

BUSINESS ENGLISH

TU GUÍA PARA CONSEGUIR TRABAJO
Y TRIUNFAR EN LOS NEGOCIOS EN INGLÉS

GETTING THE JOB

COVER LETTERS
JOB INTERVIEWS • CVs
WORKING ABROAD • THE JOB SEARCH

DOING BUSINESS IN ENGLISH

NEGOTIATIONS • EMAIL
PRESENTATIONS • ON THE TELEPHONE
NUMBERS AND MONEY • MEETINGS

ADVANCED BUSINESS TOPICS

ECONOMICS
ACCOUNTING • MARKETING
FINANCE & INVESTING • INSURANCE



Vaughan
SYSTEMS

ÍNDICE DE CONTENIDOS

Prólogo de Richard Vaughan	5	SECTION B: Doing Business in English	87
Thanks!	7	6. Numbers and Money	89
Cómo descargar el audio del libro	8	The rules!	91
Cómo acceder a los vídeos	9	Let's practice	92
Sobre este libro y cómo usarlo	9	Pronouncing money	93
SECTION A: Getting the Job!	13	7. On the Telephone	99
1. The Job Search	15	Tips for success on the telephone	101
Online job search engines	17	20 of the most important terms related to the telephone	102
Job search and recruitment vocabulary	18	Pronouncing telephone numbers	103
LinkedIn	19	Expressions to use on the telephone	103
Networking	19	Saying dates	108
Trade fairs	20	The alphabet	109
2. How to Prepare a CV in English	23	Organizing meetings and appointments	111
Tips for writing a good CV	26	Putting it all into practice – An example	112
50 Super verbs to make your CV stand out	28	8. Email	115
The CV format	30	The subject line	117
Five things to avoid!	38	Addressing the recipient	118
Presentation of your CV	40	Beginning your email	118
Example CVs	41	Don't make too many points in each email	119
3. Preparing a Cover Letter	49	Be clear on the type of response you want to receive	119
Format	51	Closing your email	119
Follow up letters	53	Attaching files	120
Use of descriptive verbs and adjectives	54	Before sending	121
Sample cover letters	54	Putting it all together – A few examples	121
4. In the Job Interview	63	9. Meetings	125
How to prepare	65	Why are you having the meeting?	127
Typical interview questions	65	Meeting terminology	129
Other preparations for the job interview	73	Four tips to ensure the success of your meetings	137
5. Working Abroad	77	10. Presentations	141
The UK	79	Why are you giving a presentation?	144
Australia	80	Different types of presentations	144
USA	81	Structure	145
Canada	82	Know your material and rehearse it	148
		Using notes	149

Presentation design	149	Marketing vocabulary!	
Choosing a title	151	25 words you should know	225
What tools should I use in my presentation?.....	152	Translation lists	226
Visual aids	153	13. Finance & Investing	233
Describing charts and graphs	155	Finance	235
Know the audience	157	Investing	236
Nerves	158	Investment analysis	239
Know the room	158	Investment valuation models.....	243
Body language.....	159	Finance and investing vocabulary!	
Cultural considerations	160	25 words you should know.....	246
Voice quality	160	Finance and investing translation lists	247
Language	161	14. Accounting	253
Signposting.....	161	Financial statements	257
Answering difficult questions	164	The accounting cycle	270
Presentation checklist.....	167	The accounting cycle – A practical example ...	274
11. Negotiating	171	Accounting vocabulary!	
Styles of negotiation -		25 words you should know.....	290
“Adversarial” versus “Cooperative bargaining”...174		Accounting translation lists	291
Planning your negotiation.....	174	15. Insurance	297
Preparation checklist.....	175	What is insurance?.....	299
How to structure negotiations.....	176	Types of insurance	300
Important points to remember.....	178	Whole vs. Term life insurance	303
What to do when a truly great deal		Insurance vocabulary!	
is impossible	181	25 words you should know.....	305
Negotiating tactics.....	183	Insurance translation lists	306
What to do when tactics (or tricks)		16. Economics	313
are used on you.....	189	Supply and demand	315
Useful negotiation phrases	189	Gross domestic product	320
Translation lists	194	The business cycle	321
SECTION C: Advanced Business Topics	201	International trade	323
12. Marketing	203	Inflation.....	323
Needs, wants and demands	205	Interest rates.....	324
Value, satisfaction and quality	205	Economic policy -	
Marketing management.....	206	Monetary policy and fiscal policy.....	325
Strategic planning	207	Economics vocabulary!	
Understanding the market		25 words you should know.....	326
and your customers	208	Economics translation lists	327
The marketing mix	209	Vocabulary Index	333
Marketing research	210	Audio Index	345
Product positioning.....	210		
Marketing tools.....	214		

Dear reader,

It is with special pleasure that I set aside a few moments to talk about Kyle Millar and, most especially, to recommend his new book... this book... ***Business English, a guide to getting a job and succeeding in the business world in English.***

I have known Kyle Millar since 2003, the year in which he came to Spain as a volunteer to take part in one of our Vaughan Systems residential programs. Two months later, he was a teacher in our organization. Apparently he liked our approach to teaching and learning. He probably noticed a certain affinity between himself and our personality as a company, an affinity that involves intensity, vitality, daring, creativity and thoroughgoing fun. Kyle is a positive person, an optimist, a go-getter and somewhat fearless. He and I share many traits. In addition, he is a true professional in both radio and TV, two bonus skills that he acquired more quickly than anyone I have met.

And now, with ***Business English***, Kyle is making a second incursion into the world of publishing, after a first successful foray with his *Verb Circus* series of books and CDs. Having someone like Kyle Millar buzzing around and finding, on his own initiative, ways to be extremely helpful in making Vaughan Systems a solid, profitable outfit is something any company dreams of.

But what is especially interesting for me is that Kyle has finally decided to focus his energy and talents on the business world. It's only logical. He holds an MBA in Finance from Saint Mary's University in Halifax, Canada, and worked both in the Bank of Montreal and the Royal Bank of Canada. In a certain sense, we could say that, up to now, Kyle has been keeping an ace up his sleeve... holding back the best he has to give.

Therefore, I want to encourage anyone who needs to improve his or her command of business English, be it to find a good job or to move up successfully in the business world, to spend some quality time with Kyle Millar, focusing carefully on everything he says. He knows what he's talking about and there are very few people in Spain who can bring together more effectively a persuasive fusion of actual English teaching with business know-how.

Richard Vaughan
President, Vaughan Systems



CHAPTER 1

THE JOB SEARCH

[Cómo encontrar
el puesto ideal para ti]

THE JOB SEARCH

Finding a job can be challenging and stressful. It can often be difficult to find a job in an area that you are interested in or have studied for. Knowing how to search for job vacancies, apply for suitable jobs and perform well in the job interview are all keys to getting that job you're looking for.

Your path to getting the job begins with a **thorough** and careful job search.

Thorough:
'exhaustivo'.

ONLINE JOB SEARCH ENGINES

There are many ways you can find job vacancies. Online job search engines can be very effective for helping you find and apply for jobs in your field of interest.

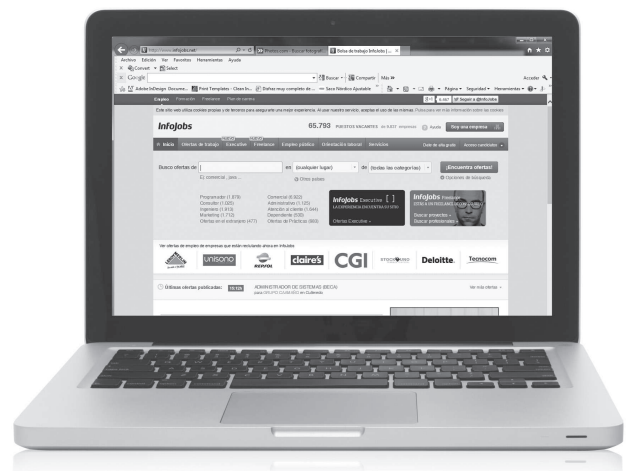
Some of the more common search engines you might want to try are:

- www.infojobs.com
- www.monster.com
- www.careerbuilder.com
- www.simplyhired.es
- www.indeed.com

Simply searching in Google for "job websites" or "employment opportunities" will also yield numerous results. Depending on where you live, you may also have local web-based job databases.

These websites will typically request that you set up an account with them and upload one or more **CVs**. **Be sure to invest the time to build a good profile on these websites.** A little time invested **up front** will enable you to quickly submit numerous high-quality applications later.

In most cases, these websites will allow you to search for job vacancies according to industry, location, occupation or level of experience. Frequently



CV: 'currículo', o 'curriculum'.

Up front - In advance: 'por adelantado'.

searching these websites can be an effective way to discover and apply for a high volume of jobs, increasing your chances of finding one suitable for you.

TIP

Keep a separate record, in a notebook or on your computer on each job you have applied for and updates on any feedback you may have received. Sometimes applying online can be so quick and easy that you can easily lose track of the jobs you have applied for and what you have searched.

JOB SEARCH AND RECRUITMENT VOCABULARY

Consider the following vocabulary related to recruitment. Knowing these terms will make your online application experience more efficient.

<i>Contratar</i>	To hire
<i>Formación académica</i>	Education
<i>Solicitar un trabajo</i>	To apply for a job
<i>Proceso de contratación</i>	Recruitment process
<i>Candidatos para un puesto</i>	Candidates/Applicants
<i>Referencias laborales</i>	References
<i>Titulaciones, cualificaciones</i>	Degrees, Certificates, Qualifications
<i>Empresas de trabajo (temporal)</i>	Employment agencies
<i>Ubicación</i>	Location
<i>Cazatalentos</i>	Head-hunter
<i>Curriculum Vitae</i>	CV/résumé
<i>Anuncio de empleo</i>	Advertisement
<i>Solicitar</i>	To apply for
<i>Buscar</i>	To search
<i>Profesión</i>	Occupation
<i>Publicar</i>	To post
<i>Apuntarse</i>	To sign up (for)
<i>Sector</i>	Field
<i>Repasar</i>	To review
<i>Vacante</i>	A vacancy or job opening
<i>Subcontratar, Externalizar</i>	To outsource
<i>Fortalezas / Debilidades</i>	Strengths / weaknesses

LINKEDIN

LinkedIn is a very popular social media / professional networking site. Through the website you can create a profile then search and connect to people in your field of employment interest.

LinkedIn has become an important recruiting tool for employers of all sizes, and job seekers should know how to best use the tool to aid their hunt.

According to Nicole Williams, a career expert and LinkedIn's connection director, 85 of the **Fortune 100** companies use LinkedIn to find potential hires. Unfortunately, simply having an account won't do much for your job search. **More and more** hiring managers are being proactive and looking through LinkedIn profiles to fill vacant positions. For this reason, it's important that you make your profile complete.

Skills should be kept up to date and detailed, as should work experience. More detailed and complete profiles are much more likely to get noticed.

To **draw attention** to your profile, you can also use the platform to share news or articles relevant to your industry of interest. This proves that you are actively **in touch with** the industry.

Any positive updates to your profile, such as new skills you are developing or volunteer work will help attract attention.

NETWORKING

Networking is still one of the best ways to find out about job vacancies and get your application to the right person. With successful networking you develop personal contacts who work in different fields. By growing this network, often through social interaction, you can become connected to people who can direct you towards employment vacancies.

For effective networking, it is important to be pleasant, social and interesting. It will become clear if you are only dealing with people for your own personal gain. Be genuine, show interest and use your communication skills.

As a more structured form of networking, you may wish to consider joining an industry association in the industry you would like to work in. Particularly if you have studied in this field, joining an association (which you can find online) enables you to stay up to date with current developments and, more importantly, network with people in the field, which could lead to an employment opportunity.

There are also online discussion groups and social networking groups that can provide similar advantages.

Fortune 100 - "Fortune" magazine's top 100 companies based on annual revenue. Fortune is more famous for its "Fortune 500" list.

More and more: 'cada vez más'.

To draw attention - To attract attention: 'atraer atención'.

To be in touch with: 'estar en contacto con'. Es mucho más común decir "in touch with" que "in contact with".

Networking - Social interaction for the purpose of recognizing, creating, or acting upon business opportunities.

"To network": 'hacer contactos'.

