

Atención al cliente del pequeño comercio en lengua extranjera: inglés

Objetivo

By the end of the course, learners will be able to welcome, assist and say goodbye to customers, handle common customer-care situations, and understand information conveyed in face-to-face interactions.

Qué trabajarás

Small-business administration, numbers and invoices, complaints, formal and informal language, shopping vocabulary, grammar and pronunciation. Exercises and end-of-unit tests reinforce learning.

30 Horas de teoría.

B1 Nivel MCER recomendado.

5 Unidades.

Programa del curso

Unit 1:

- 01 Greetings and introductions
Polite phrases, food vocabulary, ordinal numbers, and asking for information or confirmation.
- 02 Being polite, making requests, interrupting, confirming
* Grammar - Courtesy, making requests, interrupting, confirming
- 03 The Language of Business
A review of formal and informal business language and the typical expressions that are used in the business world.
- 04 Types of shops
This lesson presents and practises the language of shopping - both the basic vocabulary and some typical expressions.
- 05 Talking about position
Food and food-shop vocabulary, prepositions of place, fruit and vegetables.
- 06 Test exercises
Review of unit 1 - greeting and introductions, ways to be polite, business language, types of shops and talking about position.

Unit 2:

- 07 Describing business sectors
* **Function** - Describing sectors / areas of business and the roles within them
- 08 Small Businesses
This lesson introduces the learner to different aspects of running a small business and ways to talk about different kinds of company.
- 09 Using different registers in business relationships
Greetings and appropriate formal and informal register.
- 10 Grammar and vocabulary related to business situations
Function: showing interest, accusing , denying
- 11 False friends and misunderstandings
Easily confused words, false friends and false cognates.
- 12 Test exercises
Review of unit 2 - talking about different sectors, small business language, formal and informal language, false friends and common cultural misunderstandings.

Unit 3:

- 13 Administration. Asking for information
Enquiry and acknowledgement letters, indirect questions and sales phrasal verbs.
- 14 Asking for and providing information
* **Function** - Requesting and providing information
- 15 Buying and selling from catalogues / Writing a cheque
This lesson shows examples of commercial interactions when buying from a catalogue and paying by cheque.
- 16 Shapes and materials: Introduction
Revision of shapes and materials.
- 17 Describing a product
Product size and weight vocabulary in a customer-shopkeeper conversation.
- 18 At the clothing shop - Specific vocabulary
This lesson introduces the learner to the typical language and situations that are common in a clothes shop.
- 19 Place your items on the conveyor belt - Specific vocabulary
This lesson introduces and practises the vocabulary and language used widely in commercial situations.
- 20 Hold onto your receipt - Specific vocabulary
This lesson deals with the language of shopping, sales, discounts and returning an item.
- 21 Test exercises
Review of unit 3 - business administration, asking for and giving information, talking about shapes and materials, describing a product and returning an item.

Unit 4:

- 22 **Making an order**
* **Function** - Making an order
- 23 **Talking about the condition of a product - Vocabulary**
This lesson introduces some of the most common vocabulary used to describe a product's condition with exercises to review and practise it.
- 24 **Talking about the condition of a product - In context**
This exercise shows the vocabulary used to talk about products and their state or condition in conversations.
- 25 **Dealing with invoices**
This lesson presents the essential language of preparing and understanding invoices and shows some examples of the invoicing process.
- 26 **Administration. Bills and Invoices**
Vocabulary, formats and functions of bills and invoices; dialogues, pronunciation, numbers and simple calculations.
- 27 **Test exercises**
Review of unit 4 - placing an order, talking about the condition of a product, dealing with invoices and general administration.

Unit 5:

- 28 **How much?!**
Large numbers, dates and face-to-face price negotiation, with useful negotiating phrases.
- 29 **Dealing with clients**
Speaking practice for telephone complaints, suggestions and apologies.
- 30 **What size are you?**
The word too, past simple and pronunciation of -ed endings.
- 31 **Shopping for Clothes**
Clothing and clothing-store vocabulary, with listening practice.
- 32 **Management. Complaints**
Faulty-goods and complaint vocabulary, with practice writing letters of complaint and apology.
- 33 **These shoes are broken! - Specific vocabulary**
This lesson gives examples of the language used when making and dealing with a complaint.
- 34 **Test exercises**
Review of unit 5 - customer service - complaints and talking about sizes, returning items and negotiating prices.

Final test

- 35 **Final test**