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DARIYA DZIUBA

## NEWSLETTER #16



**Want to be successful? Have fun!**

29/10//2010

### SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

#### Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: [info@enrucafe.com](mailto:info@enrucafe.com)

**Want to be successful? Have fun!**

Hello everyone,

Richard Branson, a famous Virgin owner, thinks that business should be Fun. You will read about it yourselves when you read the article about him in this newsletter. In addition, you will work on sentence structure and tag questions. Also you will solve brain teasers, read golden rules of successful negotiations, solve the crossword and read the comic strip.

I hope you will enjoy this newsletter. Thanks for staying with me ☺ You will receive the next issue in a month.

Dariya Dziuba

**GRAMMAR**

**Exercise 1. Sentence structure.**

This section is especially dedicated to English sentence structure because it is one of the most difficult areas of English. Here you will have a possibility to train yourself in making sentences from the given words. As usually, you can check your answer at the end of the newsletter.

1. same/made/the/everything/spirit/ran/through/We/we/sure/did.

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2. may/be/seriously/surprised/You/more/that/many/will/take/you/others.

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3. We/money/to/the/most/had/of/our/make/meager/marketing.

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4. control/my/wasn't/I/so/wish/bill/out/of.

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5. did/not/a/lot/streets/of/money/to/We/it/take/have/to/the.

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6. experience/We/everything/we/could/to/did/the/mood/and/the/lighten.

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7. work/Our/felt/good/proud/to/be/with/a/seen/company/that/associated/made/smile/and/that/was/as/a/staff/people/place/to.

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8. I/kinds/became/wild/a/willing/adventures/victim/in/quickly/all/of/crazy/and.

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9. person/you/us,/we'll/treat/you/like/call/When/a.

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10. pack/is/not/just/to/be/It/the/joker/in/enough/the.

The source: <http://www.entrepreneur.com/article/217440>

**GRAMMAR: Asking tag questions**

**What are tag questions?**

If you would like to specify some information, you can ask tag questions. A tag question is usually a short question that we put at the end of a statement. For example:

- They are not working on a new project together, **are they?**
- She has just hired a new assistant, **hasn't she?**
- We were invited to a party, **weren't we?**

**How to form tag questions**

From the examples we see that tag questions usually have two parts:

**STATEMENT**

**SHORT QUESTION**

They are not working on a new project together,  
 She has just hired a new assistant,  
 We were invited to a party,

are they?  
 hasn't she?  
 weren't we?

**NOTE:**

If your statement is affirmative, then your short question should be negative. For example:

<b>STATEMENT (+)</b>	<b>SHORT QUESTION (-)</b>
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- She **has signed** a new contract with her client, **hasn't** she?
- They **will fly** to Greece tomorrow, **won't** they?
- John **is going** to present his new project tonight, **isn't** he?

**NOTE:** If your statement is **negative**, then your short question should be **affirmative**. For example:

<b>STATEMENT (-)</b>	<b>SHORT QUESTION (+)</b>
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- You **didn't go** to the meeting, **did** you?
- She **wasn't promoted**, **was** she?
- You **have never talked** to your boss, **have** you? (pay attention, it was a negative statement because of the word "never" in it)
- **Nobody is sure** of the answer, **are** they? (pay attention, it was a negative statement since there was used "nobody")
- Mary **isn't going** to the concert, **is** she?

**Where to take an auxiliary verb?**

To form the short question we usually need **an auxiliary verb** and **a pronoun**. Which verb and which pronoun to take? Just look at the main **subject** (the person or thing that does an action) and at the **action** of your statement.

For example:

- **We have signed** a contract, **haven't we**?
- **Mark will give** a speech tomorrow, **won't he**?
- **She hasn't prepared** her presentation, **has she**?
- **Jake visited** his father, **didn't he**?
- **Sue and John aren't prepared** well, **are they**?
- **I go** to work every day, **don't I**?

**Exercise 2. Make tag questions from the statements.**

1. She'd like to arrive earlier.

2. He's just got fired.

3. They aren't going to launch a new product so fast.

4. His company's become very successful despite the crisis.

5. We can prove that it was not our fault.

6. She isn't working very hard these days though she would like to receive promotion.

7. They're going to open their new outlet next week.

8. Mark's been working for this company for a long time but he's never been promoted.

9. Sally and Sue will be responsible for our new product.

10. More advertising must help us increase our sales.

11. We don't work very hard.

12. They want us to reserve a room for them.

13. We don't have to go to that meeting.

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14. They were going to come on Tuesday.

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15. She cancelled the meeting.

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16. You've forgotten his phone number.

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17. He doesn't write many reports every month.

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18. This new software provides protection against hackers.

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19. She's going to become a designer.

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20. Her mobile phone doesn't work well.

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### **BRAIN TEASERS**

At job interviews and at some business schools brainteasers are quite popular now. That is why I decided to include some of them into this newsletter. From now on you are going to find two brainteasers in every newsletter. Check the answers to the teasers at the end of the newsletter.\*

1) I am the owner of a pet store. If I put in one canary per cage, I have one bird too many. If I put in two canaries per cage, I have one cage too many. How many cages and canaries do I have?

The source: <http://dan.hersam.com/brain-teasers.html>

2) Tom's mother has three children. One is named April, one is named May. What is the third one named?

The source: <http://dan.hersam.com/brain-teasers.html>

### **SUCCESSFUL BUSINESS SKILLS: The golden rules of negotiation**

*Best practices for supercharging your team's performance*

The Golden Rules of Negotiation February 01, 2009 - Sales & Marketing Magazine (SMM)

**By Marty Latz**

What's the most effective way in today's economy to increase your margins, close more deals and improve your team's success rates without spending a lot of money in the process.

Answer: Creating, implementing and managing negotiation best practices. Negotiation is one of the last significant areas in sales that remains largely unmanaged. Frankly, the vast majority of sales professionals just don't consistently and systematically use proven, research-based strategies here.

Instead, they largely rely on their instincts when they reach the negotiation stage. This often leads to: a. money left on the table; b. bad habits and inefficiencies; and c. failure to capture critical intelligence your company can use in future negotiations.

Research over the last 30 or so years has tested various negotiation strategies, and it's now become fairly clear which techniques work and which don't. A sales manager's challenge is to first establish the effective research-based strategies as best practices. These should include the following golden rules of negotiation:

1. Information is power—so get it! Many sales professionals enter negotiations with arguments intended to persuade their customers of the value of their product or service. Unknowingly, they're giving up power from the first time they open their mouths. Negotiation power goes to those who listen and learn. Crucial intelligence to obtain and retain includes your customers' fundamental needs and interests and strategies they have previously used. Consider the power of knowing your customer regularly walks out of negotiations ... but comes back to the table 90 percent of the time.

2. Maximize your leverage. How much do you and your customer really need the deal? What are your and your customer's alternatives (or plan Bs) if you don't close? What can you do to strengthen your leverage? Finding the answers to all of these questions can be the key to success.

3. Employ "fair" objective criteria. The quest for fairness is a key element in many negotiations. And fairness often boils down to relatively objective and independent standards, such as market value,

precedent, costs/profits or expert opinion. If both sides can agree on a fair standard, your deal likely will close.

4. Design an offer-concession strategy. To avoid leaving valuable items on the table gratuitously, design the right offer-concession strategy. You can't do this without understanding the patterns and psychological dynamics impacting concession behavior.

A crucial sales element here involves making sure your customer walks away feeling like they got a good deal. So don't just start at one price on big deals and refuse to move. Instead, start higher and provide a discount. You have to make them feel special.

5. Control the agenda. Effectively controlling the process is one of the most challenging elements in striking a great deal. Understanding when and how to use deadlines and the psychological tendencies underlying them will give you a leg up in your negotiations.

The next step is to ensure your team implements and you manage to these best practices. How can you do this?

First, require that your sales professionals complete a best practices-based strategic negotiation plan prior to their significant negotiations. Second, ensure they update their plans during their negotiations and that you receive reports of their moves. And third, track and retain all their strategic plans and crucial intelligence that's been gathered.

Overall, you can do some of this with word processing and/or spreadsheet programs, plus notes fields in CRM solutions. Specialized software solutions are another valuable option.

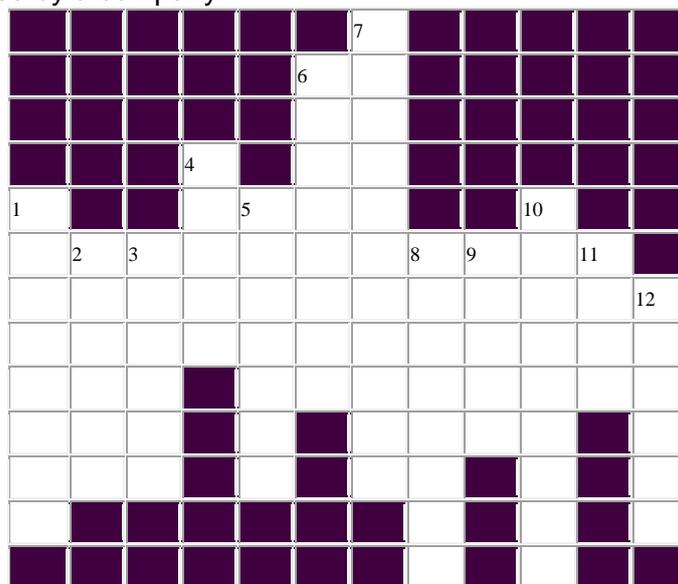
Bottom line: Get your teams negotiating strategically based on proven research-based methods. That's the best way to maximize your likelihood of negotiation success, both in this economy and the next.

*Marty Latz is the founder of Latz Negotiation Institute ([www.NegotiationInstitute.com](http://www.NegotiationInstitute.com)) and ExpertNegotiator Planning & Management Software ([www.ExpertNegotiator.com](http://www.ExpertNegotiator.com)). He is also the author of *Gain the Edge! Negotiating To Get What You Want*. Reach him at [Latz@ExpertNegotiator.com](mailto:Latz@ExpertNegotiator.com), or by calling*

The source: <http://negotiationinstitute.com/news/golden-rules-negotiation-best-practices-supercharging-your-teams-performance>

### BUSINESS CROSSWORD

Read the clues and write the words *downwards* in the puzzle. What are the two hidden words which goes across the middle of the puzzle to make number 13? These words (7 and 5 letters) describe a set of different goods produced by a company.



1. The .... to the new product has been very good.
2. The market which the company hopes to attract is called the ..... market.
3. A company's market can have a high or low ..... rate.
4. A class of goods which is the product of a particular company or producer ("What is your favourite ..... of cigarette?")
5. .... buying is the purchasing of goods that one does not really want.

6. Market ..... is a detailed study to find out what kinds of goods consumers want.
7. .... is the extent to which a company gains a share of the market.
8. Most companies have a marketing ..... which is a plan to decide how the marketing will be carried out.
9. A ..... market is one in which goods are easily sold.
10. This is an arrangement by which a monopoly producer gives a trader the right to sell goods in a particular area.
11. This is a sign, representing a company name which is often used as a trade mark.
12. This is a part of the market. The source: <http://www.linguarama.com/ps/293-10.htm>

**BUSINESS STORIES AND TALES**

***The blind men and the road story***

A blind man had been waiting a while at a busy road for someone to offer to guide him across, when he felt a tap on his shoulder.

"Excuse me," said the tapper, "I'm blind - would you mind guiding me across the road?"

The first blind man took the arm of the second blind man, and they both crossed the road.

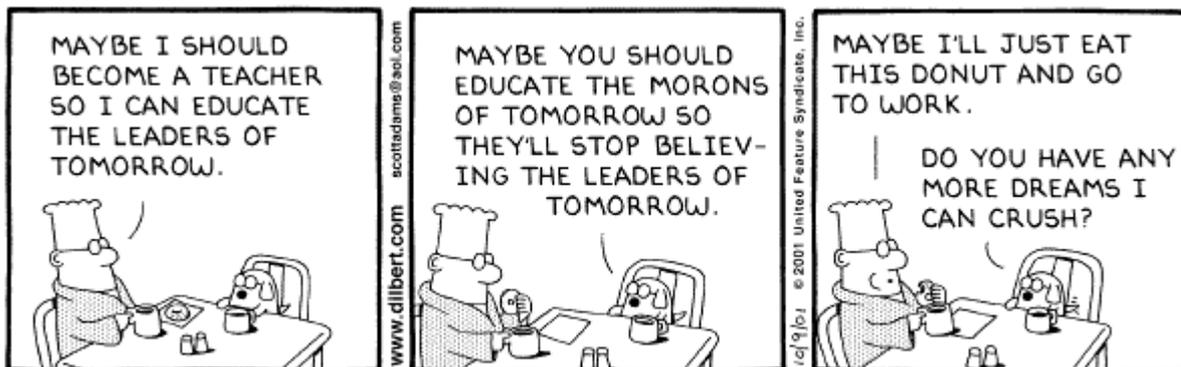
Apparently this is a true story. The first blind man was the jazz pianist George Shearing. He is quoted (in Bartlett's Anecdotes) as saying after the event, "What could I do? I took him across and it was the biggest thrill of my life."

There are times when we think we cannot do something and so do not stretch or take a risk. Being forced to stretch and take a risk can often help us to reduce our dependencies (on others, or our own personal safety mechanisms), and to discover new excitement and capabilities.

The source: [http://www.businessballs.com/stories.htm#the\\_john\\_wayne\\_story](http://www.businessballs.com/stories.htm#the_john_wayne_story)

**BUSINESS COMIC STRIPS: JUST FOR FUN**

Scott Adams



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The source: <http://www.awgibbs.com/education.html>

**USEFUL EXPRESSIONS: Business Proverbs and Sayings**

- Even a dog can make it to the top when there is a flood.
- Even an old dog likes to be patted on the head and told, "Good boy!"
- Even angels have teeth.
- Every dark cloud has a silver lining.
- Every dog has his day.
- Every family has a skeleton in the cupboard.
- Every man has his faults.
- Every picture tells a story.
- Every stick has two ends.
- Experience is the best teacher.

The source: <http://marketingdeviant.com/700-business-proverbs/>

**TEXT TO READ AND THINK ABOUT**

**Richard Branson: The Importance of Not Being Earnest**

*The famous British billionaire says having fun should be an essential part of your business.*

**Richard Branson**



The four P's -- people, product, price and promotion -- are often cited as the keys to a successful business. Yet this list omits a vital ingredient that has characterized Virgin companies throughout our 40 years: Fun, with a capital F.

When we started Virgin Atlantic in 1984, we had some great people and lots of good ideas about how to do things differently. Sadly, we did not have a lot of money to take it to the streets. Compared to the giant establishment players of the time -- TWA, Pan-Am and British Airways -- we had a tiny fleet, if one plane qualifies as a fleet, and a miniscule advertising budget.

We could not do much about the single plane -- leased from a generous man at Boeing. We had to make the most of our meager marketing money. At the urging of the late Sir Freddie Laker, who made an art form of grabbing the limelight for his airline, I quickly became a willing victim in all kinds of wild and crazy adventures to promote the fledgling Virgin Atlantic. You couldn't buy a quarter-page ad on the front of The New York Times, but when my sinking boat or crashing balloon just happened to feature the distinctive Virgin logo, there we were.

We also started to run some funny, pretty direct and usually highly topical advertisements to grab the public's attention.

Such "in your face" ads were largely unknown in the stodgy world of airlines, so our approach quickly gained us notoriety, press coverage and, above all, visibility. The humor stood out against our moribund competitors, and soon Virgin Atlantic itself -- not just the ads -- became synonymous with a cheeky and upstart personality and, more importantly, a fresh, different approach to commercial aviation.

Marketing teams in London and New York frequently reacted quickly to the day's news and, within 24 hours, placed tactical-response advertisements in key markets. The day after John Sununu, then White House chief of staff, was castigated for using public money for a limousine to take him on personal trips, Virgin ran a one-off ad saying if only he had booked Virgin Atlantic, he would have gotten the limo for free!

When Gen. Manuel Noriega, the former leader of Panama, was extradited to Miami for trial, we ran a big picture of him, with the caption, "Only one person has flown to Miami cheaper than on Virgin Atlantic!"

Sometimes the ads were close to the bone, especially when tweaking the tail of our favorite adversaries, like British Airways. Always, they were irreverent and cheeky. The ads gave the airline a real personality in its early years, which was a key to its success and growth.

Our staff also liked the humor, and the sense of fun. They felt proud to be associated with a company that made people smile and that was seen as a good place to work. We made sure the same spirit ran through everything we did; it was not confined to the cute advertisements. It was crucial that we created an enjoyable atmosphere for crew and passengers alike, at 30,000 feet.

Little touches signified you were on a Virgin flight. Underneath the salt and pepper shakers, modeled on mini-airplanes, we stamped "Pinched from Virgin Atlantic." The butter knife was engraved with the words "stainless steal." We put a bar in the upper class cabin so people could chat and socialize -- after all, travelling should be fun!

To entertain our passengers, we were the first to put in seat-back televisions. We served ice cream in the middle of the flights. We did everything we could to lighten the mood and the experience. Twenty-five years later, the airline retains that same sense of fun and the ability to surprise and make people smile.

When British Airways sponsored London's Millennium Wheel in the late 1990s, they planned to make a big splash for the official opening. On the day the wheel was to be raised, the engineers had great trouble lifting it. We jumped at the chance to cause a stir. We scrambled a small airship to drag a banner across London's skyline emblazoned with "BA can't get it up." It was cheeky, all right, and we -- not BA -- grabbed the headlines that night.

This sense of humor and risk-taking has infused many of our other businesses. Virgin Mobile Canada produced a series of memorable advertisements poking fun at famous people. When Elliot Spitzer, the former governor of New York, resigned over a sex scandal, where he was identified as "client No. 9," our ads that week showed a picture of Spitzer with a thought bubble proclaiming: "I'm tired of being treated like a number."

The ads were all about Virgin Mobile's personalized service. They went on to say: "At Virgin Mobile, you're more than just a number. When you call us, we'll treat you like a person, not a client. Whether you're No. 9 or No. 900, you'll get hooked up with somebody who'll finally treat you just how you want to be treated."

Another ad in the series showed Hillary Clinton with a thought bubble saying, "I wish my bill wasn't so out of control."

These ads ran for only short periods of time, but they were picked up in the media and raised the profile of the company and the service.

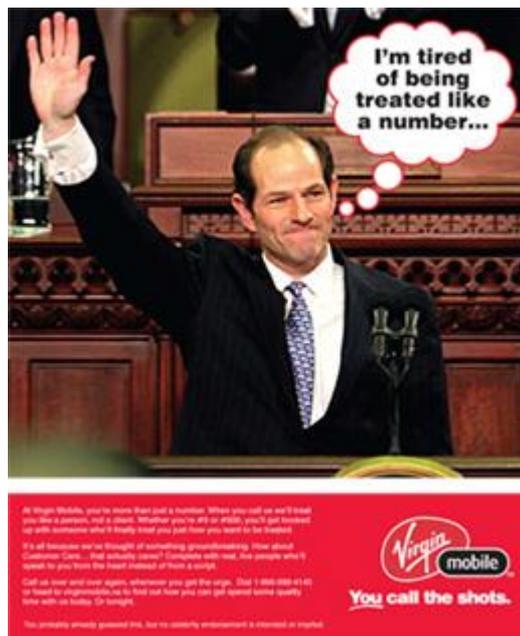
My books' titles continue the theme -- "Losing My Virginity," "Screw It, Let's Do It" and "Business Stripped Bare." Publishers, however, vetoed "Getting It Up" for my latest book on the history of flight and went for "Reach for the Skies." We'll see how it sells!

Over the years I have launched our companies while dressed costumes to amuse our staff, our partners and the press. I have thrown myself off tall buildings, hung off bridges, driven tanks into Times Square and plunged (usually involuntarily) into oceans -- all to grab attention and reinforce a sense of fun.

All of it has definitely made an impression and infused that "Virgin feeling" into new ventures. While it is not enough just to be the joker in the pack, if your service and product excel, then making people smile will help you establish a place in their hearts as well as their minds.

Try taking yourself and your business less seriously. You may be surprised that many others will take you more seriously.

The source: <http://www.entrepreneur.com/article/217440>



## VOCABULARY TO THE TEXT

- **cite** (verb) – quote another person's words; *Ex. We often cite Shakespeare's words: "To be or not to be".*
- **omit** (verb) – not to include something; *Ex. The list of the four P's omits a vital ingredient.*
- **miniscule** (adj.) – very, extremely small; *Ex. We had a miniscule advertising budget.*
- **meagre /BrE/, meager /AmE/** (adj.) – small (in quantity); *Ex. Despite we had meager marketing money; we managed to make the most of them.*
- **limelight** (noun) – the centre of public attention; *Ex. He easily got his limelight for his extravagant behaviour.*
- **fledgling** (adj.) – an organisation that has just been created; *Ex. We tried very hard to promote our fledgling enterprise.*
- **stodgy** (adj.) – serious; *Ex. Our ads were different from those of our stodgy competitors.*
- **notoriety** (noun) – fame for being bad; *Ex. Our approach quickly gained us notoriety.*
- **moribund** (adj.) – no longer effective; *Ex. The humour stood out against our moribund competitors.*
- **cheeky** (adj.) – rude in an amusing way; *Ex. We became synonymous with a cheeky personality.*
- **castigate** (verb) – criticize someone severely; *Ex. She castigated herself for making so many mistakes in one day.*
- **extradite** (verb) – send back somebody who was found guilty for a crime to the country where the crime was committed; *Ex. The criminals were extradited to the USA.*
- **close to the bone** (idiom) – so honest that it can be offensive in some way; *Ex. All his books are very interesting because they are close to the bone.*
- **tweak** (verb) – twist something; *Ex. It was a great fun for us to tweak our competitor's tail.*

- **adversary** (noun) – opponent, competitor; *Ex. We have easily beaten our adversaries with our new advertising campaign.*
- **irreverent** (adj.) – not showing respect to somebody; *Ex. Her speech was irreverent and a lot of people had left the room before she finished.*
- **confine** (verb) – restrict, limit something; *Ex. The spirit of fun was not just confined to the cute advertisements.*
- **retain** (verb) – keep something; *Ex. Due to a special programme introduced in the company they could retain the best employees.*
- **scramble** (verb) – manage to achieve something with great difficulty; *Ex. Finally we scrambled a car and went on holiday.*
- **infuse** (verb) – to make something have a particular quality; *Ex. Sense of humour and risk-taking has infused many of our other businesses.*

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**\*Answers to the exercises.**

**Exercise 1.**

1. We made sure the same spirit ran through everything we did.
2. You may be surprised that many others will take you more seriously.
3. We had to make the most of our meager marketing money.
4. I wish my bill wasn't so out of control.
5. We did not have a lot of money to take it to the streets.
6. We did everything we could to lighten the mood and the experience.
7. Our staff felt proud to be associated with a company that made people smile and that was seen as a good place to work.
8. I quickly became a willing victim in all kinds of wild and crazy adventures.
9. When you call us, we'll treat you like a person.
10. It is not enough just to be the joker in the pack.

**Exercise 2.**

1. She'd like to arrive earlier, wouldn't she?
2. He's just got fired, hasn't he?
3. They aren't going to launch a new product so fast, are they?
4. His company's become very successful despite the crisis, has it?
5. We can prove that it was not our fault, can't we?
6. She isn't working very hard these days though she would like to receive promotion, is she?
7. They're going to open their new outlet next week, aren't they?
8. Mark's been working for this company for a long time but he's never been promoted, hasn't he?
9. Sally and Sue will be responsible for our new product, won't they?
10. More advertising must help us increase our sales, mustn't it?
11. We don't work very hard, do we?
12. They want us to reserve a room for them, don't they?
13. We don't have to go to that meeting, do we?
14. They were going to come on Tuesday, weren't they?
15. She cancelled the meeting, didn't she?
16. You've forgotten his phone number, haven't you?
17. He doesn't write many reports every month, does he?
18. This new software provides protection against hackers, doesn't it?
19. She's going to become a designer, isn't she?
20. Her mobile phone doesn't work well, does it?

**Brain teasers:**

**Answer 1.**

Four canaries and three cages. If you put one canary in each cage, you have an extra bird without a cage. However, if you put two canaries in each cage then you have two canaries in the first cage, two canaries in the second cage and an extra cage.

**Answer 2.**

Tom.

Business Crossword

						7P								
					6R	E								
					E	N								
			4B		S	E								
1R			R	5I	E	T			10F					
E	2T	3G	A	M	A	R	8S	9R	R	11L				
S	A	R	N	P	R	A	T	E	A	O	12S			
13P	R	O	D	U	C	T	R	A	N	G	E			
O	G	W		L	H	I	A	D	C	O	C			
N	E	T		S		O	T	Y	H		T			
S	T	H		E		N	E		I		O			
E							G		S		R			
							Y		E					

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