

Business communication 1: staying in touch

A Business cards 1

Business cards are an important source of information about your **business contacts** – people you meet doing business. Business cards may help you understand the **hierarchy** (see Unit 45) of the company you are dealing with. In some places, especially in Asia, it's important to **follow the etiquette** – rules – for their use. In Asia, when someone hands over their card, take it with both hands, look at it carefully and treat it with care and respect. Do not write or make notes on it. Store it carefully. Hand over your card in return, ensuring that you always have a supply with you.

B Business cards 2



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¹first name

²middle initial – some people use an initial to show the first letter of their middle name

³family name, surname – in the Western world, the family name comes last (in China and some other places it comes first)

⁴job title – the official name of someone's job

⁵qualifications – some people show their **academic qualifications**

⁶membership of professional organizations

⁷contact details – phone numbers, email address, postal address, etc.

C Staying in touch

Gunilla Madsen is speaking to Wu Lee.

GM: Thanks for your card. Wu is your family name, right?

WL: Yes, but please call me Lee.

GM: OK. Yes, I think you'll be very interested in our latest equipment – the technical specifications have only just been finalized.

WL: **Could you email** the specs to me when you get back, Gunilla? My **email address** is on my card.

GM: Sure. I'll **attach** the specs to the email. It's going to be quite a **large attachment**! There are about ten pages of specs. And I'll send some brochures **by courier** – we use DHL.

WL: No problem.

GM: **Please get back to me** if you have any questions, of course. Email is probably easiest.

WL: Especially with the time difference between Shanghai and Oslo!

GM: Yes, but **don't hesitate to give me a call** if you'd like to discuss anything. People don't use the phone enough these days!

WL: No, they don't. So, **we'll be in touch** soon ... **by email** or **by phone**.

GM: Absolutely, it was very nice meeting you, Lee.

WL: Likewise!

Exercises

- .1** George was representing his company, Primo Plastics, on their stand at a trade fair in Tokyo. Look at A opposite and identify five mistakes that he made in relation to card etiquette.

A Japanese businessman, Bunzo Watanabe, came to the stand and said that Primo Plastics was the sort of special plastics company that his company might like to work with. He handed over his card, and George took it with one hand. He wrote 'Tokyo trade fair' on the back to remind him where he had met Mr Watanabe. He did not read the card carefully, but put it casually in his pocket. When Mr Watanabe asked for George's card, George said, 'Sorry, but I've run out. I'll write my details on a sheet of paper.'

- .2** Look at B . Then identify the items below (1–7) on each card. Write the numbers next to the items.



- | | |
|-------------------------|--|
| 1 first name | 5 qualifications |
| 2 middle initial | 6 membership of professional organizations |
| 3 family name / surname | 7 contact details, including email address |
| 4 job title | |

- .3** Complete the conversation between the people in 2 using expressions from C

WS: OK. Yes, I think you'll be very interested in the latest technical developments – we can offer consultancy services that will help you choose the right textile supplier.
FR: Could you email me something when you get back, Wolfgang? My **(1)** is on my card.
WS: Of course, but it's going to be quite a large **(2)** ! Our electronic 'brochure' is about 15 pages long.
FR: No problem.
WS: Please don't hesitate to **(3)** if you have any questions, of course. Email is probably easiest ...
FR: Even if there's no time difference between Frankfurt and Milan!
WS: Yes, please feel free **(4)** It's sometimes easier to talk over the phone rather than by email.
FR: Yes, you're right.
WS: And I can always send textile samples **(5)** : we use FedEx.
FR: Good. In our business it's always good to be able to see and touch the fabric.
WS: Absolutely. Well, it was very nice meeting you, Francesca.
FR: Likewise! We'll be in touch soon, no doubt.

Over to you

You meet someone at a conference and promise to send them more information about your school or organization. Write an email to them.