



Customer service for small businesses

Sku: PC375

Horas: 30

OBJETIVOS

This course covers the fundamental aspects of running a small business. The learner sees the essential language to deal with customers and administration and completes exercises and end-of-unit tests to check comprehension. From talking about large numbers to invoicing and dealing with customer complaints, the course is comprised of a range of exercise types and topics to present the new vocabulary and structures. The grammar covered includes relative pronouns, indirect questions and the past simple - which is a good example of how the learner is encouraged to practise correct pronunciation and rhythm through repetition and modeling. By the end of the course, the learner will have seen and practised the appropriate skills and language needed to welcome, receive and say goodbye to clients, deal with various common customer-care situations and interpret the information conveyed in face-to-face interaction with clients. The course also gives examples of formal and informal language, ways to talk about money, types of shops, prepositions of place and ways to greet people from different cultures.

CONTENIDOS

Unit 1 - Greetings and Introductions

Polite Words and Phrases, Food, Ordinal Numbers, Asking for Information and Confirmation

Functions:

- Being polite
- Making requests
- Interrupting
- Confirming

Grammar:

- Courtesy
 - Making requests
 - Interrupting
 - Confirming
-

The Language of Business

A review of formal and informal business language and the typical expressions that are used in the business world.

Types of Shops

This lesson presents and practises:

- The language of shopping
 - Basic vocabulary
 - Typical expressions used in shops
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Talking About Position

Lexis:

- Types of food / Food shops (bakery, bread, etc.)
- Fruits and vegetables

Function:

- Saying where things are
 - Prepositions of place
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Test Exercises

This test checks the learner's comprehension of the topics covered in Unit 1:

- Greetings and introductions
- Ways to be polite
- Business language
- Types of shops
- Talking about position

Unit 2 - Describing Business Sectors

Describing Business Sectors

Function:

- Describing sectors / areas of business and the roles within them
-

Small Businesses

Focus:

- Introduction to different aspects of running a small business
 - Talking about different kinds of companies
-

Using Different Registers in Business Relationships

Functions:

- Greetings
 - Recognising formal / informal register
-

Grammar and Vocabulary Related to Business Situations

Function:

- Showing interest
 - Accusing
 - Denying
-

False Friends and Misunderstandings

Focus:

- General revision of words and structures that are easily confused
 - False cognates / false friends
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Test Exercises

This test checks the learner's comprehension of the topics covered in Unit 2:

- Talking about different sectors
 - Small business language
 - Formal and informal language
 - False friends and common cultural misunderstandings
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Unit 3 - Administration: Asking for Information

Business Correspondence and Administration

- Vocabulary related to buying and selling from catalogues
- Formalities involved in large purchases
- Types of letters sent from business to business
- Phrasal verbs related to commercial processes
- How to write enquiry letters: structure, formatting, and content
- Indirect questions and formal verb constructions
- Acknowledgement letters: dialogues and practical exercises

Function:

- Requesting and providing information
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Commercial Interactions

Buying and Selling from Catalogues / Writing a Cheque

- Real-life examples of commercial interactions
 - Language used when buying from a catalogue
 - Vocabulary related to making payments (e.g. by cheque)
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Shapes and Materials: Introduction

- **Revision Lesson:** Vocabulary related to shapes and materials
-

Describing a Product

This lesson provides:

- Key vocabulary to describe a product (size, weight, etc.)
- Language in context through a short dialogue between customer and shopkeeper

At the Clothing Shop – Specific Vocabulary

- Typical expressions and vocabulary used in a clothing store
- Situational practice for real-life conversations

Place Your Items on the Conveyor Belt – Specific Vocabulary

- Language used in checkout and commercial transactions

Hold Onto Your Receipt – Specific Vocabulary

- Vocabulary related to:
 - Shopping
 - Sales
 - Discounts
 - Returning an item

Test Exercises

This test checks the learner's comprehension of the topics covered in Unit 3:

- Business administration
- Asking for and giving information
- Talking about shapes and materials
- Describing a product
- Returning an item

Unit 4 - Customer Service for Small Businesses (2/4)

Making an Order

Function:

- Making an order
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Talking About the Condition of a Product – Vocabulary

- Common vocabulary used to describe a product's condition
 - Exercises to practise and consolidate key terms
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Talking About the Condition of a Product – In Context

- Practical application of condition-related vocabulary in realistic conversations
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Dealing with Invoices

- Essential language for preparing and understanding invoices
 - Step-by-step examples of the invoicing process
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Administration: Bills and Invoices

Topics Covered:

- Formal and informal vocabulary related to invoices and bills
- Function and format of invoices
- Understanding and creating invoices
- Listening and pronunciation practice through dialogues
- Numbers and basic mathematical calculations in English

Test Exercises

This test checks the learner's comprehension of the topics covered in Unit 4:

- Placing an order
- Talking about the condition of a product
- Dealing with invoices
- General administration