

6

Introductions

SECTION II: How to Succeed in Business

INTRODUCTIONS



job title

Get ready!

- 1 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

- 2 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



When first introduced to a new **client**, speak confidently. Offer your name and **job title**. You may also describe your **occupation** briefly. Make eye contact with them and shake their hand.

Before you get down to business, 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**.

Vocabulary

- 3 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 _ job 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