

Transcript - Episode 2 “Mock Dialogue: Phone Conversation”

Steve: Hello everyone, welcome to another episode of “Seal the Deal English,” helping you get the business English you need. Our goal is to get Better English, Better Business, with your host, Steve Literati. We are currently unfunded: if you are interested in supporting us, please visit our patreon page in our show notes and consider becoming a monthly sustaining member. Sustaining members will receive bonus material such as credits in our show notes or even a monthly online English lesson taught by myself. Thank you for your consideration.

- Music Sting: *Memory* by Creo -

Steve: Today, we will be listening to a mock phone conversation, and try to break down some of the key phrases used as well as develop some strategies for preparing for a phone conversation.

Steve: Phone conversations are really, really difficult to understand, for a whole bunch of reasons. I find it to be the most consistent issue that my clients have brought up when it comes to improving their English. It’s harder to understand someone when they are not in front of you, phones distort, or negatively change, our voice. And you are probably in a high-pressure environment while doing a phone conversation. Often times, you have phone conversations in a conference call setting, which adds extra pressure.

Steve: That being said, however, we are going to help you come up with ideas to how to seal the deal in a phone conversation setting.

Steve: So, we have an example phone interview that myself and two other great English teachers, Bianca and Andrew, helped me put together. When listening to this phone conversation, try to do the following:

1. What is happening in the conversation? What is the main point of the conversation?
2. How do people greet each other during the phone call?
3. What is everyone's job title?
4. What is the issue they are trying to solve? And how do they resolve it?
And lastly,
5. How do they end the call?

And with that, let's listen in:

- Phone ringing -

Steve: Hello, Bianca, are you there?

Bianca: Yes, I am thank you. How are you?

Steve: I am doing great. This is Steve, the Chief Financial Officer at Blue Bean Coffee Roasters. We are also joined by Andrew. Andrew, this is Bianca, the CEO of the Dutch HomeCafe Company.

Andrew: Hi Bianca. This is Andrew and I am the Chief Operating Officer. It's a pleasure to talk to you today.

Steve: It will just be us in the room today, if that is okay. Our Chief Communications Officer had some important matters to take care of.

Bianca: That is completely fine.

Steve: Alright great. So we wanted to discuss with you the licensing agreement we have previously discussed. We need to iron out how Blue Bean will be properly paid for letting you use our product, and specifically how much the royalty should be. We would like a 10% royalty per each unit sold.

Bianca: Hmm...I am not sure about that. That might be a bit too steep for us. We may not be able to turn a profit in that case.

Andrew: We understand that it may be a bit pricy, but our product has a strong appeal across a wide range of the market.

Bianca: That is a valid point, Andrew, but our shareholders may not be too happy with such a steep price.

Andrew: Well, would you be willing to pay 8% per unit and increase the minimum number of units sold from 100,000 to 125,000?

Bianca: That is certainly possible. We would be able to do that.

Steve: Great, well that settles it. Just to recap, we will ask for a royalty of 8% per each unit sold, and a minimum of 120,000 units sold. Do you have any questions for us, Bianca?

Bianca: None at all. Everything sounds good.

Andrew: Oh, and one more request: could you please send us a mock-up so we could see how you plan to package our product?

Bianca: Certainly. We will get on that right away.

Andrew: That sounds great. We hope to hear from you soon.

Bianca: Yes. Let's talk again in two weeks. Sounds fair?

Steve: We can certainly do that. We will keep in touch until then.

Bianca: Great. Take care.

- Phone click -

Steve: So, let's look at what's going on in this dialogue.

1. What is happening in the conversation? What is the main point of the conversation?

Blue Bean Coffee Roasters and the Dutch HomeBrew Company are discussing a licensing agreement. A licensing agreement is a legal agreement between two different companies which allows one company (in this case Dutch HomeBrew) the right to sell or use a good.

2. How do people greet each other during the phone call?

They give a short introduction, and then say their job title. Steve introduces Andrew to Bianca,

3. What is everyone's job title?

Steve is the Chief Financial Officer. A Chief Financial Officer (sometimes shortened to “CFO”) is the person in charge of managing financial risks for the company, as well as focusing on financial record-keeping.

Bianca is the “CEO,” or Chief Executive Officer. She is the top person at her company

Andrew is the “Chief Operating Officer,” and he oversees ongoing business **operations** within the company. The COO reports to the CEO and is usually second-in-command within the company.

4. What is the issue they are trying to solve? And how do they resolve it?
And lastly,

They ironed out how Blue Bean will be properly paid for letting Dutch HomeBrew use their product, and they agree to a royalty of 8% per each unit sold, and a minimum of 120,000 units sold. A royalty is a payment to an owner for the use of property

5. How do they end the call?

They say goodbye and agree to keep in touch. They will talk again in two weeks.

Steve: Thanks again to Andrew and Bianca for helping me out with the recording. Now, let’s talk about some of the language, as well as some strategies about answering a phone conversation

Steve: First off, let’s look at the term “iron out”. This is a very common expression used to talk about negotiating details, like “let’s iron out our plans for tomorrow,” or “We will iron out the contract tomorrow with our colleagues”. In all of these situations, we are asking about discussing fine details.

Steve: Thanks again to Andrew and Bianca for helping me with this phone conversation. So now, let's look at a couple different strategies and ideas to help you with this phone conversation, or any phone conversation you might have in the future.

- 1) Look at context: As mentioned in other articles (which I will link on our show notes), it's more important to focus on the context rather than on understanding 100% of the words used. People may have different accents or use different vocabulary than what you are used to. Try to listen very carefully to what is being discussed rather than understanding each word. Don't be thrown off by new words or new accents.
- 2) Rephrase it back to the speaker: Rephrasing is an important way to make sure you understand what the person was saying, as well as a useful way for helping you understand as well. What is rephrasing? Well, it is when you repeat what the person just said in a similar way. So for instance, you can say:
 - a) "So If I understand correctly, ba ba ba ba]".

So, using our phone conversation as an example, we can say the following:

"So, if I understand correctly, you will promise to sell 120,000 units?"

- b) "Please correct me if I am wrong, but you are saying..."
- c) Or even "so..."

"So, if I understand correctly, you will promise to sell 120,000 units?"

- 3) Ask for clarification: It is very common to ask someone to repeat themselves, in any language. Think about your own language. Sometimes you need hear someone say something, but you aren't quite sure what they said. Sometimes you need a phrase repeated. Maybe you aren't paying attention. And that is fine! So some key phrases you can ask are:
 - a) I'm sorry, could you repeat that again?
 - b) I'm sorry, I didn't quite catch that. Can you say that again.

c) Could you please rephrase that again?

Steve: And with that, we are finished for today's lesson. I hope you enjoyed it. Our website and podcast are continuing to grow. Starting mid-July, I will be moving back to the US for a short bit. During that time, I will be working on continuing to build this website and continue to offer podcasts and articles for your English communication needs.

Steve: If you would like to download today's transcripts, that highlights key phrases or terms used in this podcast you can do so at our website. If you have any questions, please email us at seatlthedealenglish@gmail.com. I'd love to get your feedback, whether it's comments, questions, or any requests for future show topics. If you like this podcast and our other materials, please consider becoming a patron at Patreon.com. For just \$1 US, you will be able to help this website continue to grow. Right now, it's just my girlfriend and I working on all the of the material, and we would like to invest in better sound equipment to better improve our podcast. Please subscribe and write a review for us on itunes, stitcher, or soundcloud. Our theme song is by Creo. Thanks everyone and hope to hear from you soon.

- Music Sting: *Memory* by Creo -

Key words and terms:

Asking for the speaker to repeat what he or she just said

I'm sorry, could you repeat that again?

I'm sorry, I didn't quite catch that. Can you say that again.

Could you please rephrase that again?

Phrases for rephrasing:

"So If I understand correctly....".

"Please correct me if I am wrong, but you are saying [topic]"

“so...”

Other keywords or phrases used in the episode:

- **Chief Financial Officer** → person in charge of managing financial risks for the company, as well as focused on financial record-keeping.
- **Chief Operating Officer** → Short document used for advertising that helps explain, promotes a product
- **Chief Executive Officer** → (acronym) Estimated Time of Arrival
- **Iron out** → to work out the details.
- **Turn a profit** → to make money, to earn a profit
- **Royalty** is a payment to an owner for the use of property