

What does your company sell? – Talking about products and services

Von Arnd Nadolny, Meine

In den Zeiten der Globalisierung wird es für Auszubildende immer wichtiger, die Produkte und Dienstleistungen des eigenen Ausbildungsbetriebs auch in der Verkehrssprache Englisch treffend beschreiben zu können – sei es bei Verkaufsgesprächen auf internationalen Messen oder bei Telefonaten mit englischsprachigen Kunden.

Thematischen Wortschatz sowie geeignete Strategien hierfür erarbeiten Ihre Schüler anhand von kurzen Sachtexten und einem realitätsnahen Verkaufsgespräch auf einer Messe. Abschließend präsentieren sie ihren Mitschülern ausgewählte Produkte bzw. Dienstleistungen des Ausbildungsbetriebs am eigenen „Messestand“ und trainieren so ihre Sprechkompetenz.

In einem unabhängig einsetzbaren Zusatzbaustein beschäftigen sich die Lernenden mit Gründen für Deutschlands Exportstärke.



© Dr. Josef Raabe Verlag

Besonders auf Messen ist es wichtig, die Produkte und Dienstleistungen des eigenen Unternehmens auch auf Englisch vorstellen zu können.

Das Wichtigste auf einen Blick

<p>Kompetenzen</p> <ul style="list-style-type: none"> – die Produkte und Dienstleistungen des eigenen Unternehmens beschreiben und präsentieren – grundlegenden Wortschatz zum Thema „Produkte und Dienstleistungen“ kennen und anwenden – Sachtexten und Dialogen zum Thema Informationen entnehmen – Präsentationstechniken festigen – Gründe für die Exportstärke Deutschlands kennen 	<p>Dauer</p> <p>4–5 Schulstunden + Test, je nach Materialauswahl</p> <p>Niveau</p> <p>B1 (mit Zusatzbaustein für B2/C1)</p> <p>Ihr Plus</p> <p>eine Farbfolie zum Thema „deutscher Warenexport“</p>
--	--

Materialübersicht

1. Stunde **The trainees and their companies' products and services**

M 1 (Ws) Trainees talk about the companies they work for – a survey

2. Stunde **Presenting products at a trade fair**

M 2 (Ws) This is our latest model – presenting products at a trade fair

3./4. Stunde **A presentation on your company and its products or services**

M 3 (Tx) Giving a presentation on your company's products and services – task sheet

M 4 (Ws) Preparing the presentation – note-taking sheet

Vocabulary Talking about products and services (M 5)

Test Products and services (M 6)

Zusatzstunde **Talking about Germany's export strength**

M 7 (Tr) What Germany exports – a chart

M 8 (Voc) Describing the chart – useful expressions

M 9 (Ws) About Germany's export strength –reading an article

Bedeutung der Abkürzungen

Tr: Transparency; Tx: Text; Voc: Vocabulary sheet; Ws: Worksheet

Möglichkeiten zur Kürzung der Unterrichtseinheit

Sie haben nur drei Stunden zur Verfügung? So können Sie die wichtigsten Inhalte erarbeiten:

1. Stunde: The company and its products and services

M 1

2./3. Stunde: A presentation on your company's products and services

M 3 und M 4

Zusatzmaterialien auf CD

M3_Zusatz_Feedback_sheet (zusätzliches Bewertungsraster für Rückmeldungen zu den Präsentationen)

M3_Zusatz_Tips_for_the_presentation (Tipps für die Präsentation)



M 1 Trainees talk about the companies they work for – a survey

The international youth magazine "Worktrend" has interviewed five German trainees. Find out what they say about their companies and the products and services they offer.

Liliana (17): I work for a modern car dealership¹ in the city centre of Bremen. I've always been interested in cars and their features². Our dealership isn't very big: It's a family-owned³ company with only twenty employees. We sell new cars that we get directly from the manufacturers. We also sell car accessories like seat covers or special cleaning products for cars. As we're in the city centre of Bremen we have a lot of regular customers as well as occasional customers who enter our dealership. I like my job because it's so varied and offers me good job perspectives in the future.



Niklas (19): I work for a medium-sized⁴ advertising agency⁵ in Bremen and we offer our services to customers from different sectors⁶. I develop web pages for companies which want us to advertise their products. As a member of the creative department I try to find the right words and choose the right images to make the products look interesting to their potential⁷ customers. We also book the space for the advertisement in newspapers or on the Internet. I hope I can continue working here later.

Vanessa (16): The retailer I work for is a leading DIY store⁸ in Dresden. We offer a wide range of products⁹ which we get from manufacturers or wholesalers. We sell for example all kinds of tools, bathroom equipment, lamps, wallpaper and paint. Our customers like to buy material to brighten up their homes and are interested in doing that by themselves. Sometimes there are customers who are a bit surprised when they notice that I know a lot about the tools they need to put up a bathroom cabinet. I'm very practical with my hands and quite proud of my skills. I hope they'll employ me on a permanent basis after my traineeship.



Dennis (17): The company I work for is a wholesaler in Hallbergmoos near Munich. We're specialized in organic¹⁰ fruit and vegetables which we mostly buy from regional farmers. So our products are environmentally friendly¹¹. We then deliver them to supermarkets in the Munich area. My task is to schedule¹² the goods for each supermarket. I don't like my job a lot as it is often boring. Perhaps I'll have my own shop after the traineeship and get the goods from my current apprenticing company¹³. We'll see.

Tarik (21): I work for a major German logistics company¹⁴ with subsidiaries all over the country. My workplace is in Gelsenkirchen. We offer worldwide transportation services. Companies call us and then we organise the transportation of their goods. I must know a lot about the different seaports¹⁵ and road connections to save time and money for our customers. Most of the day, I'm on the phone to make agreements¹⁶. The customers also have to be constantly informed. Therefore, the job is often stressful but satisfies me a lot, too.



© von oben nach unten: Fotos 1, 3 und 5: Colourbox; Fotos 2 und 4: Thinkstock

Vocabulary

1 **car dealership**: das Autohaus – 2 **feature**: die Eigenschaft, das Merkmal – 3 **family-owned**: sich in Familienbesitz befindlich – 4 **medium-sized**: mittelgroß – 5 **advertising agency**: die Werbeagentur – 6 **sector**: der Industriezweig, die Branche – 7 **potential**: zukünftig – 8 **DIY store**: der Heimwerkermarkt – 9 **a wide range of products**: eine große Produktpalette – 10 **organic**: Bio- ... – 11 **environmentally friendly**: umweltfreundlich – 12 **to schedule sth**: etw. planen, etw. terminieren – 13 **apprenticing company**: der Ausbildungsbetrieb – 14 **logistics company**: die Spedition – 15 **seaport**: der Hafen – 16 **to make agreements**: Absprachen treffen

Giving a presentation on your company's products or services – task sheet

M 3

Prepare a presentation on your company and the products or services it offers with the help of this task sheet.

Tasks

Step 1 Find visual aids¹

During your presentation you're going to use a free table to present your company's products or services. Find interesting visual aids for your "trade fair stand". These can be for example photos or pictures of your company and its products, leaflets², brochures or models of products.

Tip: If your company offers smaller products, bring some of them and show them to your classmates.

Step 2 Prepare your presentation

Get the necessary information about your company and fill in the note-taking sheet.

Tip: If you work for a big company which offers a wide range of products or services, give a short overview first (e.g. *We offer metal products/IT services ...*) Then choose two or three products you're going to present to your classmates in detail. The words and expressions on the vocabulary sheet will help you.

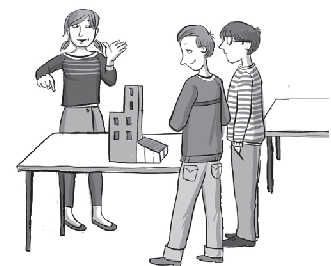


Step 3 Practise your presentation and get feedback

Get together with a partner and practise your presentations. Use the notes on the note-taking sheet but try to speak as freely as possible. Then give each other tips for improvement.

Step 4 Give your presentation and listen to other presentations

Imagine you're at a trade fair and you want to present your company's products or services. Your classmates are potential customers. Set up your stand and give your presentation to the classmates that come by. Be prepared to answer questions. Then you choose some stands you're interested in and listen to other presentations.

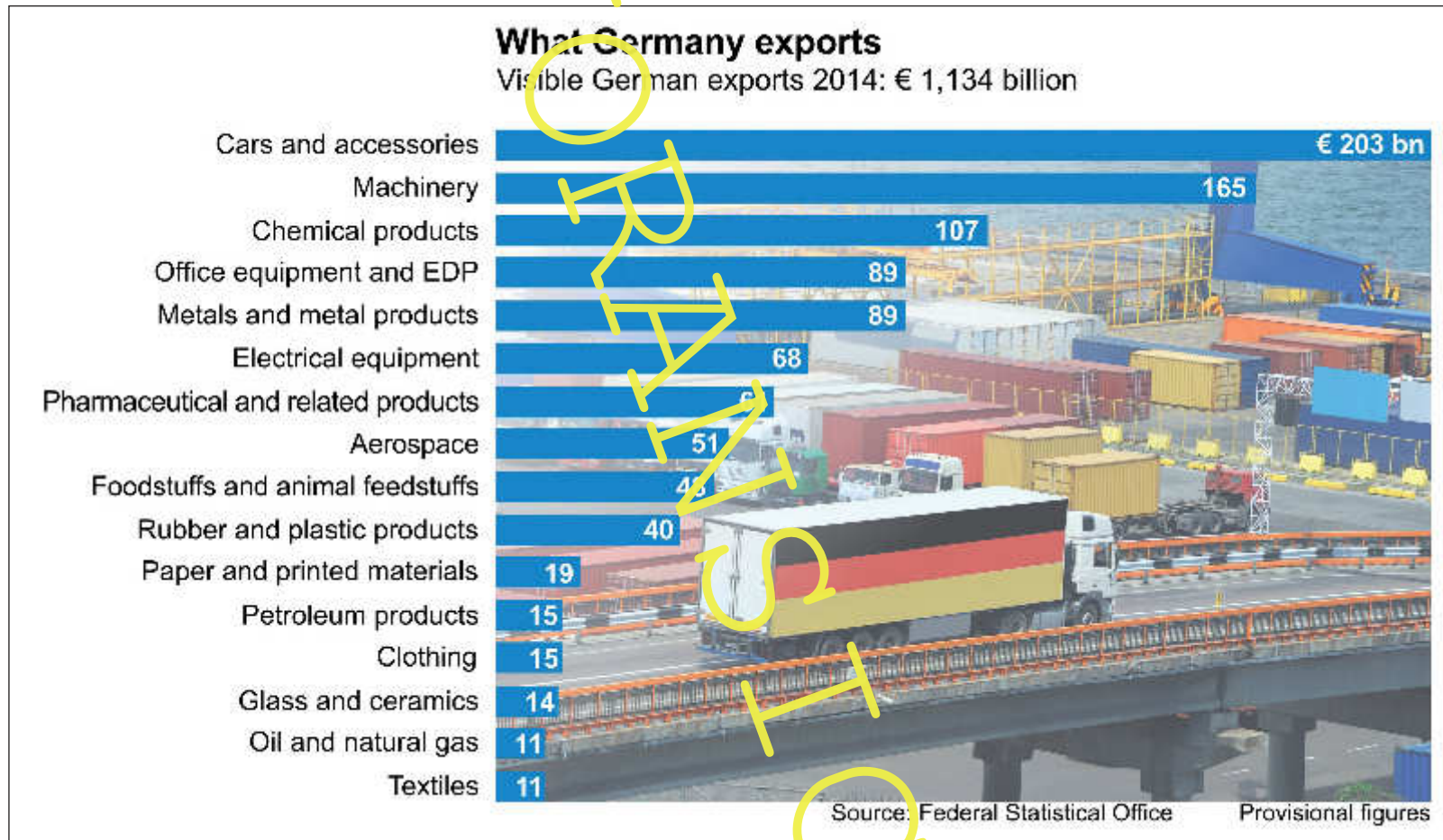


Vocabulary

1 **visual aid:** visuelle Hilfsmittel (z. B. Fotos, Grafiken etc.) – 2 **leaflet:** das Prospekt, das Merkblatt

M 7

What Germany exports – a chart



© Foto: Thinkstock/iStock

Tasks

1. Which industrial sector do you think is at the top of the list? Give reasons.
2. Describe the chart and say what is surprising, interesting or new to you.
3. Do you work for a company that belongs to one of the industrial sectors in the chart? Which products do you offer?

M 9 About Germany's export strength – reading an article

An international economy magazine has published an article about Germany's export strength.

Why Germany is so successful at exporting?

How can a country be successful whose people work fewer hours than almost any other neighbouring country and whose children attend school for fewer hours than in most other countries? Experts see different reasons for Germany's economic strength and its high exports:

Export of goods and services

In 2014 Germany was the world's third largest exporter of goods and services after China and the USA. The export of goods (visible exports) has a share of 75% in the total exports and is much higher than the export of services (invisible exports), which is around 15% of the total export, but with a growing tendency.

Germany's total share of visible exports reached around 40% in 2014. In comparison Italy, Spain and the United Kingdom, however, just reached slightly more than over 20% on average¹.

The impact of the Euro

The Euro has given a boost² to Germany's exports as it has made them cheaper for customers abroad. Additionally, there are cultural differences in contrast to other countries. Germany has always avoided³ running into debt⁴ and spending more money⁵ than it can afford. German companies as well as individuals just do not like to overspend their budgets⁶ as they know that the money they borrow once must be repaid with interest sometime in the future. This general attitude has proven useful for Germany's economy in recent years.

More efficient workers

German trainees at the age of 15 to 16 receive a lot of on-the-job training in the workplace and spend less time at school. Moreover, after two to three years they are usually offered a full-time job. Getting vocational training⁷ first is sometimes the door opener for some of them to start a career in the company they work for. Being talented and ambitious⁸ just counts more in Germany than in many other countries whose managers have to attend a business school to make it to the top in later years.



© Thinkstock/Stock

Germany's superiority⁸ over other countries has also got its strong roots in a fundamental labour market reform⁹ that came into effect in 2003. As a result of Germany's unification¹⁰ there were big wage increases¹¹ and it was necessary to reduce wage inflation¹². Therefore, the Social Democratic government used its traditional influence on labour unions¹³ which finally agreed on¹⁴ a deal: German workers in important industrial sectors like the car industry were promised that they would keep their jobs and in return they were willing to work fewer hours. Experts say that people might work more effectively in Germany because they are doing fewer hours than in other countries.

Experts see Germany's dual job training as one of the reasons for the country's export strength.

Vocabulary

1 **on average**: im Durchschnitt – 2 **to give a boost to sth.**: here: etw. vorantreiben – 3 **to avoid doing sth.**: etw. vermeiden – 4 **to run into debt**: sich verschulden – 5 **to overspend one's budget**: das Budget überziehen, über seine Verhältnisse leben – 6 **vocational training**: die Berufsausbildung – 7 **ambitious**: ehrgeizig – 8 **superiority**: die Überlegenheit – 9 **labour market reform**: die Arbeitsmarktreform – 10 **unification**: die Wiedervereinigung – 11 **wage increase**: der Lohnzuwachs, die Lohnerhöhung – 12 **wage inflation**: die Lohninflation – 13 **labour union**: die Gewerkschaft – 14 **to agree on sth.**: etw. zustimmen

Task 1: Read the text and tick the box in front of the correct ending of the statement.

1. Germany is the world's largest ...

- a) ... the world's third largest exporter.
- b) ... the world's largest exporter.
- c) ... a rather unimportant exporter.



© Colourbox

2. The Euro has helped Germany ...

- a) ... to make its products cheaper for customers in other countries.
- b) ... to make its products find more customers in other countries.
- c) ... to make some of its products more interesting for customers in other countries.

3. German companies ...

- a) ... have a high level of debt.
- b) ... avoid spending money that they do not have.
- c) ... have a high interest in spending more money than they can afford.

4. In 2003 ...

- a) ... there was Germany's reunification.
- b) ... German workers had to work less for more money.
- c) ... German workers agreed on working fewer hours as they were promised job security.

5. Vocational training is ...

- a) ... highly-regarded in most countries.
- b) ... is necessary to get a top position in a company.
- c) ... is highly-regarded in Germany and offers a good job perspective after finishing it successfully.

VORANSICHT

Task 2: Draw the following table in your exercise book. Look at the text again and complete it. Then, discuss your findings with your neighbour and add information to your table if necessary.

Reasons for Germany's export strength	Detailed explanations mentioned in the text
The Euro	
The educational system	
The labour market reforms	