



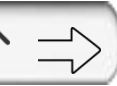
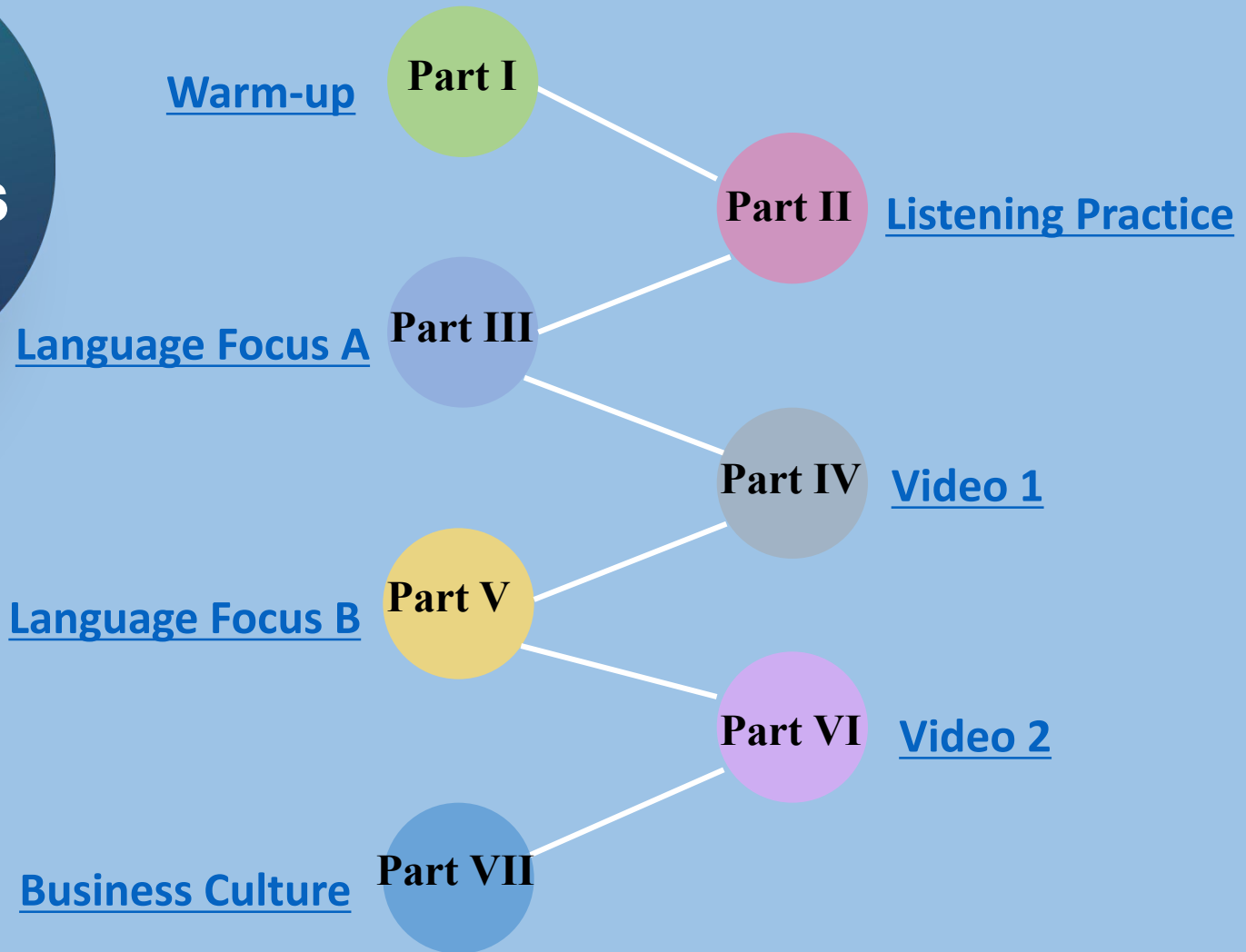
Unit 8

Receiving Visitors

Receiving Visitors

UNIT 8

CONTENTS





Warm-up

Work in pairs. Choose the proper word to fill in each blank in the following dialogue.

(A visitor unexpectedly arrives at the office. Miss Green, the receptionist, has never met him before.)

Mr. Williams: Is this Mr. Smith's office?

Receptionist: Yes, that's right. Can I be of any 1) assistance (assistance, assistant)?

Mr. Williams: I'd like to see Mr. Smith, but I haven't got a(n) 2) appointment (disappointment, appointment), I'm afraid.

Receptionist: Mr. Smith is 3) engaged (engaging, engaged) at present. May I have your name, sir?

Mr. Williams: My name is Sam Williams.

Receptionist: May I ask which company you come from?

Mr. Williams: I come from ABC Company.

Receptionist: And is there anything 4) particular (particular, spectacular) you want to talk to Mr. Smith?

Mr. Williams: Yes, I'd like to talk to him about a new product our 5) firm (firm, form) has recently developed.

Receptionist: I'm sorry, Mr. Williams. I'm afraid Mr. Smith can't see you today. He's 6) in (in, at) the middle of a meeting at the moment. You can 7) leave (stay, leave) your card here. Perhaps he can arrange a 8) future (future, farther) appointment with you.

Mr. Williams: All right. Thank you.

Receptionist: You are welcome.





Listening Practice

Task 1 When you meet your business visitors, you may want to make small talk by asking questions about travel, accommodation and the weather so as to “break the ice”. The following are examples of some of these questions. Please find their corresponding responses, and then listen to the dialogues to check your answers.



Questions

- (1) Excuse me, sir, but are you Mr. John Alan from New York?
- (2) Is this your first trip to China?
- (3) Did you have any trouble finding us?
- (4) What was the weather like when you left?
- (5) How was your trip?
- (6) How's the hotel?
- (7) I suppose this weather must be a bit of a shock to you.
- (8) Have you found somewhere to stay?
- (9) Have you got a room with a view?
- (10) Fine weather, isn't it?



Responses

- a. No problem at all. The map you sketched for me is excellent.
- b. Fine. Everything went very smoothly. Thank you.
- c. Oh, yes, I'm John Alan from the New York Trading Company.
- d. It is a bit. It was below zero back in the States.
- e. Not yet. Could you recommend somewhere?
- f. No. We visit China frequently. But this is our first visit here in Guangzhou.
- g. Yes, it's lovely.
- h. Very comfortable. Thank you.
- i. Pretty cold. It was only six degrees when I left home.
- j. Unfortunately not. All I can see is the street.

- | | | | | |
|-------|-------|-------|-------|--------|
| (1) c | (2) f | (3) a | (4) i | (5) b |
| (6) h | (7) d | (8) e | (9) j | (10) g |

Script





Script

1. Excuse me, sir, but are you Mr. John Alan from New York?
Oh, yes, I'm John Alan from the New York Trading Company.
2. Is this your first trip to China?
No. We visit China frequently. But this is our first visit here in Guangzhou.
3. Did you have any trouble finding us?
No problem at all. The map you sketched for me is excellent.
4. What was the weather like when you left?
Pretty cold. It was only six degrees when I left home.
5. How was your trip?
Fine. Everything went very smoothly. Thank you.
6. How's the hotel?
Very comfortable. Thank you.
7. I suppose this weather must be a bit of a shock to you.
It is a bit. It was below zero back in the States.
8. Have you found somewhere to stay?
Not yet. Could you recommend somewhere?
9. Have you got a room with a view?
Unfortunately not. All I can see is the street.
10. Fine weather, isn't it?
Yes, it's lovely.





Task 2

New Words and Expressions

movement *n.* 动向

procedure *n.* 程序

escort *v.* 陪同

accompany *v.* 陪伴

gesture *n.* 表示

alternative *adj.* 可供选择的

tact *n.* 得体

register *n.* 记录





Task 2

1. You will hear a passage about work receptionists perform. Listen to the first part and choose the right answers to each question. (Note: There may be more than one correct answer.)

a b c d

(1) What does a receptionist in a small firm have to do?

- a. Operate the switchboard.
- b. Receive visitors.
- c. Perform other clerical duties.
- d. Use the computer.

b d

(2) What does a receptionist in a large firm have to concentrate on?

- a. Using the typewriter.
- b. Welcoming visitors.
- c. Performing other clerical duties.
- d. Looking after visitors.

a c

(3) Why should a visitor to a large firm make an appointment in advance?

- a. Because executives are usually quite busy.
- b. Because executives often have to go out on business.
- c. Because executives often do not have much time for visitors.
- d. Because executives are often away from the office.

c d

(4) What should a receptionist be notified about in advance by executives and secretaries?

- a. Expected visitors.
- b. Which company the visitor represents.
- c. Important appointments.
- d. The movements of executives.

b d

(5) What travel arrangements do executives often ask the receptionists to make?

- a. Booking train tickets.
- b. Booking airline tickets.
- c. Booking dinner tables.
- d. Booking hotel accommodation.

Script





Script

A receptionist in a small firm may have to use a computer, operate a switchboard, and perform other clerical duties, in addition to receiving visitors. In a large firm a receptionist can concentrate on welcoming and looking after visitors.

A visitor to a large firm should make an appointment, because executives are often very busy and do not have much time for visitors. Executives and secretaries should notify the receptionist in advance about important appointments, and about the movements of executives, especially when they are out of the building on business. Executives often ask receptionists to make travel arrangements for them, such as booking hotel rooms and airline tickets.





Task 2

2. Listen to the second part of the passage. Decide whether the following statements are true (T) or false (F).

- F** (1) There is actually no procedure for receiving visitors.
- F** (2) The executive or his secretary will always come down to the reception area to greet the visitor.
- F** (3) Only the receptionist is responsible for escorting the visitor to the executive's office.
- T** (4) Addressing the visitor by name can show friendliness and give a good impression to the visitor.
- F** (5) If a visitor's request for a meeting cannot be satisfied, the receptionist should never apologise or make suggestions for an alternative meeting, because it is not his/her fault.
- T** (6) It is necessary for a receptionist to keep a register of visits.

Script





Script

There is a certain procedure for receiving visitors. A receptionist should find out if the visitor has an appointment or not. If the visitor is an important client, the executive or his secretary will come down to the reception area to greet the visitor. Sometimes the receptionist or another secretary escorts, or accompanies, the visitor to the executive's office. Using the visitor's name when he arrives is a friendly gesture and gives the visitor a good impression of the firm. The receptionist announces the visitor's name, title and position, and introduces the executive to him.

When a visitor's request for a meeting cannot be satisfied, the receptionist should apologise and make some suggestions for an alternative time. If a meeting is impossible, the receptionist should express regret and explain why, with tact, so that the visitor's feelings are not hurt.

A receptionist should keep a register which includes dates, times, names and the firm the visitor works for. A receptionist can then refer to this if there is a request for information.





Language Focus A

Receiving visitors at the office



Asking for information about the visit/visitor

Are you Mr. Thomson?
Which company do you represent?
You must be Mr. Anderson from Sydney.
Yes, I am. Here's my business card.
Can I ask what you would like to see him about?
May I know what it is about?
I'm here to discuss our agency agreement with your manager.
Sorry, I'd prefer to explain that to him directly.
Do you have an appointment?
Have you got an appointment with our director?

Asking the visitor to wait

Would you like to take a seat?
If you'd like to take a seat, I'll tell him you're here.
Take a seat, please. I'll go to see whether our boss is in.
I'll see if the director is free.
Take a seat, please. I'll ask him to come down.
Take a seat, please. I'll contact the Purchasing Manager.
Wait a few seconds, please. I'll ring his extension.

Apologising for having kept the visitor waiting

I'm sorry for the inconvenience. He is in the middle of a meeting.
I'm sorry for the delay. Mr. Wilson is engaged now.
I'm sorry for the mistake. The secretary is attending a meeting.

Expressing regret when someone is not present

I'm afraid Mr. White can't see you today. He's out.
The Financial Manager is ill today.
Mr. Waterston is in the middle of a meeting.
The Personnel Manager can't be contacted just now.



Follow-up Practice

1. Fill in the blanks with the correct phrases from the box, and then listen to the passage to check your answers.

by name

in the middle of

make an appointment

make suggestions

in touch with

out of the question

make an appointment

If a visitor wants to meet an executive in a large company, he should 1) _____ in advance. If he doesn't, he may arrive while the executive is 2) _____ an important discussion or meeting.

When an important client arrives, the receptionist should address him or her 3) _____ to give a friendly and welcoming impression. After the visitor arrives, the receptionist should contact the executive's office immediately. If he isn't available, she should ask the visitor if he would like to make an appointment or get 4) _____ the executive later.

The most difficult part of a receptionist's job is to apologise, explain, and 5) _____ when a meeting with an executive is 6) _____.

Script





Script

If a visitor wants to meet an executive in a large company, he should make an appointment in advance. If he doesn't, he may arrive while the executive is in the middle of an important discussion or meeting.

When an important client arrives, the receptionist should address him or her by name to give a friendly and welcoming impression. After the visitor arrives, the receptionist should contact the executive's office immediately. If he isn't available, she should ask the visitor if he would like to make an appointment or get in touch with the executive later.

The most difficult part of a receptionist's job is to apologise, explain, and make suggestions when a meeting with an executive is out of the question.



Follow-up Practice

2. Below is a dialogue between a receptionist and a visitor. Rearrange them in the correct order, then check your answer according to what you hear, and finally take turns practising it with your partner.

- a. I'm sorry, Mr. Allen, but I'm told to get that information from every visitor.
- b. No, I'm afraid not. But I'll only take a few minutes of his time.
- c. Thank you.
- d. Thank you.
- e. Mr. Allen, please go right in. Mr. Davidson is in his office.
- f. I'm Allen, Henry Allen of Eastern Trading Corporation.
- g. Good morning, miss. Can I see Mr. Davidson now?
- h. I see. Please take a seat and wait a moment. I'll see whether Mr. Davidson is available.
- i. Well, I've come here to discuss the possibility of doing business with your company.
- j. May I have your name, please, sir?
- k. Do you have an appointment, sir?
- l. Good morning, sir. May I help you?
- m. Can I ask what you would like to see him about?
- n. I'd like to explain that to him directly.

The correct order is:

l→g→k→b→j→f→m→n→a→i→h→c/d→e→d/c

Script





Script

Shirley: Good morning, sir. May I help you?

Mr. Allen: Good morning, miss. Can I see Mr. Davidson now?

Shirley: Do you have an appointment, sir?

Mr. Allen: No, I'm afraid not. But I'll only take a few minutes of his time.

Shirley: May I have your name, please, sir?

Mr. Allen: I'm Allen, Henry Allen of Eastern Trading Corporation.

Shirley: Can I ask what you would like to see him about?

Mr. Allen: I'd like to explain that to him directly.

Shirley: I'm sorry, Mr. Allen, but I'm told to get that information from every visitor.

Mr. Allen: Well, I've come here to discuss the possibility of doing business with your company.

Shirley: I see. Please take a seat and wait a moment. I'll see whether Mr. Davidson is available.

Mr. Allen: Thank you.

Shirley: Mr. Allen, please go right in. Mr. Davidson is in his office.

Mr. Allen: Thank you.





Video 1

Receiving a visitor to the office



New Words and Expressions

occupied *adj.* 忙碌的

plain *adj.* (咖啡) 不加奶油和糖的

send sb. up 请……上楼

take sb. to 将某人送至……



Pre-viewing

1. Look at the following pictures to have a rough idea of the video.

Mr. Dantini



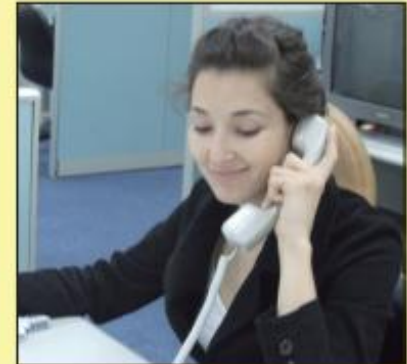
Mr. Dantini, the visitor, is an American businessman, who comes for his appointment with Mr. Hansen.

Wendy



Wendy, the receptionist

Mary



Mary, Mr. Hansen's secretary



Viewing

1. Watch the video and decide whether the statements below are true (T) or false (F).

- F (1) The visitor wants to see the Vice President.
- T (2) The visitor has an appointment with Mr. Hansen.
- F (3) Mr. Hansen is occupied right now because he is having a meeting.
- T (4) The receptionist offers the visitor a coffee to drink.
- T (5) The visitor asks for a plain coffee.
- T (6) The receptionist sends the visitor up to see Mr. Hansen.



Script



2. Watch the video again and complete the dialogue according to what you hear.

Wendy: Good morning. 1) May I help you?

Mr. Dantini: Yes, I'd like to see Mr. Hansen, the president.

Wendy: 2) Do you have an appointment, sir?

Mr. Dantini: Yes. I have an appointment with him at 3) 10:30.

Wendy: 4) Can I have your name, please?

Mr. Dantini: Brawn Dantini from Wilson Electronics.

Wendy: I'm sorry, Mr. Dantini, our president is 5) occupied just now. Would you please wait for a few minutes?

Mr. Dantini: 6) Yes, of course.

Wendy: 7) Would you like something to drink? Do you prefer coffee or tea?

Mr. Dantini: Thank you. 8) Coffee, please.

Wendy: Would you like 9) sugar and cream with your coffee?

Mr. Dantini: No, thank you. 10) Just black.

Mary: Mr. Hansen is 11) available now, please send Mr. Dantini up.

Wendy: OK. Mr. Dantini, our president is 12) available now. I'll take you to his office and bring you some more coffee. Please come this way.



Receiving a visitor to the office

(Situation: Mr. Dantini, an American businessman, comes for his appointment with Mr. Hansen. He has to wait because Mr. Hansen is receiving a long distance call from another client. Wendy, the receptionist, brings him some tea and some magazines and apologises for keeping him waiting.)

Wendy: Good morning. May I help you?

Mr. Dantini: Yes, I'd like to see Mr. Hansen, the president.

Wendy: Do you have an appointment, sir?

Mr. Dantini: Yes. I have an appointment with him at 10:30.

Wendy: Can I have your name, please?

Mr. Dantini: Brawn Dantini from Wilson Electronics.

Wendy: Thank you, Mr. Dantini. Would you please take a seat? I'll tell Mr. Hansen's secretary that you're here.

Mr. Dantini: Thanks.

(by internal call)

Wendy: Mary, this is reception. Mr. Dantini is here for his appointment.



Script

Mary: I'm sorry, but Mr. Hansen is on a long-distance call. Would you ask Mr. Dantini to wait for a few minutes?

Wendy: All right.

(to Dantini) I'm sorry, Mr. Dantini, our president is occupied just now. Would you please wait for a few minutes?

Mr. Dantini: Yes, of course.

Wendy: Would you like something to drink? Do you prefer coffee or tea?

Mr. Dantini: Thank you. Coffee, please.

Wendy: Would you like sugar and cream with your coffee?

Mr. Dantini: No, thank you. Just black.

Wendy: *(Brings coffee.)* Here you are, Mr. Dantini. And there are some magazines if you'd like to read them.

Mr. Dantini: Oh, good. Thank you very much.

(A moment later, Mary rings Wendy on the internal line.)

Mary: Mr. Hansen is available now. Please send Mr. Dantini up.

Wendy: OK. *(to Dantini)* Mr. Dantini, our president is available now. I'll take you to his office and bring you some more coffee. Please come this way.

Mr. Dantini: Thank you very much.



Post-viewing

Work in small groups. The following is a register of visitors made by Judy, a receptionist of a business company. Make dialogues according to the following information, and then take turns to act out one or two of the visits.

Date	Name of visitor	Title	Firm	Time of appointment	Referred to
Sep. 15	C. Fitzherbert (Mr.)	Sales Representative	Johnson's Fashion Ltd.	9:20	Mr. Carson
Sep. 15	R. Fraser (Ms.)	Director	Wilson's Textiles	10:10	Mr. Carson
Sep. 15	A. Francis (Miss)	Purchasing Manager	ABC Foodstuffs Ltd.	10:30	Ms. Cathy Liu





Sample:

Receiving a visitor

A: Good morning. Can I help you?

B: Good morning. Is this Modern Office Ltd.?

A: Yes, it is.

B: I have an appointment with Mr. Carson at 10:10.

A: May I have your name, please?

B: R. Fraser. I'm from the Wilson's Textiles.

A: Let me see... Ah yes. Please take a seat, Ms. Fraser. I'll tell the manager's secretary that you are here.

(Dials)

C: Mr. Carson's Office.

A: Hello, Judy. This is Reception. Ms. Fraser is here. She has an appointment with Mr. Carson at 10:10.

C: Ms. Fraser?

A: Yes, she's from the Wilson's Textiles.

C: Oh, yes, that's right. I'll come and fetch her now.

A: Thanks. *(To Ms. Fraser)* Mr. Carson's secretary is coming down now.

B: Thank you.

C: Ms. Fraser?

B: Yes, that's right.





Language Focus B



Meeting guests at the airport

Excuse me, are you Mr. Wilson from the Sydney Trading Company?

Yes, and you are Robert Peterson?

It's very kind of you to have come.

Thank you for coming to meet me.

How do you do, Mr. Lu? Thanks for meeting me at the airport.

You're welcome. Very pleased to meet you.

Not at all. It's the least I could do.

I'm Zhang Liang. I'm here to meet with you on behalf of my company.

Mr. David Johnson asked me to come here in his place to pick you up.

We've been anticipating your arrival.

Taking guests to their hotel

The car is waiting outside. This way, please.

Here we are, Mr. Brown. This is the White Swan Hotel. We've reserved a room for you on the 5th floor.

Very good. Thank you.

This is your room, Mr. Brown. How do you like it?

Oh, what a cozy and bright room! It's very thoughtful of you to have arranged all this for me.

Anything else I can do for you?

No, thanks. Not for the moment.

Then I'd better take my leave so you can have a rest/so you can get unpacked/so you can freshen up after your journey/so you can settle in.





Small talk topics

How was your flight?

How was your trip going?

Are you feeling any jet lag?

Just wonderful! Good food and good service.

The plane was late in arriving/taking off.

Is this your first trip to China?

How do you find the weather here?

Fine weather, isn't it?

Yes, it's lovely/warm/sunny.

What was it like when you left?

It was a little windy/dismal/cloudy/cold/damp/wet/
stormy.

How was your hotel?

Is everything all right?

It is comfortable/convenient/luxurious.

The service is excellent.

It's rather noisy.

Seeing off

Bon voyage, Mr. Johnson.

I look forward to meeting you again and having
some further discussions over that matter with you.
So do I. Thank you once more for all you've done
for me.

I hope you can come again.

I will. Thanks again for all your help.

You're welcome. Take care and have a nice trip,
Mr. Drake.

Remember me to your manager, Mr. Davidson.

Please send my regards to your boss.


Say hello to Cathy for me.





Follow-up Practice

1. Listen to the dialogue and answer the questions according to what you hear.



(1) Q: Where is Mr. Green from?

A: Sydney

(2) Q: Which company does Mr. Green represent?

A: Sydney Garment Ltd. Corporation

(3) Q: What is Mr. Green's position?

A: Purchasing Manager

(4) Q: Who is Paula?

A: Secretary to the General Manager Mr. Liu

(5) Q: Where does she work?

A: She works at the Guangzhou Textiles Company

(6) Q: What is the weather like?

A: It's lovely. Real November weather, sharp and bright

(7) Q: What are they going to do before going to the hotel?

A: Collect Mr. Green's luggage

(8) Q: Where is Mr. Green going to stay?

A: The Garden Hotel

Script





Script

Paula: Excuse me, sir, but are you Mr. Green from Sydney?

Mr. Green: Oh, yes. My name is Brian Green. I'm the Purchasing Manager of the Sydney Garment Ltd. Corporation. And you are...?

Paula: My name is Paula.

Mr. Green: How do you do, Paula?

Paula: How do you do? I work at the Guangzhou Textiles Company. I'm secretary to the General Manager, Mr. Lu. I'm here to meet you on his behalf.

Mr. Green: Thank you very much for coming to meet me.

Paula: My pleasure. Fine weather, isn't it?

Mr. Green: Yes, it's lovely. Real November weather, sharp and bright.

Paula: Now let's go and collect your luggage first. And after that I'll accompany you to the Garden Hotel.

Mr. Green: OK, I'm in your hands. Let's go.





Follow-up Practice



2. Listen to the following sentences and give responses to them orally.

(1) Excuse me, but are you Miss Zhang from Guangzhou?

(2) Thank you very much for meeting me at the airport.

(3) Fine weather, isn't it?

(4) Our company is going to hold a party in your honour at 8 this evening.

(5) I'm going to accompany you to the hotel.



Video 2

Meeting a business partner at the airport



New Words and Expressions

superb *adj.* 极好的

parking lot 停车场

balcony *n.* 阳台

considerate *adj.* 考虑周到的

cozy *adj.* 舒适的

well-decorated *adj.* 装修精美的

thoughtful *adj.* 体贴的

Pre-viewing

1. Discuss in pairs. How important are first impressions? What effect does the initial contact have on future relations?

Hints:

First impressions help to build a friendly relationship, set a positive tone for the entire business experience, and establish a good image of your company...



2. Look at the following pictures to have a rough idea of the video.

Mr. Lin



Mr. Lin, the Sales Manager at Baiyun Sweaters

Miss Wang



Miss Wang is Mr. Lin's secretary. They come to meet Ms. Jones at the airport.

Ms. Jones



Ms. Jones, from Flora Garment Trading, U.S.A., is Mr. Lin's business partner.

Setting



In the International Arrivals Hall at the airport

Viewing

1. Watch the video. Decide whether the following statements are true (T) or false (F).

- (1) Mr. Lin is the Purchasing Manager.
- (2) The service on the flight was not very satisfactory.
- (3) It is Ms. Jones' first visit to China.
- (4) Miss Wang brings some flowers for Ms. Jones as a present, and Ms. Jones gives something in return.
- (5) Ms. Jones didn't have any sleep during the flight but she still feels fine.
- (6) Ms. Jones' room is on the 6th floor with a balcony overlooking a beautiful lake.
- (7) Ms. Jones' room is cozy and well-decorated.
- (8) Mr. Lin wants to talk about business with Ms. Jones in a hurry because they don't have enough time.
- (9) Ms. Jones will stay in Guangzhou for three days.
- (10) Mr. Lin will contact Ms. Jones the next afternoon.

(1) F	(2) F	(3) F	(4) F	(5) F
(6) F	(7) T	(8) F	(9) T	(10) F

Script



00:05 / 03:00



Script

Making a business partner at the airport

(Situation: Mr. Lin and his secretary, Miss Wang, are waiting at the International Arrivals Hall at an airport. Mr. Lin holds a large sign reading “Welcome Ms. Jones” and Miss Wang holds a bunch of flowers. Ms. Jones walks through the Green Exit. And then she sees the sign, waves, and goes towards them.)

Mr. Lin: Ms. Jones?

Ms. Jones: Yes, I’m Miranda Jones from Flora Garment Trading.

Mr. Lin: My name is Lin Hua. I’m the Sales Manager with Baiyun Sweaters. How do you do, Ms. Jones?

Ms. Jones: How do you do? It’s very nice of you to come to meet me.

Mr. Lin: You’re welcome. And may I introduce my secretary, Miss Wang?

Ms. Jones: Sure. It’s a pleasure to meet you, Miss Wang.

Miss Wang: The pleasure is mine. The flowers are for you, Ms. Jones.

Ms. Jones: Oh, thank you. They’re beautiful! You’re very kind.

Mr. Lin: How was your flight, Ms. Jones?

Ms. Jones: Very nice. The service on board was superb. And I managed a few hours’ sleep, so I feel fine now.





Script

Mr. Lin: I'm glad to hear that. Oh, let me help you with your luggage.

Ms. Jones: Thank you. (*Hands a suitcase to Mr. Lin.*)

Mr. Lin: Is this your first visit to China?

Ms. Jones: No. But it's my first visit to Guangzhou. I hope it won't be my last.

Mr. Lin: I hope you will have a pleasant stay here.

Ms. Jones: I'm sure I will.

Mr. Lin: Our car is out in the parking lot. Shall we drive to your hotel now?

Ms. Jones: Yes, thank you. Let's go.

Miss Wang: This way, please.

(*They walk out of the Hall and head for the parking lot and then drive to the hotel.*)

Miss Wang: Here we are, Ms. Jones. This is the White Swan Hotel. We've reserved a room for you on the 6th floor with a balcony overlooking the park.

Ms. Jones: Thank you very much. It's very considerate of you.

Miss Wang: Well, that's the least we could do.





Script

(In the hotel room)

Mr. Lin: This is your room, Ms. Jones. Is it OK?

Ms. Jones: Oh, yes. It's lovely, very cozy and well-decorated! It's really very thoughtful of you to have arranged it for me.

Mr. Lin: Not at all.

Miss Wang: You must be very tired after your long trip. Is there anything else we can do for you?

Ms. Jones: No, thanks. Not at the moment.

Mr. Lin: Then we'll be leaving now so that you can settle in. After all, we'll have enough time for business during the next 3 days.

Ms. Jones: Thank you.

Mr. Lin: You're welcome. We'll contact you tomorrow morning.

Ms. Jones: See you then.


Mr. Lin & Miss Wang: See you!





Post-viewing

Work in groups. Role-play the following situation.



You are the Export Manager of Guangzhou Cosmetics Ltd. and are now at Baiyun Airport to meet your Canadian customer, Mr. Wilson. You've been dealing with each other through correspondence for one or two years, but have never met before. After you meet, you exchange greetings, say a few words about his flight and the weather, and make a small talk on the way to the hotel.





Business Culture

Reception Desk Etiquette

If you're sitting behind a reception desk, you're the first person to interact with a visitor, and you can set the tone for the visit. You can give a visitor a great first impression or annoy him/her so much that he/she mentions you to the person he/she comes to see. All visitors should be welcomed warmly. The visitor isn't interrupting your business; the visitor IS your business.

Greeting

Look up when someone approaches your desk and smile. If you're on a personal call, hang up immediately. If you're on a business call, make eye contact with the visitor to indicate that you see him/her and will be with him/her shortly. As soon as you've finished your phone call, focus on the visitor with a smile. Apologise for the delay. Ask how you can help. Put warmth into the question so it doesn't seem offhand (漫不经心的).



Welcoming etiquette

Ask the visitor if he/she would like to have a seat while you contact the person referred to. Depending on your company's policy, offer coffee or tea or direct the visitor to the coffee room. Offer to hang up his/her coat or show where it can be hung.

Call the person who will be meeting the visitor. Use Ms. or Mr. when announcing the visitor.

Focus on the visitor

For the receptionist, a visitor should be the most important person in the reception area. You should meet other co-workers somewhere else.

Personal manner

Besides smiling, modulate (调整) your voice. Be aware that you can convey what you think by the tone of your voice.

Desk appearance

Don't eat at your desk. If you can't avoid it, choose foods that don't have a lingering aroma. In other words, no pizza or spaghetti. Keep a clean desk, even if you have other tasks to do besides dealing with visitors.





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Norwegian Business Culture

Eye Contact

Like many Northern Europeans and North Americans, Norwegians normally employ moderate gaze behaviour, i.e. alternately looking their counterparts in the eye and then looking away. This may confuse Arabs and Latin Americans, who are accustomed to strong, steady eye contact. On the other hand, Norwegian gaze behaviour may confuse many Asians. Negotiators from these cultures are used to soft, indirect eye contact, and equate the Scandinavian gaze with staring, which is regarded as rude, hostile behaviour. Furthermore, visitors should have confirmed appointments. Although references and introductions are useful anywhere in the world, you can contact Norwegian companies directly by telephone, fax or email to make an appointment. Intermediaries are much less important than in Asia, Latin America and the Middle East.

Terms of Address

Norwegians usually address each other rather informally and use first names. However, when introduced for the first time, address your counterpart by Mr. or Ms. and their surname, e.g. Ms. Jason. Wait for your counterpart to suggest switching to first names. Male visitors should not be surprised if they are addressed by their surname alone.

Professional titles followed by the family name, such as Doctor Larsen or Professor Thomas are used when relevant to the situation, whereas business titles such as Director are not used. It is sometimes appropriate to address senior government officials by their titles.





Business Punctuality

Business meetings usually start on time in Norway. Plan to arrive five to ten minutes early for appointments. If you are going to be even a few minutes late, call to explain the problem. A late visitor is presumed to be either impolite or disinterested. Meetings are rarely interrupted by phone calls or other intrusions.

Dress

Although Norwegian business people are sometimes a little more relaxed than in many other business cultures, as a general rule, business visitors should wear a suit and tie, especially when visiting large multinational companies. However, dress norms vary depending on the business and situation involved. A casual jacket with trousers is acceptable attire when, for example, visiting construction sites. Follow the lead of your host.

Handshaking

Norwegians expect a firm, brief handshake and steady, moderate eye contact. Prolonged pumping is not done. Shake hands with each person present and again when leaving. Only at formal affairs should a semi-stiff posture and mild bow accompany a handshake.

Business Versus Leisure Time

Norwegians tend to have a relaxed attitude toward business. Business is as important as leisure time. Norwegians usually expect weekends to be free of business obligations. Visitors may find it impossible to secure business appointments on Saturday mornings or even Friday afternoons.





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Schedules and Deadlines

Schedules and deadlines are very firm. Norwegians quickly lose interest in dealing with business partners who fail to meet their obligations on time.

Giving Gifts

Except for Christmas presents and tasteful logo items, Norway is not a gift-giving business culture. However, upon successful completion of negotiations, a bottle of quality cognac or whisky will be welcome. Make sure your gift is wrapped in quality paper.

Persuasion

An American saying is that a good marketing man sells the sizzle, not the steak. This philosophy often falls flat in Norway. Norwegian business people tend to be irritated by hard sell tactics. They react better to a well-documented, straightforward approach without hype or exaggerated claims. The concept of new is not as convincing in Norway as in the U.S., where new is often associated with something better. If you can demonstrate that something is solid and of good quality, then you will have a much better chance.

Humour

In contrast to some other Northern European cultures such as Germany, humour is quite acceptable during presentations. Jokes and casual conversation mix well with serious business discussions. But remember that because it is strongly culture-specific, humour



THANKS

