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1	Meeting colleagues 	simple present	<ul style="list-style-type: none"> • Jobs and places of work • Introducing yourself • Job duties • Talking about yourself and your job • Skills: Practical dictionary work • Phrases: Introducing yourself and others 	5
2	Products and services 	present continuous	<ul style="list-style-type: none"> • Describing products • Explaining the benefits of products • Talking to customers • Serving customers successfully • Skills: Vocabulary work • Phrases: Serving customers 	13
3	Customers 	will-future, going to-future	<ul style="list-style-type: none"> • Types of customers and their shopping habits • Keeping customers satisfied • Different types of shops • Future plans • Skills: Mediation • Phrases: Addressing different customers 	21
4	Money 	numbers and quantities; adjectives, adverbs	<ul style="list-style-type: none"> • Talking about money • Goods and quantities • Talking about prices • At the cash desk • Skills: Doing internet research • Phrases: Dealing with money 	29
5	At the department store 	ordinal numbers; comparison of adjectives	<ul style="list-style-type: none"> • Different floors • Finding products • Finding different departments • Making comparisons • Skills: British and American English • Phrases: At a department store 	37
6	Sales promotion 	simple past	<ul style="list-style-type: none"> • The history of a company • Planning a product promotion • Convincing and binding customers • Skills: Describing a picture • Phrases: Product promotion 	45

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7	Special sales situations 	must, have to; relative clauses	<ul style="list-style-type: none"> • Handling goods • Giving instructions • Explaining rules and regulations • Dealing with customers' complaints • Convincing upset customers • Skills: Listening • Phrases: Special sales situations 	53
8	After-sales services 	if-sentences type 1; present perfect	<ul style="list-style-type: none"> • Product recall • Dealing with product recalls • Customer feedback • Dealing with complaints and apologising • Skills: Interpreting diagrams • Phrases: After-sales talk 	61
9	Getting goods delivered 	past perfect	<ul style="list-style-type: none"> • Making an enquiry • A business letter • Receiving an offer • Placing an order • Delivery and payment • Skills: Commercial correspondence • Phrases: Business correspondence 	69
10	Job hunting 	if-sentences type 2; passive	<ul style="list-style-type: none"> • Which job? • Looking at job adverts • Writing a letter of application • Writing a CV • A job interview • Skills: Applying for a job • Phrases: Job application 	77
	KMK-Prüfung		<ul style="list-style-type: none"> • KMK-Musterprüfung 	85
	Anhang		<ul style="list-style-type: none"> • 10 Tipps zum Englischlernen • Grammatikanhang • Grundwortschatz • Unitbegleitendes Vokabular • Alphabetisches Wörterverzeichnis • Abbildungsnachweis 	89