

# LESSON 9

## BUSINESS PERKS

### KEY POINT REWARDING YOUR EMPLOYEES

Do you go on business trips?  
Can business trips be combined with vacations?  
What do you consider business perks?  
Are there business perks that are not worth it?

Employment markets can go through various cycles where incentives can be used to encourage staff retention and maintain the faithfulness of a company's workforce. Also travel companies can offer perks to their business clientele for the business traveler using products such as airlines and hotels. How can employees use these bonuses and how much do they cost?



**Objectives** To evaluate communication for incentives and perks

**Time** 60 Minutes

**Vocabulary** Human resource vocabulary

**Key Points** Rewarding your employees

**Grammar** Tags

### VOCABULARY AND EXPRESSION BUILDERS

#### Vocabulary

**Incentives** Rewards

The program offers incentives.

**Chains** A retail business with many locations.

The hotel has many chains.

**Kids reduced rates** Prices lower for children.

The offer has reduced rates for children.

**In spite of Even though.**

In spite of the cost they got the most expensive room.

**Blackberry** A hand held communication devise.

Small business computer.

He has a blackberry for communication.

**Stock options** The possibility of shares.

The boss wants stock options.

**Price tag** The label with the price.

The price tag was high.

**Worth** The value.

Is it worth it?

**Fee** The cost of a service.

What are the fees for the lawyer.

**Fine print** The details in a contract.

They did not read the fine print so they had problems later.



## VOCABULARY AND EXPRESSION BUILDERS

**Profit share** To distribute earnings to employees.  
They received \$200,000 in profit share incentives.

**Golf club membership** To become associated with a golf club.  
He was given a golf club membership when he joined the company.

**Embarking** To take on a venture.  
The company embarked on a project.

**In spite of the situation we were able to finish.**

**In essence, the offering is the best package.**

**The weekend offer is no doubt for gold card members only.**

**Reduced rates have been thought to be a great incentive for clients.**

**The company was offering a profit share scheme for all of the employees.**



## COMPREHENSION BUILDERS

### New York Times Travel Section By Jane Doe

Business Tourists

Great deals for business travel.

The Suites for Kids Program being offered by Hilton.

Going on a holiday with the family can be a wonderful experience. Going on holiday with the family for a great weekend in a Hilton Hotel luxury suite can be an experience that your family will no doubt remember for the rest of their lives. Hilton Hotels are now offering this possibility to business clients. Here are the details about how it works.

First the hotel chain has recently begun offering incentives for its business clients to use their hotels for its gold elite members only. These incentives include the Suites for Kids perk. For the program implementation and clear communication of its execution, Hilton wants to tell its clients about the restrictions and requirements.

Their gold elite service program is offering to its card holders the possibility of using executive suites at reduced rates and to have the possibility of taking the family along. It is important to note that this package is for Hilton business members only.

In essence, the program will permit for users to take advantage of the offer. Please remember that this is a package that must be reserved in advance and the following rules must be respected.

## COMPREHENSION BUILDERS

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- You must reserve at least one month in advance.
- You needn't use your gold star service program points to apply although you must be a gold card holder.
- The priority status is subject to availability.
- Though the client might want to stay longer, the offer is for the weekend only.

For any further inquiries, please do not hesitate to contact your local Hilton hotel or call 1-800-345-Hilton.

Jane Doe Travel Editor  
New York Times

## QUESTIONS

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1. The Suites for Kids program is \_\_\_\_\_.  
a for kids  
b for parents  
c to encourage business for Hilton
2. It is meant for \_\_\_\_\_.  
a kids  
b gold card holders  
c all Hilton clients
3. The program permits \_\_\_\_\_.  
a for the hotel to fill its rooms  
b for the clients to get away from their kids  
c for card holders to get a hotel suite at reduced rates
4. According to the program you can \_\_\_\_\_.  
a have the hotel suite for the weekend.  
b have the hotel for more than the weekend  
c have the hotel suite for a long weekend

## PART TWO

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**Management Magazine**  
**Scott Levy**

### Company perks

In the late 90s it was very difficult to attract good quality staff so companies used all kinds of techniques to draw them in.

## PART TWO

These incentives became famous and were known as options. What are these advantages? How good are they really? Are they still around and how have they changed?

You might think these bonuses are wonderful until you consider the price tag and how much it is really costing you. Late nights, no holidays, long business trips, and stressful meetings might not be worth it. Before accepting these bonuses consider the following:

The real costs of perks.

- The company car: Real cost \$220 to \$370 a month. (\$2,800 to \$5,000 a year)
- Gourmet lunches: Perhaps a great perk but the value is more prestige than cash (\$5,000 a year based on \$100 a week)
- Stock Options: Costs vary according to performance (watch the value and conditions)
- Business Class Travel: Double the cost of regular travel. Is it worth it?
- Blackberry: \$150 plus \$60 a month in fees making a total of \$1,200 a year.
- Profit share: Can be lucrative the first year. (watch the performance as with stock options)
- Bonuses: Direct benefits. The question is how much.
- Health insurance: This can be a benefit but which package. Prices range from \$2,000 to \$8,000 a year.
- Kids' education: Real costs can be high but like health insurance read the fine print.
- Golf club membership: Good for networking but how about Lion's Club.

Perhaps an increase in salary might be worth more than the perks. Before embarking on the perk route consider the true cost of these advantages that are being offered. Of course these perks have value but before signing your contract or negotiating the terms of employment consider the real advantages and the cost.

Management Magazine  
Scott Levy

1. According to this article, \_\_\_\_\_.
  - a you should be careful about the perks you accept
  - b not all perks have value
  - c the value of a job is based on the perks
2. Perks are used to \_\_\_\_\_.
  - a save the company money
  - b add prestige to a company
  - c attract employees
3. The cost of accepting perks can be \_\_\_\_\_.
  - a reduced taxes
  - b no holidays late nights and long business trips
  - c more prestige
4. Golf club memberships can be good for \_\_\_\_\_.
  - a developing relationships
  - b learning to play golf
  - c prestige

## GRAMMAR

### Agreements and disagreements with remarks.

Yes so of course + affirmative auxiliary

He works too much. Yes, he does.

He will be CEO soon. Of course.

### Disagreements with negative remarks.

My boss isn't gone. Oh yes, he is

They aren't going on a trip next week. Oh yes, they are.

Work won't get easier. Oh yes it will.

### Agreements with negative remarks.

You haven't finished the work. No, I haven't.

They couldn't have understood. No, they could not have.

### Disagreements with affirmative remarks.

Mike works too hard. No, he doesn't.

They ought to find the situation difficult. No, they ought not.

Using but.

You think I am lucky. But I don't. / But don't I? / But might I?

### Exercises

Answer the following questions using agreement or disagreement.

1. They work too hard.

a) No, they might. b) Yes, they do. c) Yes, they don't.

2. My trip to work isn't long.

a) Yes, it isn't. b) No, it isn't. c) Yes, it mightn't be.

3. It ought not to have been difficult.

a) Yes, it ought to. b) No, it ought to. c) No, it ought not to have.

4. He must know what he is talking about.

a) No he mustn't. b) Yes, he must not. c) Yes, he mustn't.

5. The board disagreed on the course of action.

a) Yes, they did. b) No, they did. c) Yes, they haven't.

6. The reaction of the shareholders wasn't very good.

a) No, it couldn't. b) Yes, it wasn't. c) No, it wasn't.

7. They might not have made it.

a) Yes, they mightn't have. b) Yes, they could not have. c) No, they mightn't have.

8. They have just not to go on the trip.

Yes, they have to. / No, they do have. / No, they don't.

9. The company must not see the real problem.

a) No, they mustn't. b) Yes, they must not. c) No, they can't

10. The presentation had sought the proper solution.

a) Yes, it had. b) No, it had c) Yes, it hadn't