

1 | Meeting colleagues 6

TOPICS Jobs and places of work • Introducing yourself • Job duties • Talking about yourself and your job

GRAMMAR Simple present

SKILLS Practical dictionary work

PHRASES Introducing yourself and others

2 | Products and services 14

TOPICS Describing products • Explaining the benefits of products • Talking to customers • Serving customers successfully

GRAMMAR Present continuous

SKILLS Vocabulary work

VIDEO LOUNGE BBC: Fairtrade clothing line

PHRASES Serving customers



3 | Customers 22

TOPICS Types of customers and their shopping habits • Keeping customers satisfied • Different types of shops • Future plans

GRAMMAR Will-future and going-to-future

SKILLS Mediation

VIDEO LOUNGE ZDF Enterprises: Oranges: Healthy and full of vitamins

PHRASES Addressing different customers



4 | Money 30

TOPICS Talking about money • Goods and quantities • Talking about prices • At the cash desk

GRAMMAR Numbers and quantities • Adjectives and adverbs

SKILLS Doing internet research

VIDEO LOUNGE ZDF Enterprises: Black Friday

PHRASES Dealing with money



5 | At the department store 38

TOPICS Different floors • Finding products and different departments • Making comparisons

GRAMMAR Ordinal numbers • Comparison of adjectives

SKILLS British and American English

PHRASES At a department store

6 | Sales promotion 46

TOPICS Promoting products • Planning a product promotion • Convincing and binding customers

GRAMMAR Simple past

SKILLS Describing a picture

PHRASES Product promotion



7 | Special sales situations 54

TOPICS Handling goods • Giving instructions • Explaining rules and regulations • Dealing with customer complaints • Convincing upset customers

GRAMMAR 'Must' and 'have to' • Relative clauses

SKILLS Listening

VIDEO LOUNGE ZDF Enterprises: Food expiry dates

PHRASES Special sales situations

8 | After-sales services 62

TOPICS Dealing with product recalls • Customer feedback • Apologizing to customers

GRAMMAR If-sentences type 1 • Present perfect and simple past • Countable and uncountable nouns

SKILLS Interpreting diagrams

PHRASES After-sales talk

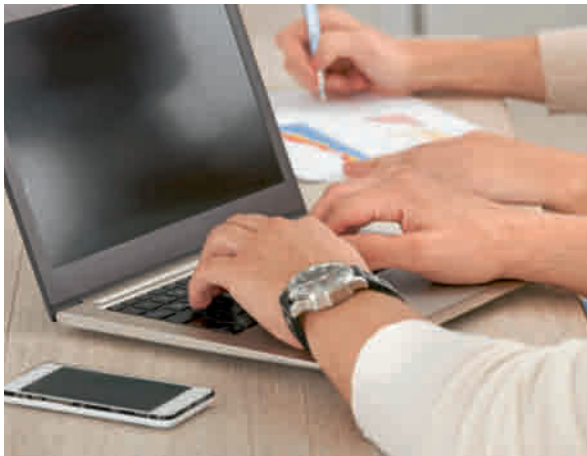
9 | Getting goods delivered 70

TOPICS Making an enquiry • A business letter • Receiving an offer • Placing an order • Delivery and payment

GRAMMAR Simple past and past perfect • Indirect speech

SKILLS Commercial correspondence

PHRASES Business correspondence



10 | Job hunting 78

TOPICS Which job? • Looking at job adverts • Writing a letter of application and a CV • A job interview

GRAMMAR If-sentences type 2 • Passive

SKILLS Applying for a job

PHRASES Job application



Appendix

KMK-Prüfungen (Stufe I und II)	86
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Alphabetical word list	117

Umschlagseiten

Map: United Kingdom
Phrases: Communication
Irregular verbs

Unitelemente

NACH DIESER UNIT:	Lernziele	LANGUAGE BOX	Grammatik und sprachliche Besonderheiten
WORD BANK	Schlüsselvokabular	SKILLS	Training ausgewählter Fertigkeiten
→ PHRASES: page 13	Verweis auf <i>Phrases</i>	INTERCULTURAL BOX	Interkulturelle Kompetenz
→ GRAMMAR: page 96	Verweis auf Grammatikanhang	VIDEO LOUNGE	Authentische Videos mit Aufgaben zum Hör-/Sehverstehen
ICH KANN JETZT ...	Selbstevaluation		

Symbole

ⓐ 1.2	Audioverweis mit Tracknummer (CD1 – Track 2)
P, M, I, R	Produktion, Mediation, Interaktion, Rezeption
▲	Anspruchsvollere Aufgabe
👤👤	Partner- und Gruppenaufgaben
🌐	Aufgabe mit Internetrecherche
🌐 n6r4i4	Zusatzmaterialien online über www.klett.de