

enterprise europe

SCHEDA DI APPROFONDIMENTO n. 1/2013

INTERNATIONAL BUSINESS COMMUNICATION

Con la globalizzazione e grazie alle nuove tecnologie, entriamo in contatto con persone in ogni parte del mondo, soprattutto per ragioni professionali. In particolare è ormai diventato indispensabile, per avviare e gestire con successo attività di commercio internazionale, conoscere l'**inglese**.

ATTIVA, grazie alle nozioni acquisite durante i diversi corsi di Business English organizzati nel corso degli ultimi anni, ha realizzato una breve scheda di approfondimento in cui ha riportato alcuni **utili consigli e qualche regola della comunicazione inglese** per gestire al meglio i momenti di primo contatto con professionisti e imprenditori stranieri.

Il documento è articolato in tre sezioni:

1. Come scrivere una mail
2. Come fare una telefonata
3. Come preparare un meeting

1. COME SCRIVERE UNA MAIL

Regole da seguire per scrivere una mail in maniera corretta:

- ◆ Verificare il destinatario (indirizzo mail e ruolo ricoperto)
- ◆ Presentarsi ed esprimersi in maniera chiara
- ◆ Evitare ambiguità
- ◆ Usare frasi corte e semplici
- ◆ Creare dei paragrafi in modo da rendere la mail facilmente leggibile
- ◆ La punteggiatura permette di fare chiarezza e definire la struttura della mail
- ◆ Non utilizzare espressioni tipiche del linguaggio orale
- ◆ Non usare abbreviazioni
- ◆ Ridurre il numero delle domande
- ◆ Evitare le ripetizioni (usare sovente i pronomi)
- ◆ Ricontrollare che non ci siano errori
- ◆ Rileggere la mail per verificare che il messaggio da inviare sia chiaro e di facile comprensione per chi lo riceve.

Espressioni per organizzare il testo di una mail in diversi paragrafi:

	STILE FORMALE	STILE INFORMALE
First line	Dear Sir / Madam / Dear (name)	Hi... / (just the name or nothing at all)
Friendly open	It was a great pleasure to meet you in ...	How's it going? / I hope you're well / Great to hear from you again
Previous contact	Thank you very much for sending ... Further to our earlier conversation ...	Thanks for your email... Following your call,...
Reason for writing	I'm writing with regard to ... I'm writing to find more information about...	This is just a quick note to say/ask for... Re: your email below...
Request	I was wondering if you could ... I would be grateful if you could ...	Please ... Can you ...?
Offer help	Would you like me to ...? If you wish, I would be happy to ...	Shall I ...? Do you want me to ...?
Final comments	If I can offer any further assistance, please don't hesitate to contact me. Please feel free to contact me if you have any further questions.	If you need any more information, just let me know. Just give me a call if you have any questions.
Friendly close	I look forward to hearing from you. Give my regards to ...	See you soon. / Thanks for your help. / Good luck with ... / Best wishes to...
Last line	Your sincerely / Kind regards	Best wishes / All the best

Espressioni di collegamento da utilizzare tra le frasi:

- ◆ In primo luogo: *Firstly*
- ◆ Inoltre: *Moreover / Furthermore / In addition*
- ◆ Nonostante: *Despite / Even though*
- ◆ Da una parte, dall'altra parte: *On the one hand, on the other hand*
- ◆ Dunque: *Therefore*
- ◆ Quindi: *So / Then*
- ◆ Di conseguenza: *As a result*
- ◆ Comunque: *Anyway / However*
- ◆ Per esempio: *For example*
- ◆ In altre parole/ cioè: *In other words / I mean / That is to say*

2. COME FARE UNA TELEFONATA

L'ascolto è molto importante in una lingua straniera, perché bisogna essere in grado di interpretare il messaggio trasmesso e di rispondere a quest'ultimo. Per riuscire a capire bene, i consigli per effettuare e ricevere una chiamata sono i seguenti:

Qualche regola:

- ◆ Ascoltare con attenzione
- ◆ Usare frasi attive, no passive
- ◆ Essere attenti alle informazioni specifiche
- ◆ Non esitare a fare domande
- ◆ Presentarsi subito e chiarire la ragione della chiamata
- ◆ Per essere più precisi, una chiamata può essere divisa in tre sezioni:
 1. **Introduzione**, nella quale entrambe le parti si presentano ed espongono la ragione della chiamata;
 2. **Sviluppo**, in cui si fanno le domande;
 3. **Conclusione**, che permette di stabilire un accordo.

Fare delle domande

Esistono tre tipi di domande diverse:

1. **Domanda aperta**: una domanda che non prevede un "sì" o un "no" come risposta e può contenere le seguenti parole: *who, what, where, when, why or how*.
2. **Domanda chiusa**: in generale comporta le espressioni: *"are you", "do you", "can", "could", "did", "will", or "would"*.
3. **Domanda "a scelta"**: siccome la persona che risponde può scegliere solo una delle opzioni proposte dal locutore, è più simile ad una domanda chiusa.

Espressioni da poter utilizzare durante una telefonata:

Answer the phone	(receptionist) Good morning, ICT. Teresa speaking. How can I help you? (internal phone) Hello. Sales department. Nick Hamilton.
Connect the caller	Please hold while I try to connect you. I will try her number for you.
Say who's calling and why?	This isspeaking / My name is This is here Can I speak to, please? I would like to speak to someone about The reason I'm calling is..... I'm calling to ask a few questions about I'm calling in connection with
Greetings	Hello! How are you? How nice to hear from you! How are things in <i>London</i> ? Oh! I didn't recognize your voice! Thanks for calling – did you get my email?
Check it's a good time	Is this a good time to talk? Are you in the middle of something? Do you have a second?
End the call	Is there anything else I can help you with today? Thanks for calling. / It has been nice speaking to you. Bye Thanks for your time. Ok, leave it with me. I will call you tomorrow afternoon.

3. COME PREPARARE UN MEETING

Concordarsi per organizzare un meeting:

	Formale/neutrale	Informale
Reason for writing	I'm writing to arrange a time for our meeting. What time would be convenient for you?	Just a quick note to arrange time to meet. When would suit you?
Suggesting time/place	Could we meet on (day) in (the morning etc) at (time)?	How about (day) at (time)? Are you free sometime next week?
Saying when you are/are not free	I would be able to attend the meeting on Thursday morning. I'm out of the office until 2 p.m Anytime after that would be fine. I'm afraid I can't manage next Monday.	I am free Thursday am. I won't be around until after lunch. Anytime after that is okay. Sorry, can't make it next Monday.
Confirming	I would like to confirm... I will call/email you tomorrow to confirm the details.	Thursday is good for me. That should be ok. I'll get back to you if there's a problem.
Changing arrangements	This is to let you know that I will not be able to attend the meeting next Thursday. I wonder if we could move it to...? I apologise for any inconvenience caused.	Re (=regarding) our meeting next week, I'm afraid I can't make Thursday. How about...instead? Sorry for the inconvenience.
Close	I am looking forward to meeting you in Brussels. Let me know if you need to change the arrangements.	See you in Brussels. Give me a call if anything changes.

Altre espressioni da poter utilizzare per organizzare un meeting:

Refer to last contact	I sent you an email last week We met at the conference and you gave me your card
Open suggestions	Can we meet up? What time would be good for you? What time are you thinking of?
Concrete suggestions	What about next Thursday? How about the 9 th of February? Shall we say.....? Could we make it (instead)? Would 11.30am be convenient (suit) for you?
Responses	Yes, that's fine / That sounds fine I would prefer a bit later if you don't mind? No, sorry (I'm afraid) I can't make it then. My schedule is quite full that day
Confirm	Perfect, we can meet here on(day) at (time) I will send an email to confirm the details
Change arrangements	Unfortunately, I can't make next Tuesday. I'm out of the office all day. How about.....? We have an appointment at 2, but I can't make it at that time. Something urgent has come up. Can we reschedule? I'm sorry again about the change I hope it is not a problem for you.

Espressioni per:

◆ Dare la propria opinione

- I'm convinced we should...
- I'm sure...
- I have no doubt...
- I think we need...
- As I see it, we must....
- In my opinion, we should...
- As far as I am concerned....
- It seems to me we should try to....
- I tend to think...
- I feel...

◆ Non concordare

- I don't agree with you at all
- I totally disagree
- It's out of the question
- Of course not
- I don't really think so
- I'm afraid I can't agree with you there
- Do you really think so?
- I tend to disagree

◆ Essere d'accordo

- I totally agree
- I quite agree
- I couldn't agree more
- I think you are right
- I agree on the whole
- I agree up to a point
- I tend to agree with you

◆ Fare una proposta

- Let's...
- I suggesting
- We could sell the business...
- Perhaps we should...
- It might be worth...
- What about...?
- Why don't we...?

Espressioni da poter utilizzare nelle diverse fasi di un meeting:

Opening	Good morning/afternoon everyone. If we are all here, let's started/start
Welcoming and introducing	We're pleased to welcome (name of participant) I'd like to extend a warm welcome to (name of participant) I'd like to introduce (name of participant)
Stating the principal objectives	We're here today to... I'd like to make sure that we... Our main is to...
Closing an item	I think that takes care of the first item. Shall we leave that item? Why don't we move on to...
Summarizing	Let me just summarize the main points. Let me quickly go over today's main points. To sum up, ..., In brief, ... Shall I go over the main points?
Thanking participants for attending	I'd like to thank ... and ... for coming over from ... Thank you all for attending. Thanks for all your participation.
Closing the meeting	The meeting is finished, we'll see each other next... The meeting is closed. I declare the meeting closed.

... E ATTENZIONE AI FALSE FRIENDS!

Talvolta una parola inglese può essere tradotta correttamente cercando vocaboli simili tra le parole italiane, ma nella maggior parte dei casi **parole simili hanno significati differenti**. Un *false friend* è una parola inglese che sembra simile a una parola italiana, ma ha un significato diverso.

Al seguente link sono riportate alcune delle parole più problematiche per una traduzione corretta:

<http://www.strumenti.tjtaylor.net/falsi-amici>