

# GENERAL ENGLISH

## Lesson 2 - INTRODUCTION



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When introducing **colleagues, coworkers, customers** and/or **clients** to each other in a business setting it is important to pass along **information about their job title or function** at their company.



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## Structure of Introduction

**Introduce your guest**



*May I introduce Mr. Anthony Kim from Kookmin Bank?*



**Introduce the other person to your guest**



*Mr. Kim, this Janice Andersen.*



**Describe the other person's job function**



*She's responsible for international logistics.*

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## Formal vs Informal

- **Formal**

*May I introduce [name]  
from [company]?*

**Ex.**

*May I introduce Dr. Alex Jones from  
Koon Min Medical Center?*

- **Informal**

*I'd like you to meet  
[name] from  
[company].*

**Ex.**

*I'd like you to meet Dr. Alex Jones  
from Koon Min Medical Center,*

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## Useful Expression

### Activity 1. Introduce yourself and your job function.

	Formal:	Job Function
She's +	<i>responsible for +</i>	pricing our underwriting business
He's +	<i>in charge of +</i>	negotiating our shipping rates
I'm**	Informal: <i>takes care of +</i>	training our sales representatives our purchasing department hedging our raw material costs.

\*\* you can also use this format for introducing yourself

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## Useful Expressions

### Initial Greetings

<b>Formal:</b> How do you do?	I'm pleased to [finally*] meet you. It's nice to [finally*] meet you.
<b>Informal:</b> Hi, Hello,	Nice/good to meet you. Pleased to meet you.

### Response to the Greeting

<b>Formal:</b> How do you do?	It's nice to meet you too. I'm pleased to meet you too.
<b>Informal:</b> How do you do? Hello, Hi, (very informal)	Nice/ Good to meet you. Pleased to meet to you.

\* *finally* makes the greeting more cordial and friendly

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## Exercise

**Activity II. Practice the following dialog with a partner.**

**You:** May I introduce Anthony Kim from Kookmin Bank?

**You:** Mr. Kim, this is Maurice Gerard. He's responsible for our air cargo division.

**Mr. K:** How do you do. I'm very pleased to meet you Mr. Gerard.

**Mr. G:** I'm pleased to meet you too, Mr. Kim.

\*\* depending on the country and culture, conversation may remain formal using Mr./Mrs./Ms./Dr. etc.

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## Exercise

**Activity III. Work with a partner and introduce the characters in the table below. Use the full dialog from the previous slide.**

Name	Company	Responsible for
Michelle Wang	Ace Industries	Accounts Receivables
Jack Woods	Rio Golf Club	Marketing
Jesse Morales	Winchester Rifle	Research and Development
Bonnie Hammach	Rayban Glasses	Materials Acquisition
Pablo Mejia	Fine Arts Ltd.	Environmental Control



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## Getting Down into Basics

Position trumps both age and gender. This means that if a young male is of a higher position than a woman, that the woman should be introduced to the man because the man will have the higher rank. Basically, when it comes to a business setting, "position" determines rank first, and after that comes gender, and then age.



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## Here's what you need to know:

- Your boss will be of greater rank or authority than your colleague, partner, or best friend.
- Your senior colleague takes precedence over your junior colleague.
- Your customer or client should be introduced to your employees.
- If you are introducing people of equal rank in the business world, then introduce the person you don't know as well to the person you know better. You should say the name of the person you know better first.

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## Here's what you should do:

- Name the person of greater rank or authority first.
- Use both first and last names, and include any title such as "Dr./Sir". For example, "Dr. Jones, may I introduce Stephanie Smith. Dr. Jones is my art history professor. Stephanie is an art history major."
- Include relevant details as you introduce the two together, such as any established relationship you have with the person you're introducing. For example, you might say: "Mr. Boss, may I present Mark Jones. Mr. Boss is my boss. Mark Jones is my associate."

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## Mastering the Etiquette



Most formal introductions will relate to the workplace, but they can also take place during formal social events, or if you're with distinguished people. If you're introducing people in a formal setting, then you should use the first and last names of the people, along with the phrases, "May I present", "I'd like to introduce", or "Have you met..." Some people think you should not use the word "introduce," as it can cause confusion or come off as too direct, but it's up to you to decide.

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## How to make a Correct Greeting

### Meeting Someone For The First Time:

- Stand when someone new comes into the room (whether you are a man or woman).
- Do make eye contact and smile!
- Offer your right hand out-stretched with palm facing left to shake hands.
- Your grip should be firm, but not a bone crusher.
- A handshake should last as long as it takes you and the other person to say your names.
- Introduce yourself by making direct eye contact and saying your first and last name.
- If you didn't catch their name the first time, ask them politely to repeat it.
- At the end of the meeting, shake hands again and say how nice it was to meet them. Use their first name.
- Follow up if you promised to send them something, call them, or anything else. Follow up is a key to success!

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## How to make a Correct Greeting

### Introducing Someone Else:

- Generally, you introduce the younger to the older; the junior executive to the senior executive; and a colleague to a client.
- If you have forgotten someone's name, politely tell them you have forgotten their name and they will repeat it for you.
- Always try to include a fact about each person in your introduction.

### For example:

*“Julie Baley, I would like to introduce you to Dan Green, our new Vice President. Dan (or Mr. Green), this is Ms. Baley, our new client who owns ABC Event Company. Julie (or Ms. Baley) just received the top Event Planner Award and Dan (or Mr. Green) received that award five years ago.”*

- Always use a formal title such as Doctor or Judge if possible.
- Try to refrain from using nicknames unless you feel the person would prefer it.
- Always make sure to speak slowly and clearly so you can be heard and understood correctly.

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## One More Thing

Remember, people love it when you know and use their names. It is important to do your best to always remember and pronounce names correctly. There are several tips and techniques available to you if you have problems remembering names. Consider it an investment in your etiquette tool box.



**Next Lesson:**  
**TELEPHONING**

**The End**