.....(wish)
4. Mahmoud didn't consult his career advisor, so he felt sorry. (2017)  
.....(wish)
5. I always have to get home early. I wish my parents ..... me stay out later. (2018)  
( lets / won't let / would let / will let )

1. he had been more careful with his essay.
2. I wish I hadn't lived abroad for a long time
3. I wish I hadn't spoken aloud in my class. Or I wish I had spoken quietly in my class
4. Mahmoud wishes he had consulted his career advisor, so he felt sorry.

## SB: p.64

Word	English Meaning	المعنى بالعربي
be able to answer detailed questions	to have the ability to understand complicated questions and respond to them appropriately	أن تكون قادراً على إجابة اسئلة تفضيلية
do a deal	to arrange an agreement in business	يعقد صفقة
give a business card	to give someone a card that shows a business person's name, position and contact details	يعطي كرت العمل
make small talk	to have an informal chat with someone in order to start a conversation	يقدم حديثاً قصيراً
negotiate	to discuss something in order to reach an agreement, especially in business or politics	يفاوض
shake hands (v)	to move someone's hand up and down in a greeting	يصافح
tell a joke (v)	to say something to make people laugh	يقول نكتة

### Doing business in China

Today, we talk to Mr. Ghanem, a businessman based in Amman **who** often visits China. We asked **him** when **he** first started doing business with China. 'I've been doing business with China for many years. **My** first trip **there** was in 2004 CE, and **it** was not very successful.'

نتحدث اليوم للسيد غانم، وهو رجل أعمال مقره عمان يزور الصين بشكل متكرر. سألناه متى بدأ أول مرة القيام بأعمال مع الصين. لقد كنت أقوم بالأعمال مع الصين لعدة سنوات. كانت أول رحلة لي هناك في عام 2004 ولم تكن ناجحة جداً.

#### 1. Why was **it** not successful?

'I worked for a small computer company in Amman. **They** sent me to China when **I** was still quite young. If only the company had realised that the Chinese respect age and experience more than youth!'

لماذا لم تكن ناجحة؟

كنت اعمل لدى شركة كمبيوتر صغيرة في عمان، فأرسلوني الى الصين بينما كنت صغيراً تماماً. لو أنهم أدركوا ان الصينيون يحترمون العمر والخبرة اكثر من الشباب .

#### 2. Did **you** make any mistakes on that visit?

'Yes! **I** wish **I** had researched Chinese culture before **I** visited the country. In order to be successful in China, **you** need to earn **their** respect. Chinese business people will always ask about a company's successes in the past. However, because **I** worked for a new company, **I** could not talk about its track record. **We** did not do any business deals on that first trip.'

هل قمت بأي اخطاء في تلك الزيارة؟

نعم، اتمنى لو انني بحثت عن الثقافة الصينية قبل زيارة البلد. لكي تكون ناجحاً في الصين، يجب أن تكسب احترامهم. يسأل رجال الأعمال الصينيون عن نجاحات الشركة في الماضي. ولأنني كنت حديث العهد بالعمل لدى تلك الشركة الجديدة، لم يكن بإستطاعتي التحدث عن تاريخها العملي. لم نقم بأي صفقات عمل في تلك الرحلة الأولى.

#### 3. When did **you** learn how to be successful in China?

'I joined a larger company and they sent me on a cultural awareness course. On my next visit to China, it felt as if I hadn't known anything on my first visit!'

متى تعلمت أن تكون ناجحاً في الصين؟

إنضممت لشركة أكبر وأرسلوني في دورة وعي ثقافي. في زيارتي التالية للصين، بدأ الأمر وكأنني لم اعرف اي شيء في زيارتي الأولى!

#### 4. What advice can **you** give to people wanting to do business in China?

'Before **I** visit a company, **I** send recommendations from previous clients. **I** also send **my** business card with **my** job position and qualifications translated into Chinese.'

ما النصيحة التي تعطيها للناس الذين يرغبون بالقيام ببعض الأعمال في الصين؟

قبل زيارة اي شركة، أقوم بإرسال توصيات من زبائن سابقين. وارسل ايضاً بطاقتي الشخصية وفيها وظيفتي في العمل ومؤهلاتي مترجمة إلى اللغة الصينية.

#### 5. Can **you** tell us about **your** last meeting in China?

‘Of course! **I** arrived on time. **You** must not arrive late, as this shows disrespect. Then, when **I** met the company director, **I** shook hands with him gently. **I** began the meeting by making small talk about **my** interesting experiences in China. During the meeting, **I** made sure that **my** voice and body language were calm and controlled. **I** never told a joke, as **this** may not be translated correctly or could cause offence.’

هل يمكنك إخباري عن إجتماعك الأخير في الصين؟  
بالطبع! وصلت في الموعد المحدد. لا يجب ان تصل متأخراً، لأن ذلك يعكس عدم الاحترام. وعندما التقيت بمدير الشركة، سلمت عليه بلطف. بدأت الإجتماع بحديث بسيط عن تجاربي المثيرة للإهتمام في الصين. خلال الإجتماع، حرصت على ان اتكلم واتحرك بهدوء وسيطرة. لم اقل اي نكتة ابدأ، لأن ذلك يمكن ان لا يترجم بشكل صحيح او من الممكن أن يسبب ازعاج.

Was it a successful meeting?

‘Yes, it was. I knew that the director had researched my business thoroughly before the meeting, so **I** was prepared for **his** detailed questions. When **I** began negotiating, **I** started with the important issues. The Chinese believe in avoiding conflict. It is always important to be patient. **I** was prepared to compromise, so in the end, the meeting was successful.’

هل كان إجتماعنا ناجحاً؟ نعم لقد كان ناجحاً. علمت بأن المدير قد تحرى عن عملي بشكل مفصل قبل الإجتماع، لذلك كنت على استعداد لأسئلته المفصلة. عندما بدأت التفاوض، بدأت بالأمور الهامة. يؤمن الصينيون بتجنب الخلافات. ومن الضروري ان تكون دائماً صبور. وكنت جاهزاً للمساومة، لذلك في النهاية، كان الإجتماع ناجحاً.

## QUESTIONS

- 1- Why was Mr. Ghanem’s first business trip to China not successful?
- 2- What do you think is a ‘track record’?
- 4- What changed when Mr. Ghanem visited China for the second time?
- 5- What similarities do you think there are, in terms of expectations at business meetings, between China and Jordan?
- 6- Do you think that you would be a successful business person in China? Why/Why not?
- 7- Quote the sentence which indicates how serious you should be in visiting or meeting Chinese companies.
- 8- There are some steps for a successful meeting with Chinese mentioned in the sixth paragraph, write them down.
9. Write two pieces of advice to avoid conflict with Chinese .
10. Mr Ghanem does two things before doing business . Mention them.
- 11- What do the underlined words/pronouns refer to?

## MODEL ANSWERS

- 1- It wasn’t successful because he didn’t have enough knowledge about the culture of China, and he was too young.
- 2- A ‘track record’ is your reputation based on the things you have done or not done in the past.
- 4- He had been on a cultural awareness course and so he knew how to do business in China.
- 5- the need to be culturally aware, the need for preparation, the need to listen carefully and negotiate.
- 6- No, I would not be a successful business person because I always make jokes and never be serious.
- 7- “I never told a joke, as this may not be translated correctly or could cause offence.”
- 8- 1. You should arrive on time. 2. You have to shake hands with others gently. 3. Begin the meeting by making small talk about interesting experiences in China. 4. Make sure that your voice and body language are calm and controlled. 5. Never tell jokes.
- 9- - It is always important to be patient.  
- You should be prepared to compromise.
- 10-- He sends recommendations from previous clients.  
- He also sends his business card with his job position and qualifications translated into Chinese.

11-

Word/Pronoun	
who/him/he/I/My	Mr. Ghanem
there	China
it/it	my first trip/Mr. Ghanem's first trip to China
They	a small computer company
me/you	Mr. Ghanem
their	The Chinese
We	The small computer company, Mr Ghanem and the Chinese
they	a larger company
my/my	Mr. Ghanem
him	the company director
this	Telling jokes
his	The director

**SB: p.67 Ex.6**

Choose the correct word(s) to complete the text about exports from Jordan to European Union.

**exported      had exported      imported      was exported      was imported      were exported**

Jordan has sold goods to the EU for many years. In fact, it (1) ----- many products to the EU even before the 1997 CE trade agreement was made. The chart shows goods that Jordan (2) ----- to the EU in 2011 CE. Chemicals accounted for about 37.2% of its exports. Jordan also exported a lot of metals (16.8%) as well as manufactured goods (11.2%). Smaller amounts of food, live animals and machinery (3) ----- to the EU. The section called 'other' included sales of goods related to forestry and mining.

**Answers: 1. had exported 2. exported 3. were exported**

## SB: p.66

Word	English Meaning	المعنى
reserve	something kept back or set aside, especially for future use	إحتياطي
pharmaceuticals	companies which produce drugs and medicine	مصانع الادوية
mineral (n)	a substance that is present in some foods and is needed for good health; a substance that is found naturally in the earth	معادن
import	goods bought from other countries things that are produced in order to be sold	مستوردات
Gross Domestic Product	the value of a country's total output of goods and services	الناتج المحلي
extraction	the process of removing and obtaining something from something else	استخراج
fertiliser	a substance that is put on the land to make crops grow	سماد
dominate	to be the most important feature of something	يسيطر
export	goods sold to another country	يصدر
agreement	an arrangement or promise to do something, made by two or more people, companies or organisations	اتفاق

### Our country's imports and exports (2017 W)

In this report, we will look at the countries that Jordan trades with and what goods **it** exports and imports.

في هذا التقرير سوف نعلم النظر في الدول التي يقوم الأردن بتجارة معها والبضائع والمنتجات التي تصدرها وتستوردها.

First, let's look at exports. Jordan is rich in potash and phosphate, and the extraction industry for these minerals is one of the largest in the world. (C) Not surprisingly, two of Jordan's largest exports are chemicals and fertilisers. Pharmaceuticals and other industries represent 30% of Jordan's Gross Domestic Product (GDP), and 75% of Jordan's pharmaceuticals are exported. (B) However, the majority (65%) of the economy is dominated by services, mostly travel and tourism. Most of Jordan's exports go to Iraq, the USA, India and Saudi Arabia.

في البداية، لنلقي النظر على الصادرات. إن الأردن غني بالبوتاس والفوسفات، وعمليات استخراجها من أكبر العمليات في العالم، وليس من المفاجئ أن تكون أكبر صاهرتين من صادراتها الكيمياء و الأسمدة. تمثل المنتجات الصيدلانية (الدوائية) والصناعات الأخرى حوالي 30 بالمائة من الناتج المحلي، ويصدر الأردن حوالي 75 بالمائة من منتجاته الدوائية. ولكن أغلب الإقتصاد 65 % يعتمد على الخدمات، أغلبه يعتمد على السياحة والسفر والتنقل. أغلب صادرات الأردن تذهب إلى العراق والولايات المتحدة والهند والمملكة العربية السعودية.

Now let's look at imports. Unlike some other countries in the Middle East, Jordan does not have large oil or gas reserves. (D) For that reason, Jordan has to import oil and gas for **its** energy needs. **Its** other main imports are cars, medicines and wheat. In 2013 CE, 23.6% of Jordan's imports were from Saudi Arabia. This was followed by the EU, with 17.6% of its imports. Other imports have come from China and the United States.

دعونا نعلم النظر إلى الواردات. وعلى النقيض من الدول الأخرى في الشرق الأوسط، لا يمتلك الأردن احتياطي نفط أو غاز. وبسبب ذلك، يجب على الأردن استيراد النفط والغاز لسد حاجاته من الطاقة. وارداتها الأخرى هي السيارات والأدوية والقمح. في عام 2013 كانت 23.6 % من واردات الأردن من السعودية. يتبعها وارداتنا من الإمارات العربية المتحدة بحوالي 17.6 % واردات أخرى تأتي من الصين والولايات المتحدة.

Jordan has more free trade agreements than any other Arab country, and **it** trades freely with many countries, including the USA, Canada and Malaysia. Which other areas are important for Jordan's trade? Jordan first signed a trade agreement with the EU in 1997 CE. **It** signed a free trade agreement with Egypt, Morocco and Tunisia in 2004 CE. In 2011 CE, another trade agreement was made with the EU, Egypt, Morocco and Tunisia. (A) Trade with the EU and North Africa in particular is likely to grow.

للأردن عدة اتفاقيات للتجارة الحرة أكثر من أي دولة عربية، وتتاجر بشكل حر مع العديد من الدول بما فيها الولايات المتحدة وكندا وماليزيا. وما هي المناطق الأخرى المهمة للتجارة في الأردن؟ وقع الأردن اتفاقية التجارة مع الإمارات في عام 1997 ووقع الأردن

اتفاقيات مع مصر، والمغرب وتونس في عام 2004 وفي عام 2011 ، وقع الأردن اتفاقيات اخرى مع الاتحاد الاوروبي و مصر والمغرب وتونس من المرجح نمو التجارة مع الاتحاد الاوروبي وشمال افريقيا.

## QUESTIONS

- 1- What does the article suggest that many of Jordan's fertilisers are made from?
- 2- Why does Jordan import a lot of oil and gas? Write down two reasons.
- 3- Which country supplies Jordan with most of its imports?
- 4- Why is trade with the EU and North Africa likely to grow?
- 5- Why do countries need to export and import goods?
- 6- Why should our community buy Jordanian goods?
- 7- Which of the following goods do you think Jordan exports? (fertiliser / gas / knitwear / minerals / oil / pharmaceuticals / vegetables)
- 8- Read the quotation. Do you agree with it? Why/Why not?  
"Unless the exchange be in love and kindly justice, it will but lead some to greed and others to hunger. Gibran Khalil Gibran (1883 CE–1931 CE)"
- 9- The third paragraph suggests that there are two reasons why Jordan has to import oil and gas, write them down.
- 10- What are Jordan's main imports?
- 11- Jordan's main imports come from about four countries, write down the farthest two.
- 12- Quote the sentence which indicates the information about Jordan's natural resources.
- 13- Where do Jordan's imports come from? Which countries?
- 14- What do the underlined words/pronouns refer to?

## MODEL ANSWERS

- 1- They are made from potash and phosphate, as this is what Jordan is rich in.
- 2- Jordan imports a lot of oil and gas because it does not have enough of its own reserves for the needs of the country. 3- Saudi Arabia.
- 4- Trade with these areas is likely to grow because Jordan has signed trade agreements with both areas.
- 5- Countries need to import and export because they do not produce all kinds of products.
- 6- Our community should buy Jordanian goods to encourage the national economy.
- 7- Jordan exports fertilisers, knitwear, minerals, pharmaceuticals and vegetables.
- 8- Of course I agree with this quotation because some people do not have the ethics and values of trade, this leads to greed and hunger in some societies because they are only looking to their own benefits.
- 9- 1- Jordan does not have large oil or gas reserves. 2- Jordan imports gas and oil for its energy needs.
- 10- Oil, gas, cars, medicines and wheat.
- 11- The farthest two countries that Jordan imports goods from are China and the United States.
- 12- Jordan is rich in potash and phosphate, and the extraction industry for these minerals is one of the largest in the world.
- 13- Jordan's imports were from Saudi Arabia, the EU, China and the United States.
- 14-

Words	
It/ its/ Its/it/It	Jordan

**AB: p.46****Ex.10**

Word	English Meaning	المعنى بالعربية
package holiday	an organised trip with everything included in the price (travel, accommodation, food)	اجازة مغطاة التكاليف
sales pitch	the statements and promises that someone makes to try to persuade someone to buy something	عرض تسويقي
target market	People who are identified as possible customers.	السوق المستهدف
age group	A set of people of similar age	فئة عمرية
department store	A large shop that sells many different types of things	متجر ضخم

### business-today/sales/how-to-make-a-sales-pitch

Whether you're selling a new type of toothpaste to a chain of pharmacies, the latest computer software to a school or a new kind of package holiday to a travel agency – you need to know ...

#### How to make a sales pitch...

سواء كنت تباع نوع جديد من معجون الأسنان لسلسلة من الصيدليات، أو أحدث برمجيات الحاسوب لمدرسةٍ ما أو مجموعة معدات التنزه لوكيل رحلات – يجب عليك معرفة كيفية.....

كيف تقدم عرضاً تسويقياً

#### 1. Do your research

Don't come away from a sales pitch wishing you had been better prepared. It is essential to know everything about your product. (1/b) Do you know when it was developed, and where it is produced? You also need to know **who** the target market is – for example, the age group or income of the people who might buy **it**. Not only that, you should know all about the competition – **that** is, similar products on the market. (2/f) Why is your product superior to others and why does it have better value?

قم بالبحث

لا تعد من حملتك الترويجية وأنت تتمنى لو أنك كنت جاهزاً بشكل أفضل. من الضروري معرفة كل شيء عن منتجك. هل تعرف متى تم إنتاجه لأول مرة وأين تم إنتاجه؟ يتحتم عليك معرفة السوق المستهدفة أيضاً. الفئة العمرية و دخل تلك الفئة التي من الممكن لها شراء تلك السلعة. ليس ذلك فحسب، بل يجب عليك معرفة كل شيء عن المنافسين ونعني بذلك منتجات مشابهة في السوق، ما الذي يجعل منتجك أفضل من منتجات الآخرين ولماذا يعتبر ذا قيمة أفضل؟

In addition, you should know exactly which people you are speaking to, and what **their** needs are. For example, if **they** represent a middle-class department store in a humble neighbourhood, be ready to explain why your particular product would suit customers **who** do not have lots of money. (3/g) What makes your product perfect for them? Most of all, you need to believe in what you're selling, and the best way to do **that** is to use **it**!

إضافة إلى ذلك، ينبغي عليك معرفة تماماً الذين تتحدث إليهم وما هي احتياجاتهم. على سبيل المثال إذا كانوا يمثلون متجراً لزيانين من الطبقة الوسطى في حين متواضع، فكن مستعداً لتوضيح لماذا منتجك بالذات سيناسب الزبائن الذين ليس لديهم مال كثير. ما الذي يجعل منتجك مثالياً لهم؟ أهم شيء، نحتاج لأن نؤمن بما تباع، وأفضل طريقة لذلك هو استخدامه.

#### 2. Prepare and practise

Plan your presentation carefully, not just what you will say, but how you will say **it**. (4/a) Will you read it word by word, use notes or memorise it? Whatever you decide, **it** is always a good idea to have a list of your main points, in case something interrupts you, or you simply freeze with nerves (it happens!). Then practise it, if possible in front of colleagues. Make changes and practise it again.

جهز نفسك و تدرّب

خطط ما ستقدمه بحدرك، ليس ما ستقول فقط ولكن كيف ستقوله. هل ستقرأه كلمة كلمة، هل ستستخدم ملاحظات ام ستحفظه؟ ومهما كان ما ستقرره، من الجيد عمل لائحة بالامور التي ستقوم بها، وفي حال قاطعك شيء، او تجمدت اعصابك (يحدث ذلك) لذا تمرن عليه امام الزملاء إن أمكن. أحدث بعض التغييرات وتمرن عليه مرة أخرى.

### 3. Be professional

Keep your presentation short and simple. Start with some friendly comments. (5/d) For example, thank your hosts for allowing you to speak to **them**, and compliment **their** company. Remember to speak slowly and clearly. It is important to appear confident (even if you're nervous!). While you're speaking, don't keep your head down. (6/c) Instead, look round the room and make eye contact with your audience. Smile! When you've finished speaking, invite questions. If you don't know the answers, don't pretend! Thank the questioner and promise to find out the answer (and do it!). Finally, have a summary of your presentation ready to hand out at the end of the session. I wish I had known all this when I started out in business! Good luck!

كن محترفا

اجعل عرضك التقديمي قصيراً وبسيطاً. ابدأ ببعض التعليقات الودودة، على سبيل المثال، أشكر مضيفيك لأنهم سمحوا لك بالتحدث إليهم، وامتدح شركتهم. تذكر ان تتكلم ببطء ووضوح. من المهم ان تظهر وانقاراً (حتى لو كنت متوتر الأعصاب) ولا تبق رأسك منخفضاً وانت تتكلم. بدلاً من ذلك انظر حول الغرفة واجعل بينك وبين جمهورك تواصل بالعيون. ابتسم عندما تنهي كلامك واعرض على الناس ان يسألوك. إذا لم تكن تعرف الإجابات، لا تتظاهر، اشكر السائل وعده بأن تجد الإجابة (وقم بذلك) جهز ملخص لعرضك التقديمي وسلمه في نهاية الاجتماع. اتمنى لو انني عرفت هذا عندما بدأت العمل. حظاً موفقاً.

## QUESTIONS

- 1- What is the first thing you need to know before starting a business?
- 2- What do we mean by "the target market"?
- 3- What are the things that a presenter needs to know about their product?
- 4- The final paragraph suggests many characteristics for a successful presentation, write down three of them.
- 5- How should a speaker behave with their audience?
- 6- Quote the sentence which shows the body language which should be used when speaking with clients.
- 7- What do the underlined pronouns/words refer to?

## MODEL ANSWERS

- 1- You need to know how to make a sales pitch.
- 2- The target market is the age group or income of the people who might buy your product.
- 3- The presenter should know what he/she will say, how he/she will say it. Will he/she read it word by word, use notes or memorise it?
- 4- Your presentation should be short and simple, it is important to appear confident and smile! When you've finished speaking, invite questions.
- 5- A speaker should behave very kindly; the final paragraph explains that in details.
- 6- "Instead, look round the room and make eye contact with your audience."
- 7-

Pronouns	
it / it	your product
who	people
it	your product
that	competition
their / they	people
who	customers
them	people
that	Believe in what you're selling
it	what you're selling

it/it/it	what you will say
them/their	your hosts
it	finding the answer

### AB: p.44 Ex.1 Collocations

Complete the collocations with the verbs in the box. One verb is not needed.

**ask , cause , do , earn , join , make (x2) , shake**

- |                     |                    |                        |
|---------------------|--------------------|------------------------|
| 1. ----- a mistake  | 2. ----- questions | 3. ----- hands         |
| 4. ----- respect    | 5. ----- a company | 6. ----- offence اساءة |
| 7. ----- small talk |                    |                        |

Answers: 1. make 2. ask 3. shake 4. earn 5. join 6. cause 7. make

### AB: p.44 Ex.2

Complete the sentences with collocations from the table above.

- 1- Be very careful when you answer the questions, and try not to .....
- 2- If you are polite, you won't ..... or upset anybody.
- 3- Before the serious discussion starts, we always ..... ; it's often about the weather!
- 4- Nasser has applied to ..... the ..... where his father works.
- 5- In business, when you meet someone for the first time, it's polite to.....
- 6- After the talk, there will be a chance for you to ..... about anything you don't understand.
- 7- By working hard, you will ..... the ..... of your boss.

Answers: 1- make a mistake 2- cause offence 3- make small talk 4- join, company 5- shake hands 6- ask questions 7- earn, respect

### AB: p.60 Ex.4

Complete the explanations with words from the box:

**compromise تفاهم , conflict مشكلة , negotiate يتفاوض , patient صبور , prepared مستعد ,  
previous سابق , track record سجل مهني**

1. When you talk about business and try to do a deal, you .....
2. When you are ready for something, you are ..... for it.
3. When you can prove that you have experience, you have a .....
4. When two sides disagree and argue, there is .....
5. When each side changes their position a little so that they can agree, they have managed to .....
6. When you stay calm and take your time, you are being .....

Answers: 1- negotiate 2- prepared 3- track record 4- conflict 5- compromise 6-patient

### SB: p.69 Ex.6 SENTENCE STRESS (2)

The word in bold in each sentence indicates the stress. Say the sentences. How does the meaning of each sentence differ?

- a. **I** retired when I was 60, which was in 1999 CE.
- b. I **retired** when I was 60, which was in 1999 CE.
- c. I retired when I was **60**, which was in 1999 CE.
- d. I retired when I was 60, which was in **1999** CE.

Answers:

- a. It was **I**, not someone else, who retired.
- b. I **did other things** when I was 60, but this is when I retired.
- c. I was **60** when I retired not another age.

d. It was in 1999 CE when I retired, not another year in the 1990s.

### Writing: An informal letter

**SB: p.65 Ex.7**

Write an informal letter to a friend about some of your wishes and regrets.

#### Writing skills: An informal letter

When you write an informal letter, use language that is similar to spoken English. Use abbreviations instead of full forms.

*I wish I hadn't given up the piano. Last year, we always played basketball after school, but I'd rather have played tennis.*

Informal letters usually have idioms, use active rather than passive verbs and have phrasal verbs.

*Please let me know if ...; someone told me that ... I wasn't put off by ...*

**SB: p.67 Ex.8**

### Writing: Review Writing (Hotel or Restaurant)

**SB: p.69 Ex.11**

Write a review of a hotel or restaurant that you have been to. Write about 200 words.

## Unit 9 Sample review [of a hotel]

Charles Hotel, Paris ★★☆☆

Introduction: Give a general report.

I recently stayed at this hotel for a few nights during a conference, and it did not entirely live up to expectations. On its website it is billed as 'stylish, state-of-the-art and chic', which was true, but the service was not quite as high a standard as it could have been.

Body: Cover both positive and negative aspects.

Since I arrived fairly late in the evening my first night, there was nobody at Reception to check me into my room. However, someone came to help me immediately after I rang the bell on the desk. Throughout my stay, I experienced some negative aspects of service, such as a lack of towels and delayed room service, but I was met with excellent responses to requests made in the restaurant, as well as an atmosphere of general helpfulness and politeness. I was happy to deal with the few oversights as I know that hotel staff work hard for long hours.

Conclusion: Summarise and recommend.

I would very much like to visit Paris again, and I enjoyed the view, architecture and atmosphere of the hotel very much. The service could be improved, but it didn't detract from a fairly pleasant stay. I recommend this hotel to anyone interested in Parisian architecture.

Reviews include:

- 1 introduction (say what you are reviewing/some background)
- 2 general overview
- 3 conclusion and recommendation (state your overall opinion)

**AB: p.47 Ex.12**

### Writing

**12** Imagine you work for a travel company that specialises in package holidays in Jordan. First, design your package holiday, which should include a variety of locations. Make notes.

1 Who are your target customers?  
(Jordanians? Foreigners? Both?)

\_\_\_\_\_

2 How long does the holiday last?

\_\_\_\_\_

3 Where is it based? (one place or  
several?)

\_\_\_\_\_

4 What is included?

\_\_\_\_\_

5 What is there to do and see?

\_\_\_\_\_

6 What is the accommodation like?

\_\_\_\_\_

7 How much does it cost?

\_\_\_\_\_

8 Why is it the best holiday on the  
market?

\_\_\_\_\_

9 Add your own ideas.

\_\_\_\_\_

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**AB: p.47 Ex.13+14**

**13** Prepare an e-presentation about your holiday, and present it to your partner.

**14** Now imagine you took your partner's holiday. Write a review of it in about 100 words.

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