

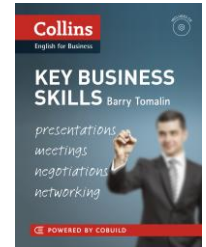
# BUSINESS SKILLS AND BUSINESS ENGLISH

Barry Tomalin

IH London

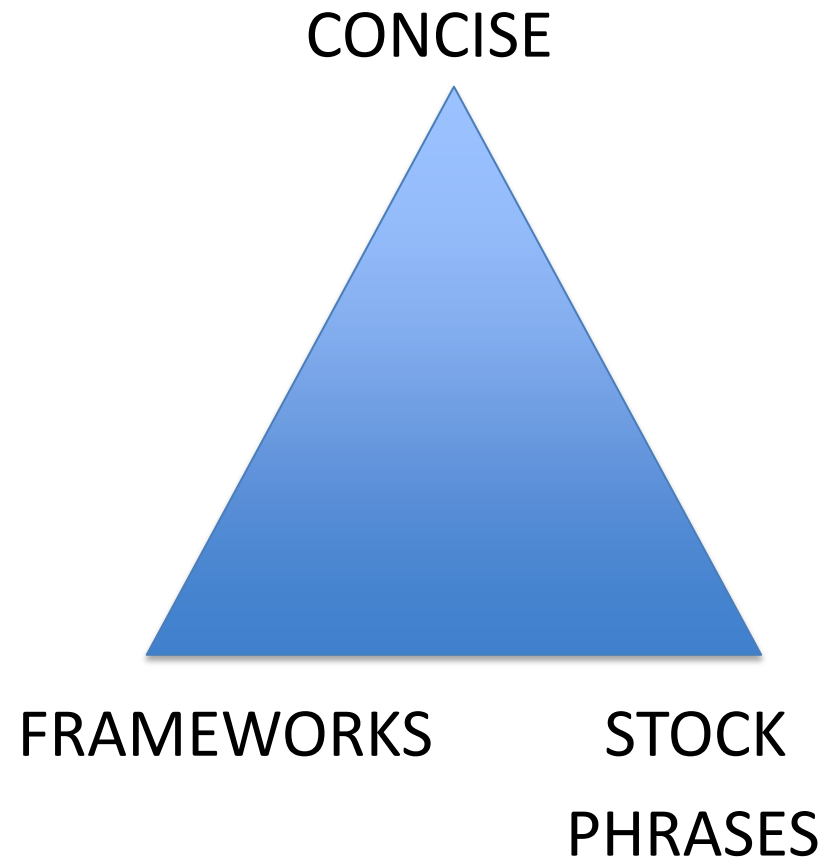
Collins

# THE PLAN

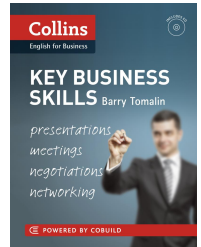


To communicate successfully internationally you need:

- **CONCISE** (product, package, positive – the three P's)
- **FRAMEWORKS** (to free you to focus on content)
- **STOCK PHRASES** (to help you create a 'no surprises' communications culture)



# 4 TECHNIQUES

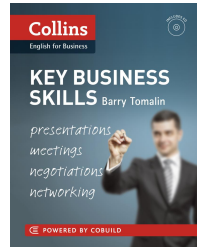


- NETWORKING
- PRESENTATIONS
- MEETINGS
- NEGOTIATION



# TECHNIQUE 1

## Get to know Jo

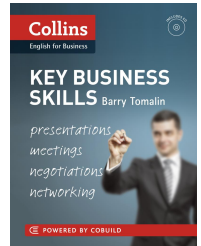


- NATIONAL
  - REGIONAL
  - PROFESSIONAL
  - PERSONAL
- Where are you from?
  - What part are you from?
  - What's it like there?
  - What did you do before this?
  - How was it different?
  - Have you been abroad?

What's the most interesting thing you have learned?

# NETWORKING

## HOW TO LISTEN



### Active listening

Four types of listener.

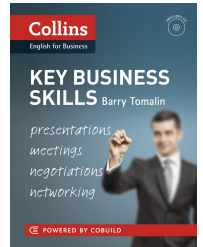
Which one are you?

- The Non Listener
- The Marginal Listener
- The Evaluative Listener
- The Active Listener

### Characteristics

- The Non Listener  
I'm thinking about what I want to say next.
- The Marginal Listener  
I get the gist but I'm more interested in what I want to say.
- The Evaluative Listener  
I hear the words but I don't hear the feelings.
- The Active Listener  
I hear and understand and I focus on the content and your feeling.

# HOW TO EMPATHISE



'The moments he's with you it's like no-one else is in the room.'

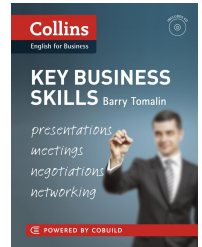
Give F.A.C.E time.

- Focus
- Acknowledgment
- Clarify
- Empathise

"Being president is like running a cemetery: you've got a lot of people under you and nobody's listening." –Bill Clinton



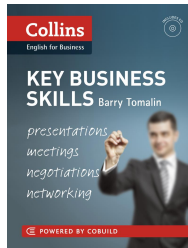
# CULTURAL FAULTLINES



- LINGUISTIC
  - RELIGIOUS
  - ECONOMIC
  - POLITICAL
  - RACIAL
  - HISTORICAL
- All nations have cultural faultlines.
  - ICEBREAKERS
  - ICEMAKERS
  - Use the icebreakers.
  - Avoid the icemakers.

## TECHNIQUE 2

# Presentations - Dealing with questions



- The 4 ASKS
- Use the ‘depersonalisation’ technique – avoid ‘I’, ‘you’, ‘me’, ‘my’. Use ‘the’ or ‘that’.
- If you don’t like my answer, it’s the answer not me!

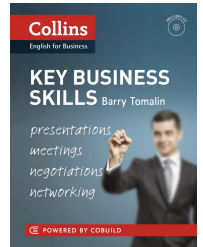
(Business saying: **‘Only the paranoid survive!’**)

- Thank  
*‘Thank you for the question.’*
- Repeat  
*‘The question was....’*
- Answer.  
*‘The answer is....’*
- Check.  
*‘Does THAT answer THE question?’*



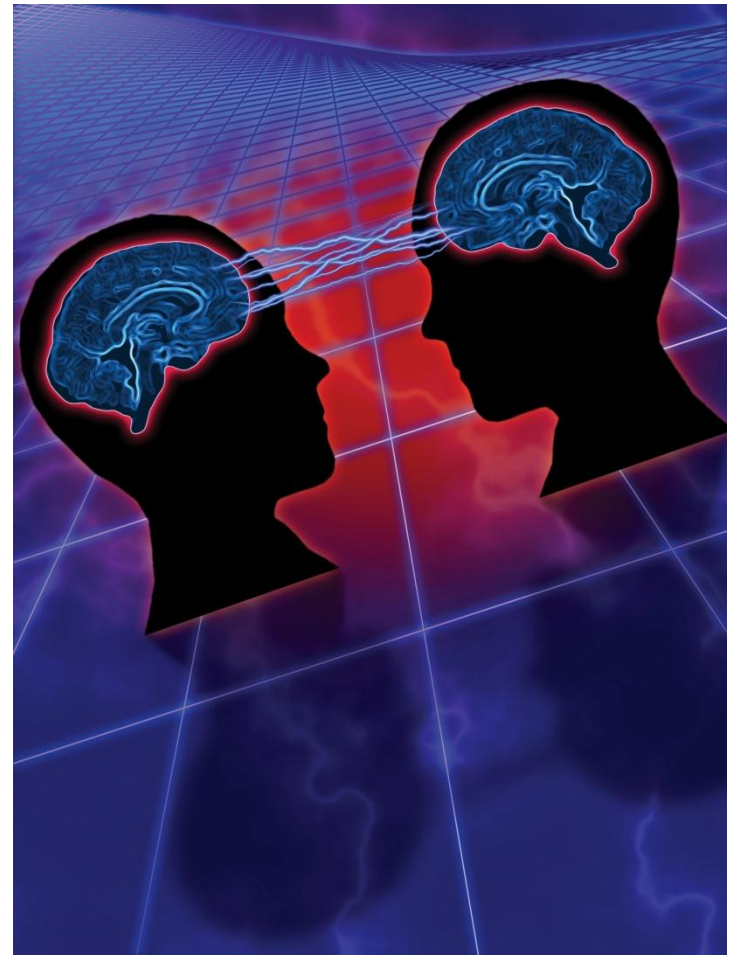
# TECHNIQUE 3

## MEETINGS The problem



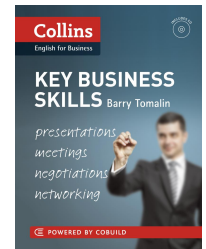
The non-native speaker's  
lament.

*'THINK,  
TRANSLATE,  
OPEN MOUTH,  
TOO LATE!'*



# TECHNIQUE 3 MEETINGS

## HOW TO INTERVENE



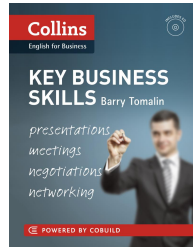
### PLAN YOUR VIRTUAL INTERVENTION.

- Check agenda- what is of special interest to you?
- Pre-advise chair if you want to intervene.
- They will call on you when they reach that point or if you remind them they will remember.

### IN A FACE TO FACE MEETING

- Catch the eye or ear of the chair.
- If you will be absent or leaving early, it is important to pre-advise.

# INTERNATIONAL PHONE CONFERENCE ETIQUETTE



- Always greet.

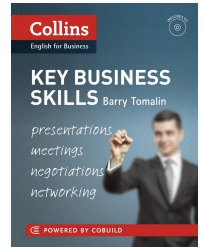
‘Hi everybody. How are you doing? It’s good to be here’.

- If you are the chair always greet and check who is on line.
- Always identify yourself when intervening.

‘It’s Laurent speaking.’

- Check no noisy accessories. –jewellery, fingers tapping, keyboard tapping
- No heavy breathing.
- Avoid ‘dead air’ time – Find out who is team leader before the call and ask questions to him/her. He/She will identify appropriate responder.
- Agree Follow-up actions.
- Agree date of next meeting.
- Thank everyone for participation.

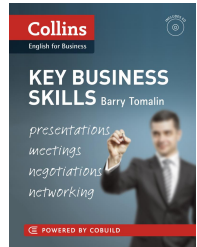
# HOW TO KEEP CONTROL



- 1 Establish control early: Kick off meeting, welcome and get guests to identify themselves.
- 2 Don't take your own minutes: Get someone else to do it. Frees you to run meeting.
- 3 Introduce each item and speaker.
- 4 Elicit contributions.
- 5 Keep to time.
- 6 Keep to agenda.
- 7 Summarise discussion and decide what to minute.
- 8 If people digress or get aggressive, suggest discuss 'outside the meeting'
- 9 Thank and close meeting, check minutes and circulate.

# TECHNIQUE 3

## Recognising Negotiation Signals

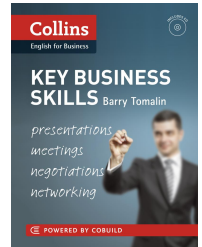


- Identify the five stages of the negotiation.
  - PREPARE
  - DEBATE
  - PROPOSE
  - BARGAIN
  - AGREE

‘You are always at one stage and may revisit a stage several times.’

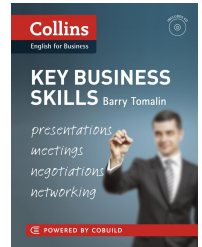
(Professor Gavin Kennedy – Perfect Negotiation, Arrow Books)

# LANGUAGE OF NEGOTIATION



- PREPARE PHASE - SET OUT YOUR STALL
  - Our situation is.....
  - What we want to achieve is....
  - The problem we face is.....
  - The key issue in our market is.....
  
  - DEBATE PHASE
  - Tell me what you feel....
  - Tell what you think about.....
  - One the one hand ..... On the other hand.....
  
  - PROPOSE PHASE
  - I propose
  - I suggest
  - What would happen if we did this?
  - Suppose we did this , would it be acceptable?
  - How about ...?
  
  - BARGAIN PHASE
  - If we do this will you....?
  - If you agree to this we'll .....
  - If you can't agree to this we'll.....
  - This is a deal breaker for us.
  - I'm not happy with that.
  
  - AGREE PHASE
  - I'm comfortable with that.
  - I'm happy with that.
  - I can live with that.
  - I think we can proceed along these lines.
  
  - CONTRACT LANGUAGE
  - The use of 'shall' not 'will'
  - Time is of the essence.
  - We will use our best efforts to assure...
- (Note: Legal English now using 'Must' to avoid ambiguity of 'shall'.)

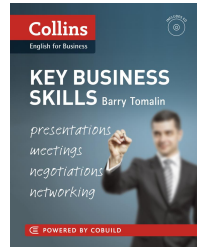
# LANGUAGE OF NEGOTIATION



- Build a library of phrases to match each category.
- When you hear a new phrase, add it to your library.
- Use the categories to identify your negotiating partner's thinking and adapt.
- Your job is to identify what stage they are at and then bring them forward step by step to agreement.

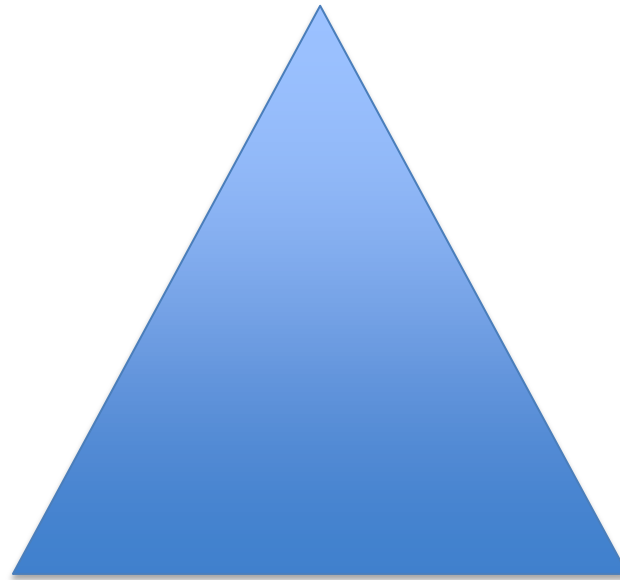
# Summary

## THE MESSAGE



CONCISE

(Product, Package, Positive – Three P's of presentation)

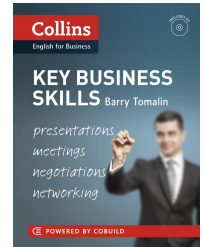


FRAMEWORKS

STOCK PHRASES



# DO THE BUSINESS CULTURAL TRAINERS CERTIFICATE



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APRIL 16-18

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SEPTEMBER 26-28

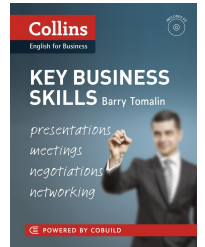
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OR CONTACT.....

# BARRY TOMALIN



- [www.culture-training.com/blog](http://www.culture-training.com/blog)
- Barry Tomalin
- [Barrytomalin@aol.com](mailto:Barrytomalin@aol.com)

# Oh, AND ONE MORE THING!

- All these techniques and exercises and recordings for practice are in:
- **KEY BUSINESS SKILLS –Book and CD**
- A one-stop shop for presentations, meetings, negotiations and networking
- Self-study and classroom CEFR B2
- By Barry Tomalin
- [www.collinselt.com](http://www.collinselt.com)

