

Corso Business English – Commerciale Estero

Durata totale: 80 ore

Struttura: 20 lezioni da 4 ore

Lingua di erogazione: Inglese

Lesson 1 – Role of the Export Sales Professional

Topics: Responsibilities, sales cycle, stakeholders

Grammar: Present Simple vs Present Continuous, question formation

Lesson 2 – Company & Product Presentation

Topics: Company structure, product lines

Grammar: There is/are, articles, countable/uncountable nouns

Lesson 3 – Describing Products and Specifications

Topics: Technical descriptions, dimensions, materials

Grammar: Comparatives, superlatives, adjective order

Lesson 4 – Pricing & Commercial Terminology

Topics: Pricing structures, discounts, lead time

Grammar: Numbers, quantifiers, much/many

ATTAL GROUP S.P.A.

Agenzia per il Lavoro
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del 03/10/2012
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Lesson 5 – Business Email Structure

Topics: Email components, formal tone

Grammar: Sentence structure, linkers

Lesson 6 – Requests, Offers & Quotations

Topics: Requesting info, sending offers

Grammar: Modal verbs, future forms

Lesson 7 – Follow-ups & Correspondence

Topics: Reminder emails, relationship communication

Grammar: Present Perfect

Lesson 8 – Complaints & Problem Solving

Topics: Handling issues, apology language

Grammar: Past Simple vs Present Perfect

Lesson 9 – Telephone Communication

Topics: Call structure, needs identification

Grammar: Question forms

Lesson 10 – Meetings & Scheduling

Topics: Booking, agendas

Grammar: Prepositions of time, future arrangements

Lesson 11 – Negotiation Basics

Topics: Bargaining language

Grammar: First Conditional

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Lesson 12 – Advanced Negotiation

Topics: Alternative proposals

Grammar: Second Conditional

Lesson 13 – Order Process & Documentation

Topics: RFQ to shipment, documents

Grammar: Sequencing language

Lesson 14 – Shipping & Incoterms

Topics: Delivery terms

Grammar: Passive voice basics

Lesson 15 – Payment Terms & Risk

Topics: Payment structures

Grammar: Modal verbs for obligation

Lesson 16 – Customer Support Communication

Topics: Handling queries

Grammar: Indirect questions

Lesson 17 – Complaint Resolution

Topics: Conflict handling

Grammar: Third Conditional

Lesson 18 – Presentations & Trade Fairs

Topics: Product presentation, networking

Grammar: Signposting language

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Lesson 19 – Cross-Cultural Communication

Topics: Business etiquette

Grammar: Modal verbs for advice

Lesson 20 – Final Simulation & Assessment

Topics: Full sales cycle simulation

Grammar: Integrated review

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