

*1st edition*

Confidential Documents

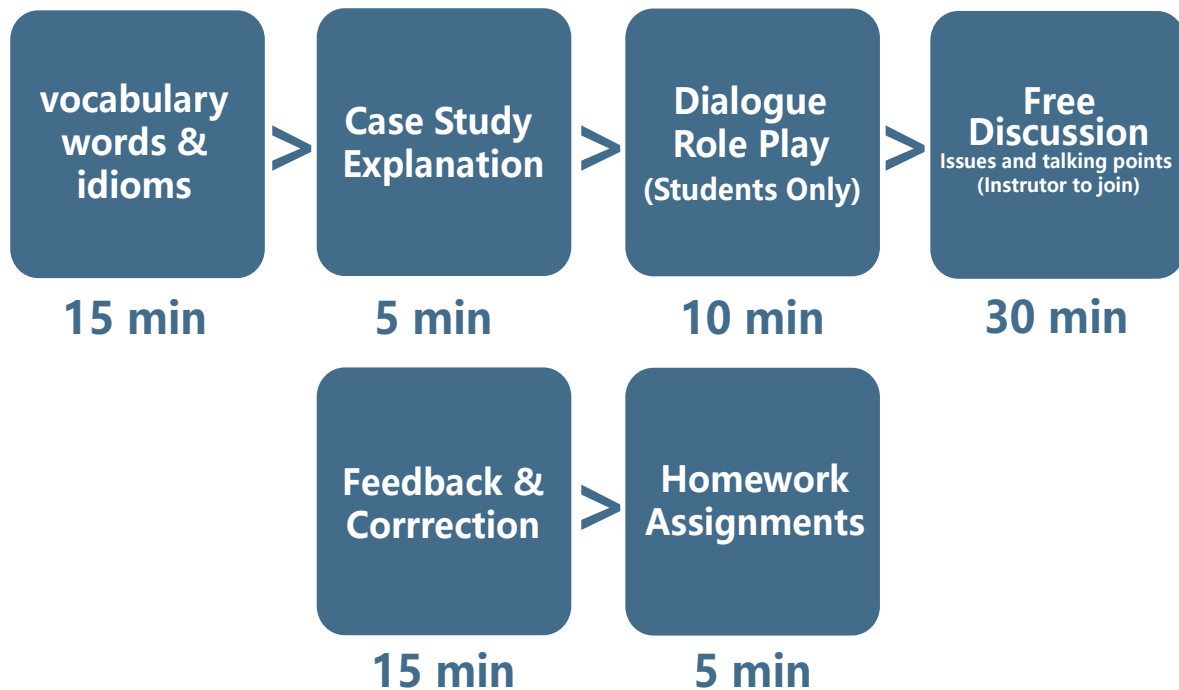


**STELLAR  
BUSINESS  
ENGLISH  
PROGRAM**

**DAILY PRACTICAL BUSINESS ENGLISH GUIDE**

Stellar Business English is designed for people who need to improve their practical business English skills. Major highlights of this book are comprised of case study based role playing and open discussions. The 5 chapters embrace pragmatic business scenes designed to provide “Hands-on” practices for actual business cases that you would deal with in real life. They consist of scenarios of business meetings, socializing with business partners, negotiation of sales transactions, making a presentation about your product or job and human resources issues. The lessons will start with various words and idioms which are used in each case study. Gaining vocabulary at the initial stage is essential when moving onto the dialogue practice and free conversation.

## Overall Lesson Flow



In an attempt to make the lesson as practical as possible, the free discussion part contains talking points relevant to the subject and respective role you would play as a speaker. They can facilitate your conversation with respect to the case study and its desired outcomes that you want to accomplish by the end of each session.

The instructor takes a rigorous approach to correct mistakes right after the dialogue and free discussion, in order to nurture natural English speaking skills. Before the end of the lesson, homework will be assigned to allow students to revise and come prepared for the following chapter and vocabulary.

By using Stellar Business English, students will develop a solid base of business English skills to help them communicate and act in a wide range of business circumstances.

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## Chapter 4 : Presentations

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- 4. Updating your Foreign Boss. .... pg.140



**Warm Up ..... 5min**

Small talk & Ice breaker.

**Homework Recap ..... 5min**

A short vocabulary test.

**Vocabulary ..... 15min**

Vocabulary used in today's lesson.

**Case Study & Dialogue ..... 5min**

Chapter case study and dialogue.

**Dialogue - Role Play ..... 10min**

Get into groups and act out different roles. Role play x2

**Free Discussion (Situational Talk)..... 30min**

Practice for 15 minutes. Use the talking points given and practice within the group. Final conversation is 15 minutes (Instructor will join every group).

**Feedback and Correction ..... 15min**

Instructor will note mistakes and things that can be improved, followed by reading their notes to the class.

**Homework Assignment ..... 5min**

Vocabulary homework is assigned.

# Stellar Business English Program



## *Business Meeting* Expanding the Domestic Sales of a New Product



### Instructions

- A. Understand the meaning of the words and expressions.
- B. Your instructor will provide some example sentences using each word.
- C. You will then make your own sentences by utilizing the words and expressions.

## Words and Expressions



**expanding the domestic sales of a new product :**  
新商品の国内販売拡大

**you will be presented with :** 貴方に提示されます。

**sales tactics :** 販売手法/戦術

**creativity :** 創造力

**electric vehicle :** 電気自動車

**the specifics and competitive differentiation :**  
特長と競合との差別化

**The time it takes to charge :** 充電に掛かる時間

**charging stations :** 充電場所

**R&D department :** 研究開発部

**characteristics :** 特徴

**sure thing :** 勿論です

**target share :** 目標占有率

**by leveraging talking points :** 話のポイントを利用して

**trade in :** 下取り

**obstacle of sales :** 販売の障害

**renting out :** 貸出し

**equivalent :** 同等の

**refrain from .... :** ...をやめる

**countermeasure :** 対策



### Premises

R Corp. is debating on how to expand the domestic sales of their new electric car the "R1". You will be presented with 2 sales tactics as conclusions. Please debate/brainstorm ideas and come up with 2 solutions. (This is a case study. Please discuss creativity using your opinions).

### Market Information Regarding the R1 Electric Vehicle.

- 1. The specifics and competitive differentiation:**
  - A)** While fully charged, the R1 can travel 10% further than the other competitors.
  - B)** The time it takes to charge is 5% less than its competitors.
  - C)** The look is sporty, but is also has a family-friendly SUV style.
- 2. Target Segment: Age range from 20s-40s and families.**
- 3. Price: 10% less than it's competitors.**
- 4. The target market share in equivalent with electric vehicles is 10-15%.**

### Main Goals

- A)** Advertising the key differences between the R1 model and the competitors model is successful. Sales towards families increase and the R1's market share reaches 10%.
- B)** Because charging stations are not widely available yet, the company will promote plug-in EVs so that customers are able to charge their vehicle at home.



### Process

Get in groups of 3 and role play a meeting. Choose the role of either Tom, Steve, or Dean within the group.

### Role Play:



**Tom - Chairperson**  
**Steve - R&D**  
**Dean - Marketing**

**Tom :** Let's begin the meeting. Today we will discuss how to increase domestic sales of the new electric car R1. First, can we get an explanation on the specific features the R1 has to offer from the R&D department?

**Steve :** Sure thing. I'll explain the specifics of the R1 and the differences between its competitors. The R1 has the following characteristics: First, a fully charged R1 can travel up to 10% further than its competitors. Second, the time it takes to charge is 5% less than our competitors. Finally, the look is sporty and modern, but also has a family-friendly SUV style.

**Dean :** Our target customers are within the age range of 20s to 40s. It is a sporty SUV, but there is a lot of room for luggage which makes it perfect for families. For the price, we are planning to sell the model at 10% less than our competitors. For target market shares, we are aiming at 10 -15%.

**Tom :** With the introduction of the R1, do we have a new vehicle campaign? What kind of advertisement are we going to go for? One more thing, because electric cars are still on the rise, many areas do not provide charging stations. What can we do to address this customer issue? I think we need to keep the charging station concern in mind throughout the rest of the discussion.

### Process

- Practice within your group for 15 minutes by leveraging talking points prepared for respective role.
- Run the final group discussion receiving coaching and guidance from instructor. (15 minutes)

### Issues for Discussion

- A)** Can the R1's features attract new customers? (10% more cruising distance, 5 % faster charging system, sporty/SUV features).
- B)** Can we eliminate the customer's concerns? (Lack of charging stations).

## Talking Points

### Tom (Chairperson)

1. Can I first ask you about any issues that may arise that might prevent the increase of sales? (Ask Dean)
2. Steve, can you please address the countermeasures in order to deal with any future issues we might face? (Ask Steve)
3. What do you suggest we do in order to present a successful sales campaign? (Ask Dean)
4. Are there any other features that you think we should advertise? (Ask Dean)

### Dean (Marketing)

1. Yes Tom, there are a couple of problems. One is the lack of charging stations and the other is that people are hesitating to buy, because they are expecting the prices to go down. (Tom's Q1)
2. We should consider the trade-ins of gasoline cars that are at a relatively higher price, and renting out vehicles for test driving. (Tom's Q3)
3. We will be presenting other merits of electric cars.
  - They are smoother and quieter than the average vehicle.
  - They are better for the environment and you can refrain from the use of fossil fuel. (Tom's Q4)

### Steve (R&D)

1. Right Tom, let me address the charging battery issue. (Tom's Q2)  
There are two possible solutions that we can think of at this point in time.
  - Advise the customer to install a charging station at home. (Plug-in EVs)
  - Equip a navigation system in the car that shows the exact location of charging stations on the map.

## Notes

**Instructor's Comments:**

**How to Improve:**

## 1. Recapping Key Vocabulary

Ask the following actions prior to the next session.

- A. Understand the meaning of the words and expressions.
- B. Make your own sentences by utilizing the words and expressions.

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## 2. Preparation

**Make sure to come prepared for the next case study including dialogue, free discussion exercise and talking points.**

### How to prepare:

- Understand all the vocabulary
- Review the topic of the case study.
- Practice reading the vocabulary dialogue out loud.
- Understand the case study.
- Understand the talking points.