

UNIT 2 GETTING IN CONTACT

Content and skills at a glance:

- writing enquiries
- the marketing mix
- handling phone calls
- market research

Einleitung

In dieser Unit werden schriftliche und mündliche Varianten des Erstkontakts zwischen Käufer und Verkäufer erläutert. Häufig geschieht dies zwanglos durch einen Besuch, ein Telefongespräch oder eine E-Mail.

In konkreteren Fällen bedient man sich einer schriftlichen Anfrage, welche sowohl allgemein als auch spezifisch sein kann. Die allgemeine Anfrage (*general enquiry*) ist meistens kurz und unverbindlich. Bei der spezifischen Anfrage (*specific enquiry*) können schon konkrete Angebote erbeten werden, z. B. für ein Gerät mit genauen Abmessungen oder eine Maschine mit bestimmter Produktionsleistung. Je nach den Bedürfnissen des Fragenden handelt es sich folglich um kürzere oder längere E-Mails, Faxe oder Briefe.

Alle Produkte und Dienstleistungen, die angeboten werden, unterliegen dem Marketing, das in Abschnitt C behandelt wird. Marketing umfasst die Bereiche Marktforschung, Marketing-Mix und den eigentlichen Vertrieb. Der Teilbereich Werbung wird im späteren Verlauf, in *Unit 11 Exhibiting at trade fairs*, noch einmal aufgegriffen und vertieft.

Da die Anweisungen zu G 17 die Adressen für Olivia Feinkost GmbH und Global Gourmet, Inc. nicht enthalten, können diese im Unterricht angegeben werden:
Olivia Feinkost GmbH, Habsburgerstr. 11, 40549 Düsseldorf
Global Gourmet, Inc., 123 Massachusetts Avenue, Boston, MA 02118, U.S.A.
Der Sprachergänzungstext unter G 19 enthält zusätzliche Informationen zum Thema Marktforschung.

Die Kopiervorlage für den **Progress Check** finden Sie auf **S. 87** in diesem Buch.

LÖSUNGEN

A1 (S. 23)

B client, B consumer, B customer, S exporter, B importer, S marketer, B purchaser, S representative, S retailer, S supplier

A2 (S. 23)

Suggested answers: advertisements in newspapers or magazines, websites, trade fairs

B3 (S. 25)

a. 4; b. 2; c. 1; d. 3; e. 6; f. 7; g. 5

B4 (S. 26)

a. T; b. F (Charles Rossitano got Backmeister's address from the German-American Chamber of Commerce in New York.); c. T; d. NM; e. F (Charles Rossitano might order kitchen equipment from Backmeister if the products and terms meet his requirements.)

B5 (S. 28)

a. to meet; b. range; c. high-quality; d. In the meantime; e. keenest; f. ex works; g. consignment; h. collected; i. freight forwarder; j. subsidiary; k. FOB; l. cases

C6 (S. 30)

Product: name; packaging size and type; product appearance; technical specifications

Promotion: advertising, logo, sales promotion, slogan

Price: discounts, price to consumer, production cost, profit margin

Place: export or domestic sales, in shops or online, warehousing and shipping, wholesale or retail

D7 (S. 31)

a. recommended, b. stand, representatives; c. impressed, range; d. advertisement; e. given; *extra word:* network

D8 (S. 31)

Sentences a. and d. are too direct and sound impolite.

D9 (S. 31)

Please send us ...

- information about your products.
- an illustrated colour brochure.
- a current catalogue.
- a selection of product samples.
- technical specifications on your model TOM350.

D 10 (S. 32)

a. was visiting; b. mentioned; c. was developing; d. promised; e. went; f. are; g. had; h. hope

E11 (S. 32) **CD1 4**

a. a message; b. him call you back; c. leave a message

E12 (S. 33) **CD1 5**

Possible questions:

a. How do you spell that?; b. Could you repeat that, please?; c. Would you mind speaking more slowly?; d. Can I repeat that back to make sure it's correct?

E13 (S. 33) **CD1 6**

a. Green Line 385/D, Usman Haji, Raja Chulan; b. McGonagall, 113-244-3000, 50, XZT-3; c. Lefebvre, 3698-SFG, j.lefebvre@for-fur.eu

E14 (S. 33)

individual student performances

F15 (S. 34)

Email

Dear Ms Graber

We saw your advertisement in the trade journal *Chinaware* and are particularly interested in your low-cost "Sebastian" line of tableware. Could you please send us an illustrated brochure about this line of tableware as well as a current price list? We would also like to know if the tableware is made of unbreakable material.

Please let us have details of your terms of payment and delivery. How large would our order have to be in order to receive a quantity discount?

Thank you in advance for this information. We look forward to hearing from you soon.

Yours sincerely

Paul Toole

F16 (S. 34)

Email

Dear Sir or Madam

We saw the advertisement about your new software package X9038 on your website and would be very interested in learning more about it. We are an international company and would like to handle all of our accounting with a single software package. Could this program be suitable for us? Is it available in German?

For your information, we are attaching a brochure so you can get an idea of our company and our activities.

Please send us a quotation or contact us at: franz.wagenhuber@nautilus.com. We look forward to hearing from you soon.

Yours sincerely

Franz Wagenhuber
Purchasing Manager
Nautilus GmbH

G17 (S. 35)

Olivia Feinkost GmbH
Habsburgerstr. 11
40549 Düsseldorf

Global Gourmet, Inc.
123 Massachusetts Avenue
Boston, MA 02118
U.S.A.

September 18, 201_

[Inquiry about mustard and barbecue sauces](#)

Dear Sir or Madam:

We saw your advertisement in last month's issue of *Good Food Journal*. Our company is a well-established European importer of gourmet food products from around the world. Since we are planning to expand our range of products, we are interested in products from the US, especially mustard and barbecue sauces.





Could you please send us a comprehensive catalogue with your price list?
If possible, we would also appreciate receiving some product samples.

For more information about our company, please visit our website:
olivia-feinkost.eu

Thank you in advance for this information. We are looking forward to hearing from you soon.

Sincerely,

Wanda Frey
Purchasing Manager

G18 (S. 35) **CD 1 7**

Gesprächsnotiz

Für: Frau Trier
Verfasst von: Laura Lindenthal **am:**

Gesprächspartner/in: Fred Lange, Luminex Corporation,
Ohio, USA, Tel-Nr. 001 216 555 3451

Betr.: Interesse an unseren Fahrzeuglampen

Herr Lange hat Sie letzten Monat auf der MOTREN-Messe in Detroit getroffen und unseren Prospekt über Fahrzeuglampen gesehen. Diese interessieren ihn sehr. Er möchte aber vor einer Bestellung noch einige Informationen haben. Wie hoch sind die Preise? Bekommt er Rabatt auf größere Aufträge? Wie lang sind die Lieferzeiten? Können wir Muster für technische Prüfungen zur Verfügung stellen?

Er bittet um Ihren Anruf morgen zwischen 3:00 und 5:00 Uhr nachmittags deutscher Zeit (unter Berücksichtigung der 6-stündigen Zeitdifferenz!).

G19 (S. 36)

Market Research

Just as consumers get information on products before they decide to purchase a **particular** item, companies need information about their customers when they **evaluate** their range of products or decide to **launch** a new product on the market. The process of **collecting** and analyzing information on customers and products is called market research.

Market research can be used to find out a **wide range** of information. For example, an advertising **agency** might create three **versions** of a television **commercial** for running shoes and ask people in focus groups to discuss and **choose** the one they like the best. A consumer goods company might **survey** people on the street to ask their **opinion** of a brand of toothpaste. Or a specialist market research company might collect sales information about all the **types** of lawn mowers sold in an **entire** country.

Some types of market research **depend** on direct contact with consumers. These include **interviews**, questionnaires, opinion polls, and surveys. Consumers can be asked to answer questions in **person** or contacted by telephone, email or letter. All this is **called** field research.

Once the data have been collected, the market researchers compile and analyze the **responses**. The results of the data are then **presented** to the decision makers (usually upper management), who make decisions **based on** this information. This is called desk research.

words that do not appear in the text: complain, part, welcome