

LESSON 2

BUSINESS DINING

● KEY POINT BUSINESS LUNCH STRATEGIES

Consider the following:

What is a professional lunch?

When was the last time you had one?

Where was it?

Who do you eat with?

Was it a successful meeting?

DEFINITION:

To pick up the tab (Expression): To pay for your guest's meal.

Business lunches can be ideal for developing careers or meeting potential clients. Angela Jameson's new book, "Communicating Effectively and Efficiently," has been on the New York Times best seller list for the past 10 weeks. Here is a short excerpt.



Time 60 Minutes

Vocabulary Business Lunches

Grammar Using modals Should, ought to, might, may

Objectives business lunch vocabulary and expressions

Review Unit One

● VOCABULARY AND EXPRESSION BUILDERS

Potential client: A possible new customer for a company.

The salesman contacted the potential client.

Ltd (Limited): A company with limited liability. Also incorporated (USA).

She set up her own limited liability company.

Pick up the tab: To pay for lunch.

Frank picked up the tab for the meal.

To follow up with an appointment: To set up another meeting.

After the meeting, she followed up with an appointment.

Ice breakers: A topic to begin a conversation.
"Nice weather."

It is a good idea to prepare ice breakers for business lunches.

Communicating effectively: To get a point across well.

The marketing team should communicate effectively to pass on its message.

Sensitive subjects: Topics to avoid discussing (hot topics).

Politics is a sensitive subject for business lunches.

To kill two birds with one stone: To do two things at once.

She killed two birds with one stone when she went to lunch and did business.

Search engines: Google is a search engine.

She uses search engines for her work.

Founded: When an organization or a company is created.

The company was founded in 1998.

To take advantage: To benefit from a situation.

He took advantage of the sale and bought a new laptop cheap.

SENTENCE BUILDERS

Read each sentence out loud several times.

1. You ought to try to meet both clients at the same time on the same trip.
2. This will help you kill two birds with one stone.
3. You ought to search for all of the information on line.
4. We had a business lunch and she picked up the tab.
5. To communicate effectively you have to avoid sensitive subjects.

COMPREHENSION BUILDERS

The Times Book Review

Taking Advantage of Business Lunch Time

Perhaps the best time to kill two birds with one stone is when having a meal with a potential client or an office colleague. How can you take advantage of getting the most out of these occasions? This question is addressed by Angela Jameson, CEO and founder of Jameson Ltd., a Manhattan-based consulting group for business development strategies. She says it is important to be efficient in establishing your objectives. Make sure you plan them well. Here is what you should prepare the next time you have that business lunch.

1. You should really prepare what you want to get out of the meeting.
2. You might prepare some introductions or 'ice breakers' that will make it easier to begin a conversation.
3. You should be ready to follow up with an appointment, so have your agenda with you.
4. Using search engines, you should look up all the latest on your lunch guest and the sector of activity you will be discussing.
5. You may want to consider how you will introduce sensitive subjects in the conversation.
6. You ought to consider what you will wear.
7. You ought to be prepared to pick up the tab.
8. Remember you need to review all of the information on your lunch guest including work history, previous meetings, and other relationships.

For more information on how to succeed in business lunches you can read Angela Jamison's book "Communicating Effectively and Efficiently".

Berkshire publications 2006.

John Dean
The Times Book Review

QUESTIONS

- 1) According to Angela Jameson, you should be prepared _____ when you go out for a business lunch.
 - a. to dress as you like
 - b. to pick up the tab
 - c. to bring a colleague along
- 2) It is not a good idea to use _____ at lunch.
 - a. sensitive subjects
 - b. ice breakers
 - c. search engines
- 3) If you eat out you should be prepared to _____ .
 - a. only drink local wines
 - b. consider what you will wear
 - c. go to an expensive restaurant
- 4) Angela Jameson is the author of a book on _____ .
 - a. how to dress
 - b. strategies for business lunches
 - c. using search engines.

TECHNIQUE BUILDERS (Using modals may should ought to and might).

Using modals may should ought to and might.

Function

Modals are auxiliary helper verbs that are used to change the tone of a sentence.

Compare

I wear nice clothes.

I should wear nice clothes.

Modals introduce a new modality in a sentence.

They change the tone.

Structure of modals.

subject/modal/infinite verb (without to)

I might go to the movie.

She should go to school.

Meaning

May: Modal verb describing possibility and permission.

Might: Modal verb describing possibility.

Should: Modal verb describing obligation and suggestion.

Ought to: Modal verb describing obligation (exactly like should)

Examples

You may come in. (meaning that you have the permission)

You should apply for that new job. (meaning suggestion)

You ought to pick up the children. (meaning that you are obliged)

Alex might go to the USA next year. (meaning possibility)

EXERCISES

Choose the best solution using either should, ought to, might, or may in the following sentences.

1. She (may, ought to, might) _____ pick up the tab if she invites the client. It is expected when entertaining clients.
2. Jack (should, might, may) _____ impress his client with the new restaurant if he wants the new contract.

EXERCISES

3. The restaurant (may, ought to, might) _____ change the lunch menu for a new one so it can attract new clients. If it doesn't it could go out of business.
 4. The business lunch (may, should, ought to) _____ result in a sale for the sales team as long as they have some luck. Then again it may not.
 5. The chef (might, ought to, should) _____ impress his guests with the new wine as long as he serves it at the right temperature. They are very demanding.
 6. The client (should, ought to, might) _____ want to try out the new restaurant. We should ask.
 7. Peter Smith (may, should, might) _____ consider what he will wear for the business breakfast. He must appear professional.
 8. The sales team (may, ought to, might) _____ prepare ice breakers for the potential client although it can be superficial.
 9. The meeting (may, should, might) _____ be at the new office if you want to impress the client.
 10. His employees (ought to, should, may) _____ complement their lunch with wine, but not too often
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