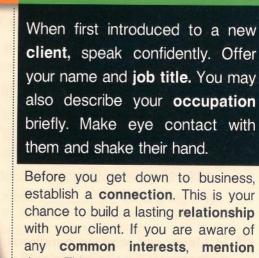
# 

## Introductions

# SECTION II: How to Succeed in Business INTRODUCTIONS



establish a connection. This is your chance to build a lasting relationship with your client. If you are aware of any common interests, mention them. This could mean discussing a recent sporting event. More often, it means bringing up a common business goal. Try to be specific. Don't just say that you're looking forward to working with them. Mention a particular goal you are hoping to reach.

It is a good idea to avoid personal subjects. Sometimes clients are all business. They may not respond positively to comments about their family or personal life. This can be challenging. Try to establish a friendly atmosphere while still showing courtesy.



- Before you read the passage, talk about these questions.
  - 1 Why are introductions important for business people?
  - 2 What are some ways to make a good impression when meeting new people?

### Reading

- Read the book excerpt. Then, choose the correct answers.
  - 1 What is the excerpt mainly about?
    - A the best time to make introductions
    - B ways to meet other businesspeople
    - C making business introductions
    - D reaching common goals
  - 2 Which of the following advice is NOT offered in the excerpt?
    - A don't discuss private matters in introductions
    - B make sure to give your name and the title of your job
    - C be clear about shared goals that you want to meet
    - D mention a client's family in order to establish a connection
  - 3 How does the excerpt recommend establishing a good relationship?
    - A by speaking quietly when describing your occupation
    - B by discussing common interests without being too personal
    - C by staying professional and avoiding connections
    - D by responding positively to comments about personal subjects



### Vocabulary

- Match the words or phrases (1-7) with the definitions (A-G).
  - 1 \_ client 5 \_ introduction
  - 2 \_ personal 6 \_ occupation
  - 3 \_ courtesy 7 \_ common
  - 4 \_ iob title interest
  - A the act of putting people in contact
  - B a shared concern or involvement
  - C a person served by a company
  - D politeness or consideration
  - E relating to private matters
  - F one's job or responsibilities
  - G the official name of one's role at a company