

1	My first day at work	8
1.1	How to introduce yourself	8
1.2	How to equip one's workplace	12
1.3	How to become an office junior	13
1.4	Talking about school	14
2	Working in an office	17
2.1	Office work: What's it like?	17
2.2	The ideal office junior	18
2.3	The time spent at work	20
2.4	The job	20
2.5	The workplace	24
2.6	Office layouts: Pros and cons	25
3	Finding my way in the company	29
3.1	Learning about companies	29
3.2	Presenting a company	29
3.3	Company organisation	32
3.4	Telephoning	35
3.4.1	Some basics	35
3.4.2	Telephone alphabet	36
3.4.3	Good to know	37
3.4.4	Telephone numbers	38
3.4.5	Telephone phrases	40
4	Getting organised	43
4.1	From school to work	43
4.2	A beginner's experience	43
4.3	Organising my day	45
4.4	How about filing?	46
4.5	Organising my desk	47
4.6	Written communication	50
4.6.1	Sample letter	51
4.6.2	British and American usage	51
4.6.3	E-mails	53
5	Getting supplies	57
5.1	Where do companies shop?	57
5.2	Making enquiries	58

5.2.1	Enquiry for office furniture.....	58
5.2.2	Write an e-mail enquiry.	61
5.2.3	Make a telephone enquiry.	62
5.3	Making an offer.....	62
5.3.1	Letter 1	63
5.3.2	Letter 2	64
5.3.3	Phoning a potential supplier	66
5.3.4	Write an e-mail from notes.....	67
5.4	Learning phrases.....	68
5.5	A difficult choice to make	69
6	Handling orders	71
6.1	Let's get going!.....	71
6.2	Placing a new order	71
6.3	Placing a telephone order	74
6.4	Order for office supplies	75
6.5	Chasing up a fax order	77
6.6	Paying for goods and services.....	79
6.7	Changing the terms – Reply.....	82
7	From manufacturer to customer.....	84
7.1	Let's get going!.....	84
7.2	Transport problems.....	84
7.3	Dispatching goods	87
7.3.1	Yet more paperwork?!?	87
7.3.2	Shipping terms	87
7.4	Advice of dispatch	88
7.5	Receiving goods	89
7.6	Incoterms® 2010.....	90
7.7	Invoicing.....	92
7.8	How to pay for goods and services	95
7.9	Looking ahead.....	98
8	How to deal with complaints	99
8.1	Let's get going!.....	99
8.2	A sympathetic way of handling a complaint.....	99
8.3	Can a customer complaint be a gift?	101
8.4	Learning to be polite.....	103
8.5	A very angry customer	104
8.6	Role play	108
8.7	Satisfying customers is a must	109

9	Customer acquisition	111
9.1	Let's get going!.....	111
9.2	Purposes and means of advertising	112
9.3	Preparing an advertising campaign	113
9.4	Minutes of a meeting	115
9.5	Minutes writing: The dos and don'ts.....	117
9.6	Coming to a decision	119
9.7	Developing and maintaining a customer base	121
9.8	A circular to buyers.....	123
9.8	A buyer reacts	124
10	Dealing with visitors.....	125
10.1	Let's get going!.....	125
10.2	Gearing up to a visit from partners	125
10.3	The next step	127
10.4	Getting things organised.....	128
10.5	Passing on information	130
10.6	Saying "thank you"	131
10.7	How to act in formal situations.....	134
10.7.1	Greeting people.....	134
10.7.2	Small-talk – Introduction.....	135
10.7.3	Hospitality and politeness	137
10.8	Business cards.....	137
11	What it takes: Events and projects.....	139
11.1	Let's get going!.....	139
11.2	Getting ready for the event.....	139
11.3	Problems with room bookings	141
11.4	Getting geared up for the training	143
11.5	Events as a marketing tool	145
11.6	Project work	149
12	Presenting	151
12.1	Let's get going!.....	151
12.2	Preparing a presentation.....	151
12.3	Project: Presenting your company.....	154
12.4	Describing graphs & diagrams	156
12.4.1	Pie chart.....	157
12.4.2	Bar chart.....	157
12.4.3	Line chart	159
12.4.4	Preparing and presenting data	162

13	Going to a trade fair	163
13.1	Let's get going!.....	163
13.2	Getting information	163
13.3	Fair business in Germany	166
13.4	Preparing for the fair	168
13.4.1	Things to do	168
13.4.2	Action plan.....	169
13.5	Contacting customers.....	170
13.6	Changing a reservation.....	171
13.7	How to get there	173
13.7.1	Learn to read a site map ¹	173
13.7.2	Learn to give directions.....	175
13.8	Share your experience of fairs.....	175
13.9	Revise your vocabulary.....	176
14	Working in human resources (HR)	177
14.1	Let's get going!.....	177
14.2	Interview with an HR manager	177
14.3	Activities in the HR department.....	181
14.4	An interesting job advertisement	184
14.5	Applying for a job.....	185
14.5.1	How to present yourself in a CV	186
14.5.2	The cover letter	187
	Musterprüfung.....	191
	Die KMK-Zertifizierung	191
	Musterprüfung 1 – KMK Niveau II.....	192
	Musterprüfung 2 – KMK Niveau II.....	196
	Anhang.....	201
	Vocabulary	207
	Nations – Currencies	232
	Abbreviations	hintere Umschlaginnenseite