

Unit 1



Reception

When studying this unit, you will learn about:

receiving people at the airport/hotel/company;
similarities and differences of addressing people in Chinese and Western cultures;
arranging initial meetings;
words and expressions used in receiving people.



I. Lead-in

Task 1

Work with your partner and list words and expressions frequently used in receiving people.

Titles	Actions	Greetings
Professor	pick up	Nice to meet you.

Task 2

Work with your partner and collect your thoughts on the following questions.

1. Can you list some occasions in which you may receive people?
2. Have you ever received any foreign guests? If so, describe your experience to your partner.
3. How can you greet a foreign guest properly with his/her name and title?

Task 3

Read the following introduction to how to greet a foreign guest with his/her name properly. Then work with your partner to answer the questions below.

On formal occasions, you should call someone “Mr.” (for man) or “Ms.” (for woman) with the person’s last name or surname unless the person asks you to call him/her by his/her first name. It’s also acceptable to call a person by his/her first name if he/she is approximately your age or younger especially when he/she is from the United States.

Usually a lady prefers to be called “Ms.” rather than “Miss” or “Mrs.” because this is a neutral form of address for both married and single women and can be useful if you do not know the marital status of the woman you are talking with.

It is not the custom to use titles like “Mr.,” “Mrs.,” “Miss” or “Ms.” with a first or given name. For example, if you meet someone whose name is Jonathan King, you should call him “Mr. King” instead of “Mr. Jonathan”. Remember that all titles in English go with the person’s last name or surname, e.g. “Dr. King” and “Professor King”. In written form, the use of titles with the person’s full name is acceptable, e.g. “Mr. Jonathan King”.

Finally, do not feel shy to ask people how they would like to be called and to tell what you would like them to call you. This will make introductions easier and get you a closer relationship with the guests.

Questions

1. What should you call a person from Western countries with his or her title?
2. Compare the ways of addressing people in Western and Chinese cultures.



II. Situational Dialogs

Dialog One: Meeting Your Guest at the Airpo

Zhao Jun: Director of Marketing o
Company in China.

John Miller: General Manager of Shine
(John Miller pays a business visit to Cl
airport.)



Jun: Excuse me. Are you Mr. Miller from Shine Printing Company?

John: Yes. I am John Miller.

Jun: I am Zhao Jun from Collins Investment Management Company. Just call me Jun. This is my business card. It’s nice to meet you.

John: Hi, Jun. It’s nice meeting you, too. Sorry I’ve left my business card in

my suitcase. I will give it to you later. We've talked over the phone, right?

Jun: Yes. We finally meet each other. Welcome to Shenzhen! Did you have a nice journey?

John: Well, it was a little bumpy. Luckily, I didn't get airsick.

Jun: You must be tired after such a long flight.

John: I've got used to traveling like this. For business' sake, I am a frequent flyer.

Jun: Yeah. We've been looking forward to your visit.

John: I am excited to be here. This is actually my first trip to this city.

Jun: Really? Mr. Miller, I've already booked the hotel for you. Our driver will take us there when we are ready. Have you got all the baggage with you?

John: I've got my suitcase. I really appreciate your kind help and don't know what I could have done without you.

Jun: It's my pleasure. If there is anything you need, just let me know. Let's go. Let me take your suitcase.

Note

- **bumpy:** *adj.* a bumpy journey by car or plane is uncomfortable with movements up and down because of bad road or weather conditions 颠簸的

Task 1

Listen to the dialog and imitate the speakers with your partner, paying attention to the following sentences and structures.

Useful Sentences in Dialog One

- Are you Mr. Miller from Shine Printing Company?
- I am Zhao Jun from Collins Investment Management Company.
- Just call me Jun.
- This is my business card.
- It's nice meeting you...
- Did you have a nice journey?
- For business' sake, I am a frequent flyer.
- We've been looking forward to your visit.
- I really appreciate your kind help and don't know what I could have done without you.
- If there is anything you need, just let me know.

Additional Sentences and Structures

- It's a pleasure to meet you.
- How was your flight/journey?
- If there is anything you need, please don't hesitate to tell me.
- Is this your first trip to (China, etc.)?
- Have you even been to (China, etc.)?

Task 2 Role play. Make a dialog with your partner, taking the roles of Ms. Alexander and Wang Bing.

Zhang Hong, Sales Manager of Fun Toy Manufacture Company, is supposed to pick up Ms. Alexander, President of Smith Toy Retail Company in Britain at the airport. Unfortunately, the flight is delayed for three hours and Zhang Hong has another appointment. Suppose you are Wang Bing, a colleague of Zhang Hong's, and you are asked to meet Ms. Alexander at the airport. Get in touch with Ms. Alexander, introduce yourself, explain the absence of Zhang Hong and warm up your relationship by asking Ms. Alexander about her journey.

Dialog Two: Helping Your Guest to Check in

- Jun:** Here we are at the Crowne Plaza Hotel, the first five-star business-leisure theme hotel of Venice cultural style in China.
- John:** Oh, what a lovely place!
- Jun:** There are several tourist attractions nearby, all about five minutes' walk from here.
- John:** That's fantastic.
- Doorman:** Good morning, Sir. Let me help you with your baggage. One suitcase and one handbag. Is that right, Sir?
- John:** Yes, that's right. Thank you.
- Doorman:** This way, please, Sir. This is the Front Desk.
- Clerk:** Good morning, Sir. May I help you?
- Jun:** Good morning. I'd like to check in for the gentleman, please. I have a reservation under the name of John Miller.
- Clerk:** Just a moment, please. (*She checks in the computer.*) May I have your passport please, Mr. Miller?
- John:** Sure.
- Clerk:** Thank you. Mr. Miller, we have a single-bed non-smoking room with a view to the Happy Valley Theme Park for you for three nights. The room is with free high-speed Internet access and free local phone call.
- John:** Great!
- Clerk:** Here are the registration forms. Would you please sign on the right hand corner at the bottom?
- John:** OK.
- Clerk:** Thank you. Here is your room key. Your room number is 1150. That's on the 11th floor. The porter will take the suitcase for you. Our check-out time is 12:00 noon. If you have any problem, please don't hesitate to let us know. Please enjoy your stay here.
- John:** Thank you.
- Clerk:** One more thing, Mr. Miller. In case that you need to book an air ticket or rent a car, an Airline Desk and a Car Rental Desk are available in the lobby.
- John:** I see. Thank you.
- Jun:** This way, please. The elevator is over there.

Task 1 Listen to the dialog and practice the following sentences and structures with your partner.

Useful Sentences in Dialog Two

- Here we are at the Crowne Plaza Hotel...
- May I help you?
- I'd like to check in for the gentleman, please.
- I have a reservation (with you) under the name of John Miller.
- ... we have a single-bed non-smoking room with a view to the Happy Valley Theme Park for you for three nights.
- Here are the registration forms.
- Would you please sign on the right hand corner at the bottom?
- Our check-out time is 12:00 noon.
- If you have any problem, please don't hesitate to let us know.
- Please enjoy your stay here.
- In case that you need to book an air ticket or rent a car, an Airline Desk and a Car Rental Desk are available in the lobby.

Additional Sentences and Structures

- I have reserved a room in the name of...
- We have a double-bed room/suite for you from May 1st to 3rd.
- If there is anything you need, please don't hesitate to contact us.
- I hope you will have a nice stay here/find this hotel comfortable.

Task 2 Discuss in groups and try to list facilities and services available in a hotel.

Facilities	Services
indoor/outdoor (heated) swimming pool	laundry

Task 3 Role play. Work in groups of three and make a dialog, taking the roles of Ms. Alexander, Wang Bing and the clerk at the hotel.

After receiving Ms. Alexander from the airport, Wang Bing takes Ms. Alexander to the hotel where Zhang Hong has made a reservation for her and helps her to settle down.



III. Reading

How to Arrange an Effective Meeting?

First impressions last. The observance of social etiquette is vital in the initial establishment of a formal relationship. The following aspects are important for an initial meeting.

Professional Dress Code

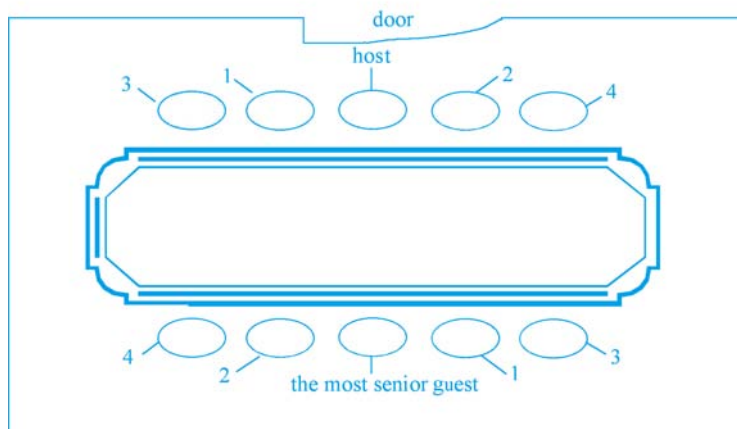
Professional dress code standards are alive-and-well in Western business culture. Many companies require that their employees dress in a professional manner.

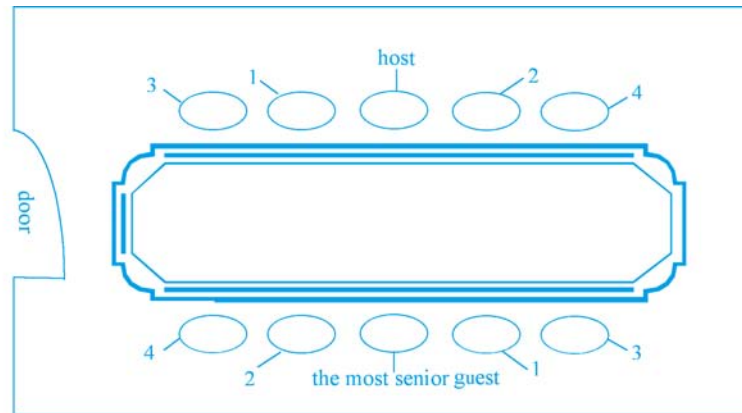
For gentlemen, appropriate business dressing calls for a suit and a tie. The suit should be of superior quality in terms of fabric as well as tailoring and match a conservative tie. Also, a suit in dark blue, gray or charcoal is more appropriate for a professional business occasion.

Underneath the suit should be a well-ironed and full-sleeved shirt. Shoes should always be polished to a fine shine. Socks should always match the suit and cover the skin well. Avoid wearing white socks when you are wearing black shoes. For ladies, however, the dressing requirement is much more flexible.

Seat Arrangement

If a guest visits your office, the most senior person should be directed to sit facing the door. The following two types of seat arrangement are the most frequently adopted ones.





Meeting People

When the people you are meeting with enter the room, stand up from your chair if you are seated, and walk toward to greet everyone with a firm handshake. Sometimes a receiving line is arranged at the entrance of the meeting room, including senior staff of the host company with the boss taking the lead. The precedence of the receiving line is decided by ranks. Business cards are usually exchanged as guests go through the receiving line.

Business Cards

Keep your cards in good condition by using a business card holder. It's impolite to use grubby or marked cards. The visiting party is usually the first to hand over business card. It's essential to both present and receive business cards with two hands. In presenting, grasp the card by the corners, and make sure your name is facing up on the card. When exchanging cards, briefly read the cards to catch the names and titles of the visitors. If it is a sit-down meeting, lay all the cards you have received out on the table next to you to remind you of their names and titles. Remember not to take a card from or return one to a back pocket at the meeting.

Small Talk

Small talk is a common but useful way of beginning business meetings. Avoid discussing religions or politics, and don't bring up family matters unless asked. Positive remarks and questions about your counterpart's business achievement, natural or national events, sports and hobbies are safe.

Serving Drinks

It is during the period of small talk that you should offer visitors some refreshment. Offer the most senior person a drink first. Tea, coffee and mineral water are desirable options. Remember that in serving bottled mineral

water, disposable cups should be prepared. It is considered inappropriate to drink directly from the bottle on formal occasions.

Giving Gifts

Hosts may present gifts at the conclusion of the first meeting—small items from your company or your city are acceptable gifts.

Notes

- **vital:** *adj.* extremely important and necessary for sth. to succeed or exist 必不可少的, 极其重要的
- **alive-and-well:** still existing and not gone or forgotten, esp. when this is surprising 仍然存在的
- **conservative:** *adj.* not very modern in style, taste etc.; traditional 保守的
- **charcoal:** *n.* (also **charcoal gray**) a dark gray color 深灰色
- **precedence:** *n.* a more important position or status than sth. or someone else (重要程度等的) 居前; 领先
- **grubby:** *adj.* fairly dirty 肮脏的
- **counterpart:** *n.* someone or sth. that has the same job or purpose as someone or sth. else in a different place 对应的人 (或物), 对方

Task 1

Read the text and mark the following statements with T (True) or F (False). Then correct the false ones.

- _____ 1. The observance of established social etiquette is vital in the initial establishment of a business relationship.
- _____ 2. Women have much stricter dressing code than men on formal occasions.
- _____ 3. A receiving line at the entrance of a meeting room shows the host company's respect for the guests. The precedence of the receiving line is decided by ranks.
- _____ 4. You should present your business card which is kept in good condition with your right hand.
- _____ 5. Small talk is a common way of beginning business meetings and is useful in warming up the relationship. However, avoid discussing religions or politics and don't bring up family matters unless asked in small talk.

Task 2

Read the instruction. Then work with your partner to designate seat for each attendee by putting the number in the appropriate blank.

Suppose you are working for Dragonfly Technology Co. Ltd. in China. A group of people from International Kingston Company with its headquarters in USA are going to visit your company and hold a meeting there. You are responsible for the reception. Try to illustrate what kind of seat arrangement is appropriate according to the principles introduced in the text. The name lists of the guests and the staff from your company who are involved in the meeting are given below. Note that the name lists are not in order of precedence.

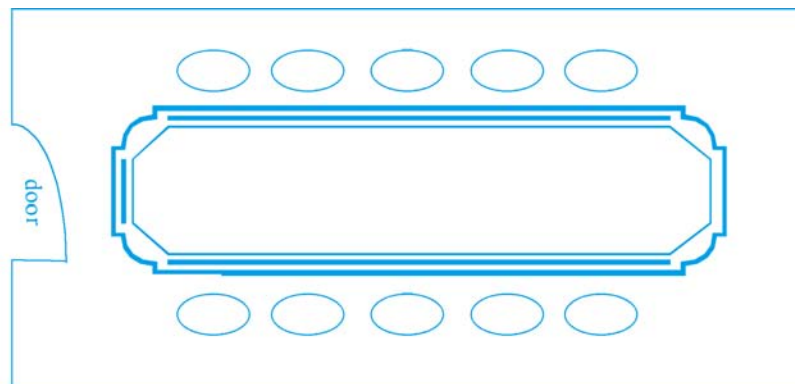
People from your company

1. Zhang Min, Executive Vice President of Dragonfly Technology Co. Ltd.
2. Yu Jun, Director of Corporate Communications
3. Wang Dong, Interpreter
4. Mu Dan, President of Dragonfly Technology Co. Ltd.
5. Xu Mei, Manager of Corporate Branding and Communications Dept.

People from Kingston Company

6. Simon Turner, CEO, Kingston Asia
7. John Hatfield, President & CEO, Kingston Company
8. Peter Maxwell, CFO, Kingston China
9. Rene Miller, Chief Administrative Officer, Kingston China

The meeting room is like this:



Taboos and Etiquette for Meeting People

- In Western culture, people are used to maintaining a relatively large physical distance between one and another during conversations or social meetings. Everybody has a different “comfort zone” around them. Do not stand too close to people in a conversation, otherwise they may feel offended and not comfortable.
- English speakers often ask “How are you?” or “How are you doing?” when you meet them. These are usually more greetings than real questions, and they do not always expect an honest answer. If you are well acquainted with this person, you might say how you are truly feeling. If not, the accepted response is usually “Fine, thank you. How are you?” even if you are not feeling very well.
- When meeting each other for the first time, men always shake hands firmly. Women shake hands too, but some prefer only verbal greeting.



IV. Practical Writing—A Confirmation Letter

Suppose you are Zhang Hong, Sales Manager of Fun Toy Manufacture Company in China and you are responsible for receiving Ms. Alexander from Smith Toy Retail Company in Britain who is going to visit your company. Write a letter to Ms. Alexander to confirm the details of her flight and hotel reservation. You've got the information as follows.

Name: Joan Alexander (female);

Address: 3rd Bloc. Lady Wood Birmingham, UK BM105;

Flight: BA0039 arriving at 15:00 local time;

Arrival: Monday, February 20th, 2006;

Hotel reservation:

- Check-in: Monday, February 20th, 2006
- Number of rooms: 1
- Duration: 3 days
- Room features: non-smoking, single-bed
- Special requirements: five-star hotel, free high-speed Internet access and local phone call

Notes

A confirmation letter is written to confirm and clarify a decision or arrangements that have been made by you and the receiver. It acknowledges or confirms that you have received a letter, order, report, or other documents that you are dealing with. It is to ensure that all parties share the same understanding and that you have a written record for future reference.

When writing a confirmation letter, you first tell why you are writing it. Then, repeat the details of the arrangements or agreement so your reader can respond to any misunderstandings that may have arisen. Or, you clarify or modify the details of your arrangements or agreement, if necessary. In the last paragraph, remember to express your wish to get confirmation from the receiver for the details mentioned above.

When writing a confirmation letter, be accurate. Check (and double check!) your facts before sending the letter. Choose your tone carefully. Confirmation letters should generally be brief and businesslike. Send the letter within a few days after receiving the original letter, report, order, or other documents.

A sample is provided for your reference:

24th February, 2006

Ms. Christine Stein
Echo Technology
502 North Olive Avenue
West Palm Beach, Florida 33402
USA

Dear Ms. Stein:

It's our great honor to receive you for a visit to our company next month. I am writing to confirm with you the arrival and accommodation details.

The flight you will take is UA350 arriving at the Beijing Capital International Airport at 16:00 (local time) on 8th March. A suite with a fax machine available will be reserved for you at the Shangrila Hotel (a five-star hotel) from 8th March to 12th.

It would be much appreciated if you would confirm the above information at your earliest convenience so that we can finalize the arrangement. We are looking forward to seeing you in Beijing.

Sincerely,
(Signature)
Zhang Dong
Assistant Manager
Evergreen Investment Management Company

Your letter to Ms. Alexander:



V. Comprehensive Activities

Task 1

Simulation.

Work in pairs. Suppose one of you is Meng Jun, Sales Manager of a toy manufacture company in your local city, the other is Mr. Brown, President of Smith Toy Retail Company in Britain. Meng Jun takes Mr. Brown to a well-known four-star hotel in your local city, where he has a reservation for Mr. Brown. On the way to the hotel, Meng introduces the hotel to Mr. Brown. Cover the following aspects in your introduction:

1. Location and transportation;
2. Accommodation capacity;
3. Distinguishing features;
4. Services and facilities available (You may turn to Task 3 of Dialog Two for reference);
5. Tourist attractions or any other attractions nearby.

Useful Sentences and Structures

- Shall I take you to the hotel now?
- Here we are at... Hotel, a four-star business-leisure theme hotel in Chinese style.
- There are several tourist attractions nearby, all about five minutes' walk from the hotel.
- ... Hotel is next to the railway station and... minutes by car to the airport.

- The hotel combines spectacular views of... with elegant gardens. It provides an urban oasis for guests' comfort and pleasure.
- This hotel is located at the heart of the flourishing business and shopping district of the city.
- The railway station and... are within close proximity while the International Airport is only a 30-minute drive away.
- The hotel offers a total of... rooms.
- The fully-equipped Business Center provides services that frequent travelers require, including translation and interpretation, printing, photocopying, and scanning.

Task 2

Unit report.

Write a report on the procedure of receiving guests. It mainly includes the following steps:

1. Collect information;
2. Make hotel, car and dinner reservations;
3. Receive guests at the airport;
4. Help guests with registration at the hotel;
5. Arrange an initial meeting.