

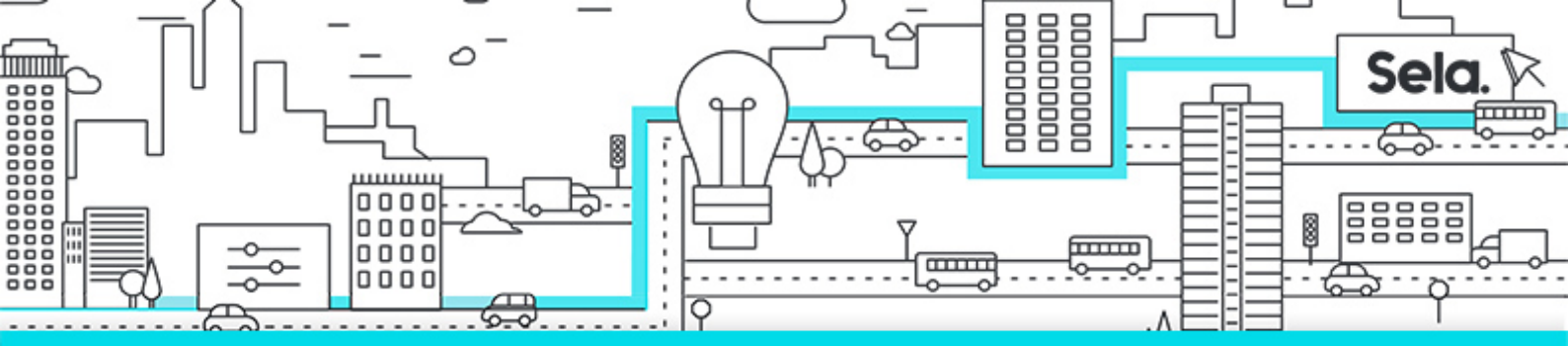
# Sela.

BusinessEnglish  
**Business English**

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# Business English

BusinessEnglish - Version: 1

## 3 days course

### Description:

Expanding the vocabulary in business English while personalizing it for the company's employees and their role. Free expression in English

### Intended Audience:

Managers and employees who wish to improve their business English

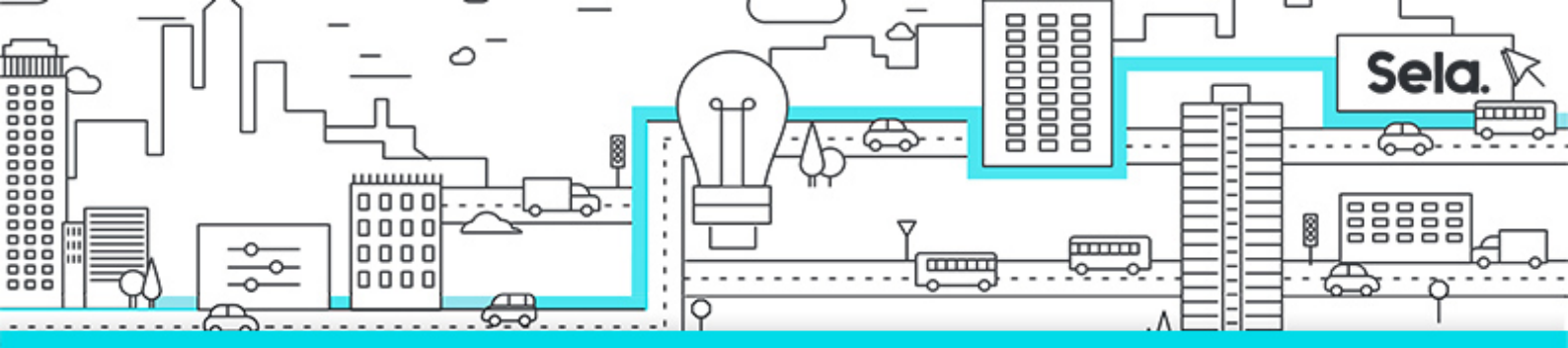
### Prerequisites:

- There are no pre-requisites

### Topics:

#### • E-Mail correspondence

- key E-Mail phrases
- Email abbreviations & acronyms
- E-Mail sentence style and structure
- Being clear and concise
- Choosing the right level of formality
- Getting the tone right
- Information, Action and Checking understanding
- Techniques, insights and rules of email Etiquette
- 301 ways to start your e-mail
- 201 nice turns of phrase
- 185 ways to finish your letter
- Understanding cross-cultural differences between sender and receiver.



- **Business Conversation**

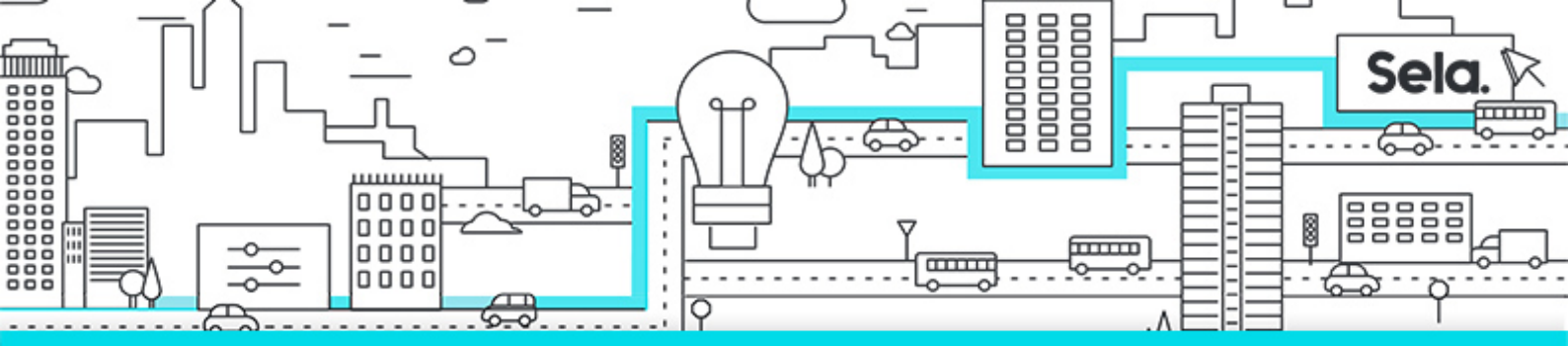
- Focus on achieving confident and effective spoken English for everyday business and social needs. This course will assist in developing the communication skills needed in today's international environment and improve speaking and conversational ability:-
- Oral exercises to practice pronunciation and understanding.
- Business Simulations, Role-playing, listening, comprehension and fluency exercises.

- **Cross Cultural Communication/Awareness**

- Cross Cultural Definitions
- Understanding different business customs, beliefs & communication strategies
- Networking Essentials
- Creating a positive first impression
- Are YOU an effective networker?
- Business Etiquette
- Social English/'Small talk'

- **Presentation Skills**

- Planning a presentation: preparation, preparation, preparation
- Technical presentations/overview
- How to review information effectively
- Getting started
- Introductions
- Stating your purpose
- Effective openings
- Sign Posting
- Survival Language
- How to command attention
- Visuals
- Dry runs



- **Better Business Grammar**

- Using correct and consistent tenses
- Applying the right prepositions.
- Avoiding common errors and problems.
- Using an effective sentence structure.
- Applying the K.I.S.S (Keep It Short and Simple) approach