

**Nº de horas:** 90.

**Objetivo del curso:**

Este módulo, incluido en el certificado de profesionalidad de nivel 3 “Gestión comercial de ventas (COMT0411)”, tiene por objeto dotar al alumno/a de las destrezas necesarias para comunicarse en inglés con un nivel de usuario independiente, en actividades comerciales.

**Contenidos:**

**UNIDAD DE APRENDIZAJE 1**

**1. COMMERCIAL RELATIONS WITH CUSTOMERS**

- 1.1. Selling as a process of waiting on customers or serving clients
  - 1.1.1. Introduction
  - 1.1.2. The process of selling: phases
  - 1.1.3. Giving information to customers
  - 1.1.4. Guiding the customer
  - 1.1.5. Recommendations
  - 1.1.6. Waiting on different customers
- 1.2. Grammar review
  - 1.2.1. Question words
  - 1.2.2. Regular and irregular verbs
  - 1.2.3. Phrasal verbs
  - 1.2.4. Prepositions of location
  - 1.2.5. Conditional tense
- 1.3. Useful phrases and vocabulary
  - 1.3.1. Vocabulary
  - 1.3.2. You will hear?
  - 1.3.3. You will say?

**2. EXTRA SERVICES OFFERED TO CUSTOMERS: TYPES OF SERVICES**

- 2.1. Introduction
- 2.2. Home delivery service
- 2.3. Clothing alteration service
- 2.4. Gift wrapping

**3. MEETING A CLIENT IN A BUSINESS ENVIRONMENT**

- 3.1. Basic norms
- 3.2. Greeting the client
- 3.3. Asking indirect, polite, questions

**UNIDAD DE APRENDIZAJE 2**

**1. WRITTEN DOCUMENTATION FOR COMMERCE AND BUSINESS**

- 1.1. Introduction
- 1.2. Recommendations
- 1.3. Types of basic documents
  - 1.3.1. Definitions

- 1.3.2. Purchase orders
  - 1.3.3. Invoices
  - 1.3.4. Receipts
  - 1.3.5. Complaint forms
  - 2. E-COMMERCE AS A WAY OF PROMOTING SALES
    - 2.1. E-commerce
    - 2.2. E-commerce vocabulary
  - 3. GRAMMAR REVIEW: ADJETIVESS
    - 3.1. Qualifying adjectives (adjetivos calificativos)
    - 3.2. Comparative adjectives
    - 3.3. Superlative adjectives
    - 3.4. Quantifying adjectives and pronouns
    - 3.5. The cardinal numbers
  - 4. WRITTEN DOCUMENTATION IN DIFFERENT FORMATS
    - 4.1. Fax communication
      - 4.1.1. Description
      - 4.1.2. Fax structure
    - 4.2. Electronic mail
      - 4.2.1. Description and structure
      - 4.2.2. Writing emails
      - 4.2.3. Email model
      - 4.2.4. Email vocabulary
- UNIDAD DE APRENDIZAJE 3**
- 1. CUSTOMER SERVICES: INFORMATION, AFTER-SALES SERVICES AND COMPLAINTS
    - 1.1. Introduction
    - 1.2. Sounding the client out
    - 1.3. Useful phrases for engaging the customer
    - 1.4. Objections as indirect ways to ask for information
    - 1.5. Rules for handling objections
    - 1.6. How to deal with complaints
    - 1.7. Other reasons for dissatisfaction
    - 1.8. After-sale services: warranty and technical assistance
    - 1.9. Useful phrases and vocabulary
  - 2. GRAMMAR REVIEW ON TENSES
    - 2.1. Present perfect
    - 2.2. Past perfect
    - 2.3. Present and past perfect with prepositions
    - 2.4. Present perfect continuous and past perfect continuous
    - 2.5. Future simple
    - 2.6. Future continuous and future perfect
  - 3. TELEPHONE SALES
    - 3.1. Tips for a business-related telephone conversation
    - 3.2. Useful phrases and telephone vocabulary

**UNIDAD DE APRENDIZAJE 4**

**1. WRITING BUSINESS CORRESPONDENCE**

- 1.1. Rules for writing business correspondence
- 1.2. Business letter structure and vocabular
- Exercise 30
- 1.3. Forms of Salutations
- 1.4. Grammatical concepts
  - 1.4.1. Direct and reported speech
  - 1.4.2. The conditional tense: subjunctive
- 1.5. Offer letters: different models of commercial offers
- 1.6. Formal style
  - 1.6.1. Example of formal letter
  - 1.6.2. Analysis of a formal letter
- 1.7. Informal style
  - 1.7.1. Example of an informal letter
  - 1.7.2. Analysis of an informal letter
- 1.8. Letters for claims, refunds or complaints. Response to a complaint letter
- 1.9. Letters related to outstanding invoices and money owed

**2. INTERNAL BUSINESS COMMUNICATION**

- 2.1. Calling a meeting
- 2.2 Letter of dismissal
- 2.3. Writing a phone message

**3. WRITING BUSINESS REPORTS AND PRESENTATIONS**

- 3.1. Reports
- 3.2. Business presentation

**UNIDAD DE APRENDIZAJE 5**

**1. EVOLUTION OF ENGLISH AS A GLOBAL LANGUAGE**

- 1.1. Introduction
- 1.2. Overview
  - 1.2.1. British, North American and Australian English
  - 1.2.2. Native/non-native speakers of English?

**2. INTERACTING WITH FOREIGNERS AS CUSTOMERS: ADDITIONAL BASIC KNOWLEDGE**

- 2.1. Understanding measurements
- 2.2. At the checkout counter
- 2.3. Helping with instructions

**3. INTERACTING WITH FOREIGNERS IN THE WORLD OF BUSINESS**

- 3.1. Understanding cultural conventions and restrictions
  - 3.1.1. The world today
  - 3.1.2. Issues of eye contact
  - 3.1.3. How different cultures handle personal space
- 3.2. Cultural norms in conversation and meetings
  - 3.2.1. Greeting a client
  - 3.2.2. Casual conversation or small talk?