

- Für Geschäftsleiter, Sekretariate, und Geschäftsleute
- Nützliche Wörter, Phrasen und Ausdrücke
- Dieser Kurs wird als «fortgeschrittenes Englisch – für Leute mit gutem Basiswissen in Englisch» angesehen

Das primäre Ziel dieses Kurses, ist das Anbieten einer Möglichkeit, auf prak-tischem und präzisem Wege, nötige, nützliche und häufig vorkommende Vo-kalbeinheiten und Kernsätze auf Eng- lisch aufzuzeigen. Ausdrücke, die für diverse Geschäftsthemen aus dem Alltag von Geschäftsleitern und anderen Per-sonen aus der Geschäftswelt täglich eine Relevanz besitzen. Dieser Kurs sollte nicht als umfassender Englisch Geschäftskurs angesehen werden, son-dern eher als “Geschäfts-Sprachführer”, der ihnen dabei behilflich sein soll, ihre Englischkenntnisse aufzufrischen und zu erweitern. Fuer jedes Thema gibt es eine Folge von Sätzen, welche in verschiedene Berei-che unterteilt wurden. Um die Essenz eines jeden Satzes zu begreifen, wird anbei jedem Satz die Sprachenüber-setzung seines Kernwortes, Konzeptes oder Ausdruckes angezeigt.

Des weiteren werden Sie, am Ende eines jeden Themas, eine Anzahl von prak-tischen Optionen finden um sich aus-drücken zu können, nähmlich unter der Aufschrift “ Wie man...” Diese Sätze repräsentieren selbstverständlich nur einige der zahlreichen Möglichkeiten aus dem englischen. Die Absicht dieser Ausdrücke ist das Demonstrieren der vielen Nuancen des englischen und das Vorschlagen von diversen Wortwahlen und Stilen in Bezug zur selben Idee. Von höflichen und diskreten Formulierungen, über ausweichende Phrasen und jene die Missverständnisse aufzeigen, bishin zu leicht ungeduldigen und rauen Aus-drücken.

Der Sprachkurs beinhaltet ebenfalls Ausdrücke, die dazu verwendet werden können, um einen Eindruck zu machen. Sie können ihre Sprache mit diesen Sätzen

fördern, die auch die Umgangssprache beschreiben, welche in Geschäftskreisen durchaus verwendet wird.

1) CORPORATE MANAGEMENT

1) GESCHÄFTSLEITUNG

2) BANKING AND STOCK EXCHANGE

1) BANKWESEN UND BÖRSE

3) ECONOMICS AND FINANCE

3) WIRTSCHAFTLICHKEIT UND FINANZEN

4) CONTRACTS AND AGREEMENTS

4) VERTRÄGE UND ÜBEREINKOMMEN

5) RESEARCH AND DEVELOPMENT

5) FORSCHUNG UND ENTWICKLUNG

6) MEETINGS AND NEGOTIATIONS

6) SITZUNGEN UND VERHANDLUNGEN

7) MARKETING AND SALES

7) MARKETING UND VERKAUF

8) TRANSPORTATION AND INSURANCE

8) TRANSPORT UND VERSICHERUNG

9) EXHIBITIONS AND TRADE FAIRS

9) AUSSTELLUNGEN UND HANDELSMESSEN

10) ADVERTISING AND PUBLIC RELATIONS

10) WERBUNG UND ÖFFENTLICHKEITSARBEIT

11) LEGAL ASPECTS

11) RECHTSGRUNDLAGEN



1. CORPORATE MANAGEMENT

Die Firmenleitung

The meeting
Das Meeting

The board of directors meets every three months.
Der Vorstand

The board of directors is appointed by the general meeting of **the shareholders**.
Die Gesellschafter

Dividends are distributed periodically among the shareholders.
Die Dividenten

The amount of a dividend depends on the **net profit** of... achieved by...
Der Reingewinn

A copy of **the annual report** is delivered to all participants.
Der Jahresbericht

The balance sheet is attached to the annual report.
Die Bilanzaufstellung

Directors are asked to study the **documents** beforehand.

At the meeting, **the chairman of the board** sits at the head of the table.

Der Vorstandsvorsitzende

The **president of the corporation** sits by his side.

Der Präsident der Gesellschaft

The chairman conducts the meeting according to the **agenda**.

Die Agenda

The agenda is a list of **items** to be discussed during the meeting.

Die Gegenstände

The agenda is **made known** weeks before the meeting.

Wird bekannt gemacht

During the meeting, future **strategies** are discussed.

Die Strategien

The general **policy** is decided upon.

Der Grundsatz

New ventures will be taken into consideration.

Neue Projekte

Legal aspects of **joint ventures** will be carefully studied.

Die Hauptprojekte

Before a **resolution** is passed, every manager may **express his opinion**.

Die Resolution, Meinung bekannt machen

In most cases, the final decision is determined by **the majority**.

Die Mehrheit

Our president can **place a veto** on most decisions.

Ein Veto platzieren

Merger agreements have to be evaluated in great

A merger has to be agreed upon **unanimously**.
einstimmig

Risky projects may **be cancelled** or postponed until a
more suitable time.
abgesagt werden

The general director is responsible for **executing** the
decisions.
Ausführen

Sometimes he may need to **take on** additional
directors.
Das Einstellen

These executives will be given special **tasks**.
Die Aufgaben

Some projects will be given to an **independent contractor**.
unabhängiger Auftragnehmer

These contractors may pass the job on to a **sub-contractor**.
Der Unterlieferant

Department managers present their report.
Der Abteilungsleiter

Each department is allotted an **annual budget**.
Das Jahresbudget

Managers are expected to **abide** by the budget.
Das Aufrechterhalten

Corporate Positions Positionen einer Firma

The managing director is one of the directors, chosen to manage the company's business.

Der Geschäftsführer

He is responsible for seeing to it that **board decisions** are carried out.

Die Vorstandsentscheidungen

A good manager has to make decisions, to direct, **to coordinate** and to control.

Das Koordinieren

In a large and complex enterprise, these functions have to be **decentralized**.

Dezentralisiert

Managers should **delegate** some of their authority to their assistants.

abordnen

All the **branch managers** attend the meeting.

Der Filialenleiter

The research director **outlines the latest developments**.

Beschreibt die neuesten Entwicklungen

The production manager will **consult** others, if technical problems occur.

Beraten

The personnel manager is consulted, if more staff is needed.

Der Leiter der Personalabteilung

He will also prepare their **training program**.

Der Ausbildungsplan

The financial manager will present the **expenditure** forecast.

Der Aufwand

The chief accountant prepares **the budget report**.
Der Haushaltsbericht

Together they present **the financial statement**.
Bericht über die Vermögenslage

Assets and liabilities represent the two sides of the monetary balance.
Anlagen und Verpflichtungen

At the end of the year, the accounts have to be **balanced**.
Bilanziert

The financial status of **subsidiary companies** is presented.
Das Tochterunternehmen

Rehabilitation of a company is not always worthwhile.
Die Aufarbeitung

Sometimes it is better to **dissolve** a company.
Ein Geschäft auflösen

Then it can **liquidate** its debts.
liquidieren

Our firm always discharges its **obligations**.
Die Obligationen

All our companies have a **limited liability**.
Beschränkter Haftung

In a **joint liability** enterprise, each partner is liable for the partnership debts.
Die Gesamthaftung

The chief buyer of a big firm is a specially trained, highly qualified expert.
Der Hauptkäufer

He is in charge of the **purchasing department**.
Die Einkaufsabteilung

He makes all the **acquisitions** from the suppliers.

Large acquisitions have to be **approved** by the board.
Genehmigt

The marketing manager introduces new **channels of distribution**.

Die Vertriebsstruktur

Ideas for **sales promotion** are presented.

Die Verkaufsförderung

These ideas are intended to increase the **sales turnover**.

Der Umlauf

Summaries and Reports Auswertungen und Berichte

The minutes are the summary of the meeting.

Das Besprechungsprotokoll

The minutes are the **protocol of the proceedings**.

Protokoll des Prozesses

They are kept to serve as a **brief** of the meeting.

Die Kurzdarstellung

The managers' **subordinates** will then receive notice of the new decisions.

Der Befehlsempfänger

The firm's **bulletin** publishes new directions and policies.

Der Aushang

It is assumed that all the employees read the bulletin **attentively**.

Aufmerksam

Therefore it is taken for granted that they are **up to date**.

Sometimes we publish and distribute a **circular**.
Das Rundschreiben

Correspondence within an enterprise is conducted by **memos**.
Die Notiz

A memo is a **reminder** and it is kept short.
Die Erinnerung

A **report**, on the other hand, may reach the size of a book.
Der Bericht

The report should have a clear **self-explanatory** title.
Sich selbst erklärend

The report will present **objective findings** and personal opinions.
Der Zielbefund

It reaches **conclusions** that are based on facts.
Abschliessende Erklärung

Practical **recommendations** are summarized at the end.
Die Empfehlungen

Sometimes it is followed by **appendices** and a bibliography.
Anhänge

management
Die Leitung

We are looking into a new **T.Q.M.** (Total Quality Management) program.
Umfassendes Qualitätsmanagement

This program encourages workers to show **initiative**.

We hope that it will increase **productivity**.

Die Produktivität

Incentives are offered to productive workers.

Der Bonus

They are encouraged to think in terms of **efficiency**.

Die Effizienz

import and export Import und Export

This year a lot of **emphasis** is being placed on exporting.

Die Betonung

We will export **domestic** goods world wide.

Heimisch

The **Chamber of Commerce** can help us in this matter.

Die Handelskammer

It has information about international **trade restrictions**.

Die Handelsbeschränkungen

Parliament legislates (makes laws); the Government **enforces** them.

Das Durchsetzen

We have a worldwide **distribution** network.

Die Verteilung

We **represent** many local and international firms.

Repräsentieren

The many import restrictions in force protect **local**

The restrictions are enforced by **tariff protection**.
Schutz durch hohe Zolle

personnel **Das Personal**

Candidates apply for new openings after reading our **classified** ad.
Klassifiziert

When a vacancy is advertised, **candidates** of either sex may apply.
Die Kandidaten

The rule of **Equal Opportunity** in Employment Law establishes their right.
Gleiche Rechte

The law forbids **discrimination** in employment.
Diskriminierung

Professional **qualifications** should be the only consideration for hiring a new worker.
Die Qualifikationen

Vacancies can be specific. For example: "English speakers only" ...
Offene Stellen

...or "a secretary who can take **shorthand**".
Stenographie

All applicants have to fill out an **application form**.
Das Anmeldeformular

They are asked to provide their **curriculum vitae**.
Der Lebenslauf

It is customary to annex to it recommendations from

This is impossible if the applicant wishes to be **discreet** about leaving his present place of work.

Diskret

The **personnel manager** hires and fires the employees.

Der Personalleiter

He also decides whether to **promote** workers.

Promovieren

For hiring professional workers, the service of an **employment agency** may be used.

Die Arbeitsvermittlung

These agencies also supply **part time workers**.

Die Teilzeitkräfte

For a big seasonal **undertaking**, **temporary workers** are hired.

Das Unternehmen, Zeitarbeiter

They are paid a **basic wage** and a bonus.

Der Grundlohn

A worker gets **tenure** only after being with the firm for three years.

Die Amtszeit

Workers at all levels receive **fringe benefits**.

Der Gehaltszusatz

These benefits are agreed upon by common consent of the company and the **labor/trade unions**.

Die Gewerkschaften

All our employees **retire** at the age of sixty five.

In Pension gehen

They are then still covered by a **health care plan**...

Die Gesundheitspflege

...and they have a regular income from their **retirement**

how to consult? Wie man berät

If I were in your place I would try to...

I think it would be a good idea to...

You'd better talk to him about...

I'd suggest that you first try...

I think that you must report the...

Why don't you consult with ... on the matter.

You would be better off going to...

Have you tried writing a letter to...?

I would strongly advise postponing it.

You don't really have a choice, do you?

I don't think you have any alternative.

Oh no, don't do that, before you consider it further.

That's a bad idea; it's a waste of time.

I don't think it would be advisable to...

I can't recommend ... at the moment.

I wouldn't do that, if I were you.

It might be a good idea to look at it this way.

Have you considered the possibility of...?

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck erzeugen

This business is a real **rat race**, you have to be exceptionally alert to succeed.

Der Konkurrenzkampf

Your firm has been **falling behind** on payments, we'll have to reduce your credit.

In Verzug geraten

I can't be at the board meeting today, can you **sit in** for me?

Das Einspringen

I've closed six deals today and written two contracts. Well, it's **all in a day's work**.

Gehört zu den Aufgaben

Let's **get it over** with. There's no time like the present.

Etwas beenden



2. BANKING AND STOCK EXCHANGE

Bankwesen und Börse

personal banking
Personal banking

I want to open a **bank account**.

Das Bankkonto

Just a regular **checking account**.

Das Scheckkonto

We need two **identification documents**.

Die Ausweispapier

Here is my **identity card** and passport.

Der Personalausweis

Please fill out this **form**.

Das Formular

Sign here please, this will be your **specimen** signature.

Das Exemplar

Would you like to open a **savings account** as well?

Das Sparkonto

Just talk to someone in our **savings department**; they will give you further details.

Die Sparabteilung

Credit is given after three months of regular salary deposits.

Der Kredit

My salary will be **transferred** to this account automatically.

Überwiesen

In that case we can issue a **credit card** immediately.

Die Kreditkarte

Credit cards allow one to buy things without carrying a lot of **cash** around.

Das Bargeld

Payments are made at the beginning of the following month, and no **interest** is charged.

Bankzinsen

Large purchases can be paid for in **monthly instalments**.

Die Monatsraten

Will I be able to **withdraw cash** from another branch with this card?

Die Barabhebung

Of course, you can use the **cash dispenser** with your credit card.

Der Geldautomat

I'll need a list of your **bank's branches**.

Die Bankfilialen

I have to order **cheque books** with my new address.

Die Scheckbücher

Would you like to allow anyone else to **draw** money from your account?

Das Abbheben

The drawer is the person writing out or drawing the cheque.

Der Aussteller

The drawee is the bank on which the cheque is made payable.

Der Akzeptant

The payee is **the beneficiary**, the person to whom the cheque is made payable.

Der Kreditnehmer

What is the **balance** of my account?

Der Kontostand

I wrote a few **post-dated cheques**, and I'd like to check my balance.

Die nachdatierten Schecks

You have quite a large **overdraft** this month.

Die Kontoüberziehung

Two of the cheques you deposited have **bounced**.

Nicht gedeckt

Your account will be **limited** until you cover your debt.

limitiert

Can I **cash** this cheque, please?

Das Einlösen

No, this is a **post-dated** cheque. It can only be cashed on the date specified.

Nachdatiert

Is there is a **commission** charged for cashing travellers' cheques?

Die Kommission

Yes, there is a 5% **fee** charged on all transactions.

Die Gebühr

I would like to exchange some **foreign currency**.

Die Auslandswährung

What is the **exchange rate** for U.S. Dollars?

Der Devisenkurs

Is it possible to deposit some **valuables** in the bank's safe?

Our bank rents **safe-boxes** for depositing valuable objects.

Das Bankschliessfach

The **rental** does not include insurance.

Das Mietgeschäft

The **safe deposit department** is right down the stairs.

Die Abteilung für Bankschliessfächer

business banking **Geschäftsbanking**

I would like to speak to the **bank manager** please.

Der Bankdirektor

I am afraid I'll need a larger **credit**.

Der Kredit

We can't grant more credit unless you can provide sufficient **collateral**.

Die Nebensicherheit

Has your firm ever declared **bankruptcy**?

Der Bankrott

No, I had to **liquidate** my last company, but all debts were settled.

Das Auflösen

Can I **borrow money** from the bank, meanwhile?

Geld ausleihen

I have a rather tight **cash flow** at the moment.

Der Bargeldumlauf

Apply for a loan. I'm sure it will be approved.

Sich für einen Kredit anmelden

For the time being, we will lend you money at **low interest**.

Ein niedriger Zinssatz

We will check if your collateral is **adequate**.

Adequat

I'm sorry, we cannot **advance money** until we get approval.

Der Geldvorschuss

The **loan department** will check your request and give you an answer by tomorrow morning

Die Kreditabteilung

I'll need a **statement** of all my accounts.

Die Abrechnung

Please see any of the **tellers**; they will help you.

Der Bankangestellte

This is a cheque made out to my firm. Can I **deposit** it in my account?

Die Einzahlung

A non-transferable or **crossed cheque** will be paid only into the payee's bank account.

Der Verrechnungsschek

A **cheque to bearer** will be paid to whoever presents it.

Inhaber eines Wertpapiers

A crossed cheque is **not negotiable** and cannot be cashed over the counter.

Nicht aushandelbar

It can only be **paid** into a bank account.

Einzahlen

An **endorsed cheque** changes hands and responsibility as well.

Indossierte Schecks

The **endorsee** then pays the cheque in to his own account

Der Girat

A **bill of exchange** is often used like a cheque in international trade.

Das Akzept

A **letter of credit** ties up the buyer's money, in the seller's favor.

Der Akzeptkredit

It is an arrangement with a bank **to guarantee** payment to the seller.

Garantieren

Is this the **foreign exchange department**?

Die Abteilung fuer Devisen

What is the **rate of exchange** for the U.S. dollar?

Der Devisenkurs

The **foreign exchange market** has been unstable lately.

Der Devisenmarkt

The **selling rate** changes every day.

Die Verkaufsrate

The **central bank** announces a new rate of exchange every day.

Die Zentralbank

Any **transaction** carried out after lunchtime is regarded as the next business day's transaction.

Die Überweisung

The bank's selling rate of foreign currency is higher than its **buying rate**.

Die Einkaufsrate

Is it wise to **invest** in foreign currency?

Investieren

It's hard to tell, and you know these investments don't offer a **high interest** rate.

Einen hohen Anteil

the stock exchange
Die Börse

A firm can **raise money** by issuing stock to the public.
Geld aufbringen

The **issued share capital** is the amount of money which is raised by die selling the stock.
Das ausgegebene Kapital

These shares are sold at **cost price**.
Der Kaufpreis

The situation of shares on the stock exchange was **stable** before the weekend. Nothing rose or fell to any great extent.
Stabil

The Stock Exchange quotes shares and **stock** twice a day.
Die Aktie

There is a morning, **opening quotation** and an end-of-the-day, closing one.
Der Anfangskurs

On the London Stock Exchange, the **broker** acts for his clients.
Der Makler

He receives a **commission** in return for his work.
Die Kommission

The **jobber** buys and sells for his own account and at his own risk.
Der Aktienhändler

On other stock exchanges, there is no difference between broker and jobber, they both perform the same **tasks**.
Die Aufgaben

If you are not an expert on the stock exchange, you might want to invest in a **trust fund**.
Der Treuhänderfonds

These funds invest in shares and **bonds**, and collect a

commission on revenues.

Die Wertpapiere

The Dow Jones **industrial average** totals the prices of 30 representative stocks.

Der industrielle Durchschnitt

Then it deducts compensation for stock splits and **dividends**.

Die Dividenden

The result on the New York Stock Exchange shows the **trend** of the market.

Der Trend

There has been a **steady market** for the last few months.

Stabiler Markt

The market has been **strong** since the beginning of the year.

Stark

Trade is **booming** and prices have reached an all-time high.

blühend

Many shares **picked up** and reached an all-time peak.

Der Aufschwung

Share **rating** is subject to fast changes.

Die Bonitätseinstufung

The **face value** of a share does not determine its market value.

Der Ausgabebetrag

The value of a share is calculated according to **supply and demand**.

Angebot und Nachfrage

how to ask for information
Wie man sich informiert

I would like to make some inquiries about ...

There are several questions I would like to ask.

Can you please quote me...?

Please supply some more information on...

Can you show me how to...?

Can you provide further information on...?

I need some information.

Do you have a different idea on...?

I need to consult you about...

How can I get a detailed description?

How can I get some more technical information?

Can you supply me with additional references?

I want to ask your opinion.

This information is strictly confidential.

I would be grateful if you could let me know...

I would be grateful if you would assist me.

Your experience will be helpful.

I would appreciate your help very much.

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

You must absolutely invest in these shares! It's **a once in a life-time** opportunity!

Eine einmalige Gelegenheit

Investing in stock is like a **roll of the dice**; sometimes you win and sometimes you lose.

Das Würfeln

If you want to invest in bonds and shares, it's a good idea to be **up to date** on the market's trend.

Auf dem neuesten Stand sein

Despite the market's **ups and downs**, my investments have shown a profit.

Höhen und Tiefen

I didn't sell out on time, so I lost some money. Well, you know what they say, **easy come easy go**.

Wie gewonnen so zerronnen

If the **worst comes to the worst** and I lose all my money, I still have my pension fund.

Im schlimmsten Falle



3. ECONOMICS AND FINANCE

Ökonomie und Finanzen

general terms
allgemeine Ausdrücke

Macro-economics studies **economic phenomena** at the level of the national economy.

Das ökonomische Phänomen

Micro-economics, on the other hand, studies enterprises, or firms, and their connection with the national economy.

Die MikroÖkonomie

Two main economic systems coexist in **contemporary** society: market economy and central planned economy.

Gegenwärtige

Market economy is a free market which is guided by supply and demand.

Die Marktwirtschaft

It is also known as the **free enterprise** system.

Die freie Marktwirtschaft

The market-oriented economic system is never static; it has booms, **depressions**, revival - and trade cycles.

During a **recession**, production is reduced.

Der Konjunkturrückgang

This happens because **private consumption** decreases.

Der Privatgebrauch

Central planned economy, on the other hand, follows a plan determined by a central governing body.

Die zentralgeleitete Wirtschaft

Political economy studies the problems of production, circulation and **consumption** of goods.

Der Konsum

Production is the amount of goods actually manufactured in a given **interval of time**.

Die Produktion

Die Zeitverzögerung

Productivity is the average amount of goods produced by one worker in a given period or unit of time.

Die Produktivität

GNP, gross national product, is the total wealth earned or brought into existence by a country in a particular year.

Das Bruttosozialprodukt

The GNP is usually larger when a country has **economic stability**.

Wirtschaftliche Stabilität

Economic planning aims at balancing needs with **resources**.

Die Ressource

Productivity will be higher if a country has good **means of production**.

The means of production depend on the country's level of **industrialization**.

Die Industrialisierung

A **stable currency** reflects a country's political and socio-economic stability.

Stabile Währung

Exports create an **inflow** of foreign currency.

Der Zulauf

Imports lead to an **outflow** of currency.

Der Abgang

Import restrictions are enforced to prevent the outflow of currency.

Die Importbeschränkung

With a sharp rise in imports, the deficit in the **trade balance increases considerably**.

Die Handelsbilanz nimmt enorm zu

An economic crisis is a state of low trade activity which occurs cyclically after a period of boom and one of recession.

Die Wirtschaftskrise

terms

Allgemeine Geschäftsbedingungen

Supply and demand is a key term in modern economics.

Angebot und Nachfrage

Planning future strategies requires a study of **consumer behaviour**.

Das Käuferverhalten

Consumer goods are products (food, clothing, etc.) and services (doctor's, plumber's etc.) that satisfy direct

human needs.

Die Gebrauchsgüter

Elasticity of demand shows the degree to which demand is sensitive to, or affected by, different price levels.

Die Elastizität der Nachfrage

The **cost-of-living index** is a means of measuring changes in the cost of living.

Der Lebenshaltungsindex

During the Middle Ages, **barter** was a common form of trade.

Der Baratt

A commercial firm makes **profit calculations** on capital and income.

Die Profitberechnungen

A **cost/benefit analysis** examines and values, if a project needing large investments is profitable (in terms of money or social advantages).

Eine Kostenanalyse

Costs are either fixed or variable.

Die Kosten

Fixed costs comprise, among other things, amortization and overheads.

Die Festpreise

Overheads are expenses related to the functioning of a business: rent, employees' salaries etc.

Allgemeine Kosten

Amortization is a cost, but not an expense.

Die Abschreibung

Expenses are sums of money spent on the running of a business, without adding to the value of its assets.

Die Ausgaben

An investment in building, machinery, raw materials is **capital expenditure**.

Die Investition

Manufacturing, sales and financing costs are **variable costs**.

Die Arbeitskosten

Commodities are usually materials that require a manufacturing process before they are ready for use.

Die Verbrauchsgüter

Prices of commodities are established at commodity exchanges, by the free play of **supply and demand**.

Angebot und Nachfrage

the annual (yearly) report Der Jahresbericht

The annual report should reflect the firm's **financial standing**.

Die finanzielle Lage

What is the **trend** shown by the report?

Der Trend

The trend is **stable** for the time being.

Stabil

Our firm has a large annual **turnover**.

Die Abnahme

The figures will be presented at the annual **shareholders' meeting**.

Das Aktionärstreffen

Dividends will not be large this year.

Die Dividenden

The **annual turnover** has increased by 3%.

Die jährliche Abnahme

All **investments** are mentioned in the annual report.

Die Investitionen

The **net revenue** is calculated every quarter.
Das Einkommen

The report does not show great **profit**.
Der Profit

The net income has decreased due to **high/heavy taxation**.
Hohe Steuern

Do the figures include the **overhead expenses**?
Die allgemeinen Kosten

Cash flow cannot be predicted accurately.
Der Bargeldumlauf

It can only be **estimated**.
Vermutet werden

How do you calculate the value of a **brand name**?
Der Markenname

Reputation is considered a **valuable asset**.
Das Kapital

How do you calculate the **depreciation** of dead stock?
Die Abschreibung

Please examine carefully last year's **balance sheet**.
Die Bilanzaufstellung

The value of **fixed assets** has been revised.
Das Anlagegut

Fixed assets such as real estate can **depreciate** over a period of time.
Kann an Kaufkraft verlieren

Current assets, assets which may be used up or turned into cash soon, include investment in research.
Das aktuelle Vermögen

Liabilities include long term and short term loans.
Das Obligo

The company's **operating profit** has increased less

than expected.

Der Betriebsgewinn

We will have to reduce **management expenses** next year.

Die Verwaltungskosten

Each company has to **file a return** at the end of the year.

Eine Steuerrückerstattung beantragen

The **tax assessor** also receives a monthly report.

Der Steuerschätzer

Tax is **assessed according to** the gross revenue.

Abgeschätzt entsprechend

The **financial statement** has to include the evaluation of stock.

Der Finanzbericht

A large **stock** can be expensive to maintain.

Die Aktie

Evaluation of the stock is based either on cost or on market value.

Die Auswertung

When setting up a **budget**, both expenditure and revenue have to be forecast.

Die Faktur

All departments are required to submit estimates of their **financial requirements**.

Der Finanzbedarf

financing **Die Finanzierung**

There is not enough **capital** to launch a new venture this year.

Das Kapital

Private **financing companies** charge high interest rates on loans.

Die Finanzierungsgesellschaften

We try **to finance** projects from our own resources.

Das Finanzieren

In any case **long-term financing** has to be carefully planned.

Die langfristige Finanzierung

A carefully planned **financing policy** always leaves an amount of money in reserve.

Die Finanzpolitik

Due to our steady financial standing, our **credit rating** has always been good.

Die Beurteilung der Kreditfähigkeit

This is why it was easy for us **to obtain security** for loans.

Das Beschaffen der Bonität

We do our best to plan every **monetary year** in advance.

Das Bussgeldjahr

The **capital market** has been unstable this year.

Der Kapitalmarkt

Last year's **inflation rate** was higher than we expected.

Die Inflationsrate

Due to the high inflation rate, we **shortened the credit period** for customers.

Die Kürzung der Kreditlaufzeit

We hope bank **interest rates** will be lowered soon.

Die Zinsen

Sharp movements in the **stock exchange** have been recorded.

Die Börse

Institutional investors had to plan their investments

carefully.

Die institutionellen Investoren

Many companies tried **to issue shares** last year.

Die Aktienausgabe

It is not certain if you will be able to get a **profitable return** on your investment.

Die ertragreiche Bilanzablieferung

The taxation policy encouraged investment in industry.

Die Steuerpolitik

New **taxation regulations** have lately been adopted.

Die Regulierung des Steuerwesens

Investment incentives were offered to private sectors.

Der Investitionsfreibetrag

One of these incentives was a reduction in the **tax on profits**.

Die Ertragssteuer

On the other hand, an **import tax** was legislated, to protect domestic industries.

Die Importsteuer

The **sales tax / purchase tax** on imported goods was increased by 5%.

Die Verkaufssteuer / Die Einkaufssteuer

A higher **tax on exchange dealings** has also been passed.

Die Versteuerung der Devisengeschäfte

The growing exchange rate of the U.S. dollar has **accelerated inflation** in our country.

Die beschleunigte Inflation

Due to this, the **local currency** has weakened.

Die lokale Währung

What is your evaluation of the...

I think it will be nearly...

I can assess the ... quite accurately.

How many boxes did you deliver?

I'd say we delivered about ... boxes.

How big is this shipment?

I think there are approximately ... tons.

How much will it cost us to...?

I can't be sure, I can only guess.

It will cost ..., more or less.

I estimate that it will cost...

I suppose it might be cheaper to...

You are probably right.

Are these figures accurate?

No, this is only my appraisal.

It's almost the same as my estimation.

I think it will cost around...

I'm sure it will cost no more than...

The national economy has not been very stable lately, although the business sector is trying not to **rock the boat**.

Für Ärger sorgen

Investors are **walking on thin ice**.

Sich auf dünnem Eis bewegen

On the other hand, some sectors will always find a way to exploit the situation.

Auf der anderen Seite

A country with a strong economy has a strong political influence. You know what they say: **money talks**.

Geld regiert die Welt

It's a whole **new ball game** since Europe established The Common Market.

Ein anderes Paar Schuhe

Despite the Common Market, each country has to **stand on its own two feet**.

Auf seinen eigenen beiden Beinen stehen



4. CONTRACTS AND AGREEMENTS Verträge und Vereinbarungen

establishing commercial relations Das Erstellen von kommerziellen Verbindungen

The **contracting parties** have reached an agreement.
Die vertragsschliessenden Parteien

We want to **establish** and develop direct commercial relations.
Das Erstellen

It will be to our **mutual benefit** to sign a contract.
Der gegenseitige Profit

The agreement shall **come into force** on the date of its signature.
In Kraft treten

...and shall remain **valid** for a period of one year.
Die Gültigkeit

This agreement is to be **in force** for twelve months.
rechtskräftig

It **will be revised** on the basis of results achieved.
Es wird überprüft werden

Upon the **expiry of this period** the agreement shall

automatically remain in force for additional periods of one year.

Der Ablauf dieser Periode

...unless either party notifies the other in writing of its intention to **terminate** the agreement.

Das Beenden

The **preamble** is part of the contract.

Die Einleitung

The preamble to this agreement constitutes an **integral part** thereof.

Ein integraler Bestandteil

The parties will approve this agreement with their **signatures**...

Die Unterschriften

...after which the contract has to be **stamped**.

Gestempelt

This action will **give effect** to the document.

Wirkung erzielen

The contract will be **void** if it is not stamped on time.

Die Lücke

The **annex** contains all the necessary additions.

Zufügen

Sometimes a document may have an **appendix**.

Der Anhang

The appendix contains information that is **related to** the agreement.

Das steht in Verbindung zu

All **supplements** have to be signed as well.

Die Ergänzung

This agreement is approved **in the presence of** both parties.

In der Anwesenheit von

Note the **accessory contract** added to the agreement.

This contract is between a **borrower and a lender**.
Der Anleihennehmer / der Geldgeber

Possession of the goods does not change.
Das Urheberrecht

Goods or equipment are **lent** for a period of time.
geliehen

The equipment lent shall be in **good running order**.
Der GTC-Auftrag

The borrower **undertakes** to keep and to maintain the equipment at his own expense.
Das Unternehmen

The borrower undertakes to pay **promptly** all taxes and fees.
prompt

He will be **accountable** for any damages.
Verantwortlich sein

The lender shall be **entitled** at any time to inspect the equipment.
Hat das Recht

None of the machines may be sublet to a **third party**.
Eine dritte Partei

All **customs duties** will be paid by the lender.
Die Zölle

He will remain in **absolute ownership** of the equipment.
Das uneingeschränkte Eigentum

Any claims will be discussed in a **labor court**.
Das Arbeitsgericht

The **bearer** of this document will represent us in this matter.

Der Inhaber

He will present a **Power of Attorney**.

Die Prokura

legal aspects Rechtliche Angelegenheiten

Please send us a **preliminary draft** before printing the final copy.

Der Vorentwurf

We would like to **revise** a few articles.

Das Durchsehen

We do not accept **clause** number 5.

Die Klausel

Our **analysis** of this clause was different.

Die Analyse

At this time the draft is still **revocable**.

wiederruflich

Any one of the parties can **retract**.

Das Einziehen

Any **violation** of the terms of payment may lead to cancellation of the contract.

Die Verletzung

The violating party will have to **compensate** the damaged party.

Das Kompensieren

The **aforsaid** is accepted by both parties.

besagt

We have to check whether the document stands **in conflict** with commercial laws.

...if it does, the contract is **considered illegal**.

Als Illegal angesehen

The **legal validity** of a contract is essential in case of a dispute.

Der rechtliche Wert

In a dispute the contract will serve as **documentary evidence**.

Die Beweisunterlagen

International trade and agreements have to comply with **international law**.

Das Internationale Recht

Jurisdiction and arbitration are important clauses of a contract.

Die Jurisdiktion

A document has to be **authentic** to be admissible in court.

Authentisch

The document will also be checked for **falsification**.

Die Falschaustellung

...in which case the court will declare that the document is **inadmissible**.

unzulässig

a price proposal (quotation)

Ein Kostenvorschlag

Kindly let us have a **quotation** for the items on the list enclosed.

Die Quotation

Please send us your latest catalog and an **updated price-list**.

Die aktualisierte Preisliste

Prices may **vary** every half year according to supply and demand.

variiert

To secure prices, please make an **advance payment** of 20%.

Die Voranzahlung

This special offer is **valid until** the end of the month.

Gültig bis

Prices are subject to change **without prior notice**.

Ohne vorherige Benachrichtigung

This is due to the **changing exchange rates** of foreign currencies.

Der veränderliche Devisenkurs

payment
Die Zahlung

Terms of payment for the first order will be **COD (cash on delivery)**

Lieferung gegen Bar

Under a COD, payment is made on receipt of the goods; that means that the supplier does **not allow credit**.

Einen Kredit nicht gewähren

As this is the first time that we are working together, kindly arrange for **CWO (cash with order)** payment.

Zahlung mit Anweisung

CWO means that the buyer pays for the goods when he **places the order**.

Die Erteilung von Orders

As you know, according to the contract, we are not **obliged to grant** any more credit.

Die Pflichtbewilligung

...therefore credit will be granted only as an **act of good will**.

Das Zeichen des guten Willens

We will, however, **consider** granting you credit on future orders.

Unter Betracht nehmen

Payment will be made by a confirmed **irrevocable** letter of credit.

endgültig

It will be opened in **our favour** with our bank in...

Zu ihren Lasten

Sometimes we may require a **cash deposit** before shipment.

Die Bareinzahlung

shipment and delivery
Verschiffung und Lieferung

We are **bound** by our contract to supply the quantity required immediately.

verpflichtet

The agreement **states that** two additional weeks are allowed to prepare custom orders.

Besagt das

Inspection of the goods in respect of quality shall be effected by the buyer's representative.

Die Inspektion

Quality of the goods shall be confirmed by **certificates** issued by the manufacturing mill.

Die Zertifizierung

The certificates shall show the **results** of the tests.

Die Ergebnisse

We received an **overshipment** last time.

Der Transport

We have **warehoused** the quantity in excess.

Die Speicherung

Please note that the **packing list** should show the weight of the goods.

Die Versandliste

Packing lists shall be made out in **quadruplicate**.

vervierfachen

Please send the invoice in **triplicate**.

verdreifachen

The seller shall be responsible for any damage caused by **inadequate** or unsuitable packing.

Mangelhaft

Each package shall be provided with marking showing the **place of destination**.

Der Zielort

Please note the **above mentioned**, to prevent loss of the goods.

Oben angeführt

issuing a tender (RFP)
Der Kostenvoranschlag

We will **grant a licence** for manufacturing this product domestically.

Die Lizenzbewilligung

We will launch a **tender** for this project.

zeichnen

Companies wishing to participate in the tender must send an **advance notice**.

Die Vorabteilung

Preference will be given to the company offering earliest delivery date.

Die Priorität

how to complain? Wie man sich beschwert

I would like to make a complaint.

These are not the items we ordered.

As the goods have arrived damaged, please replace...

I'm not satisfied with...

The delay in shipment is unreasonable.

I can't imagine why you...

I'm very disappointed, I expected...

This is simply not good enough.

This is not the first time...

It has caused me enough trouble already.

I expect you to look into the matter personally.

Do you think you can sort out the problem?

How long will it take to fix the...?

I will have to ask you to be more cautious.

We should receive compensation for...

Please send us a refund for...

I'm afraid that's no excuse for shoddy workmanship.

I hope this will not happen again.

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

I thought this contract would be **a piece of cake** to prepare.

Ein Kinderspiel

Their constantly changing their minds was a **pain in the neck**.

Eine Nervensäge

Anyway don't get **carried away**, it isn't signed yet.

Mitgerissen werden

There is nothing to discuss, this is my last offer. **Take it or leave it**.

Es nehmen oder stehen lassen

I fixed all the articles as agreed. I **started from scratch** and rewrote the entire contract.

Von Grund auf beginnen

Yes, I can approve this copy. It's **more or less** what we had in mind.

Mehr oder weniger



5. RESEARCH AND DEVELOPMENT Forschung und Entwicklung

general
Im Allgemeinen

Our **R&D (Research and Development)** Department has been expanded recently.
Forschung und Entwicklung

There is a great demand for **competent scientists**.
Die kompetenten Wissenschaftler

People who search for and recruit new talent are called "**Head-Hunters**".
Die Headhunter

Our **chief scientist** is an international expert.
Der leitende Wissenschaftler

Many of our projects were based on his **evaluations**.
Die Auswertung

A large percentage of the company's revenue is **devoted** to research.
ergeben

All our latest technological developments are kept

strictly confidential.

Streng vertraulich

We apply **strict safety tests** to all new products.

Strenge Sicherheitsprüfungen

The **laboratory results** have proved to be trustworthy.

Die Laborberichte

Reliability is essential, especially for **delicate** lab equipment.

Delikat

All research **conclusions** should be filed as top secret.

Die Ergebnisse

The security officer's duty, among his other duties, is to prevent **industrial espionage**.

Die Industriespionage

New inventions will be registered as **patents**.

Die Patente

This action has been taken as a **precaution**, to secure the rights on our inventions.

Die Vorsorge

Some discoveries occur simultaneously in several places through sheer **coincidence**.

Per Zufall

High-tech products are made only to order.

Die High-tech Produkte

They have to be **custom built** for each client.

Nach Kundenwunsch gebaut

Sometimes we may produce only a **semi-finished product**.

Das Halberzeugnis

The client will then specify what final **adjustment** he desires.

Die Anpassung

All lines have to meet high **international standards**.

A **conveyor-belt** is used for mass production.
Das Fließband

An **assembly-line** requires less man-power.
Die Fertigungsstraße

The assembly line is flexible to permit **modifications** in the technological line.
Die Modifikationen

Durables are goods that last a long time, like a television set, or a refrigerator.
Die Gebrauchsgüter

Food and clothing are **non-durables**.
Nicht dauerhaft

Today many products are called **environmentally friendly**.
Umweltfreundlich

This means that they are made of **non-toxic** materials.
Nichttoxisch

...which can be **recycled** after use.
Wiederverwendbar

presenting your product
Das präsentieren ihres Produktes

I would like to outline the **main features** of this new product.
Das Hauptmerkmal

... and of course, I will compare it with similar **competing** products.
konkurierend

In turning this product out, **emphasis** was laid on safety.

Our firm enjoys a reputation for giving **reliable service**.
Der verlässliche Service

This is why our **trade mark** is clearly printed on the package.
Das Firmenzeichen

We believe that, following the latest **improvements**, our product will meet with a ready sale.
Die Verbesserungen

We may even boast that it is **unique** in its field.
Einzigartig

It is easy to use, and **portable**.
tragbar

Several **professional articles** have described it as the best product of its kind available on the market at present.
professionelle Berichte

The first **prototype** raised a lot of problems.
Der Prototyp

Many improvements have been achieved since we presented the first **mock-up**.
Das Modell

We eliminated **flaws**, if we found any.
Der Defekt

The reliability of this **component** is above average.
Der Bestandteil

Let me point out some more **advantages**.
Die Vorteile

It has an excellent new **shock absorber**.
Der Aufprallträger

We have made the frame more **flexible**.
Die Flexibilität

...and the rubber seal has made it **water proof**.
wasserdicht

The product is **hand made**
In Handarbeit

experimental
experimentell

disposable
austauschbar

suitable
passend

satisfactory
zufriedenstellend

accurate.
genau

sensitive
empfindlich

reliable
verlässlich

sophisticated
fortschrittlich

hi-tech
High-tech

unique
einzigartig

Speakit
.TV

It is made of **natural** materials
natürlich

organic materials
organisch

silicone
silikonartig

sawdust
Das Sägemehl

scraps
Der Abfall

stainless steel.
Der rostfreie Stahl

armored glass
Das Panzerglas

optic fibers
Die Glasfaser

artificial materials
künstliche Stoffe

This material is **smooth**
glatt

delicate
empfindlich

elastic
elastisch

fragile
zerbrechlich

absorbent
absorbierend

porous

blasig

viscous

bösartig

sticky

klebrig

dissolving

auf löslich

solvent

löslich

inflammable

brennbar

corrosive

korrosiv

perishable

Das verderbliche Gut

unusable

unbrauchbar

decayed

verwest

coarse

grob

dense

dicht

homogeneous

homogen

heterogeneous

heterogen

key phrases in a presentation
Schlüsselwörter bei einer Präsentation

Good morning, thank you for coming.

I'm delighted to introduce Mr... from...

He is the development director at...

Hello, I have been invited to talk about...

My presentation will cover the following points...

Finally, I would like to summarize and draw conclusions.

Please save your questions until after the presentation.

On the board I have written the figures for...

These figures match the slides I will show later.

Let's take a look at page of the report.

Could we please turn off the lights?

I would like to show a video presentation we have prepared.

If you'll bear with me for just a moment...

That's a good question. We shall of course...

Before we finish, are there any questions?

I think my analysis shows that...

Thank you very much for your attention.

I hope the presentation has been helpful.

I have enjoyed being here today.

...and thank you for inviting me.

It goes without saying that every new product should improve on the previous one.

Das versteht sich von Selbst

The development department accompanies a product **all the way** until it is ready for marketing.

Bis zum Schluss

We never **cut corners** on safety precautions.

Eine Kurve schneiden

I love working with raw materials and watching them **come to life**.

Zum Leben erwecken

I'm having some trouble solving this, will you **lend me a hand**?

Jemandem Helfen

I'm sorry I don't have time right now, but I'll **look into it** tomorrow.

Genauer anschauen

I could give you a few **tips** that might help you solve the problems faster.

Die Tips



6. MEETINGS AND NEGOTIATIONS

Meetings und Verhandlungen

schedule an appointment
Einen Termin festmachen

Good morning. I'd like **to make an appointment** with the sales director.

Einen Termin vereinbaren

I have received a letter, in which he offers his **cooperation**.

Die Kooperation

The matter should be discussed in **greater detail**.
noch detaillierter

My company is mainly **active** in distribution.
Das Aktivsein

It would be better if the sales director could **attend** the meeting as well.
Anwesend sein

Both of us can **benefit** from this meeting.
Das Profitieren

Would he have some **free time** next week?

What time would be **suitable** for me to come?

Angebracht sein/ pässlich sein

It is much more **convenient** for us to meet in my office.
bequem

I would like to **confirm** my appointment for tomorrow.

Das Bestätigen

Unfortunately, I'll have to ask you to **reschedule** the appointment.

Einen Termin ändern

Let's **arrange** a new date.

Die Vereinbarung

I'm sorry that I can't **keep the** appointment.

Das Einhalten

An emergency has turned up which **requires my attention**.

Erfordert meine Aufmerksamkeit

Perhaps we could fix an **alternative date** now.

Ein alternatives Datum

I will **confirm** the new date after checking my appointment book.

Bestätigen

I suggest we meet for a **business lunch**.

Das Geschäftsessen

That is the only time I have free; other than that, my **diary is full**.

Mein Terminkalender ist voll

I will send you a brief before we meet, so you can **review** the data.

Das Überschauen

at the meeting In dem Meeting

A **receptionist** receives the visitors and directs them.
Der Rezeptionist

Mr. ... is **expecting** you.
Erwartet

The **conference** will start in a few moments.
Die Konferenz

Meanwhile we can wait in the **waiting room**.
Das Wartezimmer

Please follow me, I'll **show you** in.
zeige es ihnen

I'm glad we've got this **opportunity** to meet.
Die Möglichkeit

I called this meeting in order to **reach a decision**.
Eine Entscheidung fällen

Let's get to the **core of the matter**.
Der Kern der Sache

First, I would like **to outline the situation**.
Die Situation umreißen

It is important to **point out** that...
Das Betonen

Can I have your **analysis** of the report?
Die Analyse

I didn't quite understand, could you **clarify** that last point?
Das Klarstellen

I'm sorry, I don't **follow you**.

Let me **develop** that issue further.

Weiter Ausführen

I think I can already **sum up** the main issues we've agreed upon.

Auf den Punkt bringen

It looks like we have **covered** everything.

abgedeckt

I would like to **conclude** our meeting.

Das Abschliessen

Does anyone have any last **remarks** today?

Die Bemerkungen

...If not, I **adjourn** this meeting for...

Verschieben

...and thank you for your **contribution**.

Die Anteilnahme

I **look forward** to hearing from you soon.

Freue mich auf

negotiating **Das Verhandeln**

In negotiating, it is better to **propose than to impose**.

Vorschlagen ist besser als Entscheiden

Do not ask for **favours**.

Die Gefallen

Use **obvious arguments** to make your point.

Offensichtliche Argumentationen

We agreed on most of the **terms** beforehand.

Die Konditionen

The meeting is to **discuss details**.

Details besprechen

We will have to **negotiate** a few items.

Aushandeln

What is your **point of view**?

Die Sichtweise

Well, first I **object** to the terms of payment.

Das Ablehnen

Your **bid** was less attractive than those of other firms.

Das Angebot

Perhaps we can **reexamine** our quotation.

Die erneute Überprüfung

I **appreciate** your position.

Das Anerkennen

My firm has to **take into account** all aspects.

etwas in Betracht ziehen

We are currently **negotiating** with a number of firms.

verhandeln

No agreement has been **finalized** yet.

abgeschlossen

We like to leave all our **options** open.

Die Optionen

We can **offer you** a sole agency for one year.

Ihnen vorschlagen

This will give us an opportunity to **evaluate your ability**.

Ihre Fähigkeit auswerten

Can you suggest a **compromise**?

Der Kompromiss

Are you in a **position** to offer more significant

discounts?
Die Position

If I agree to the **modifications** you offer, can we close the deal?

Die Modifikationen

Yes, these will be more **acceptable** terms.
akzeptabel

I'll have to **amend** the quotation and send it back to you.
abändern

The agreement must be confirmed by **written notification**.
eine geschriebene Benachrichtigung

Do I have your **consent** to prepare the contract?
Die Erlaubniss

Let's work for a trial period without any **written commitment**.
Eine geschriebene Verpflichtung

Good, we've made some **progress** today.
Der Fortschritt

I'm glad we reached a **compromise**.
Der Kompromiss

Let me send you a **summary** tomorrow morning.
Die Zusammenfassung

I hope this will lead to a **mutually profitable** business.
beiderseitig profitabel

I look forward to a long and successful **association**.
Die Zusammenarbeit

how to show enthusiasm
Enthusiasmus zeigen

This is just what I wanted. It's great.

It's unbelievable, you read my mind.

Thank you, I'm flattered.

This is beautiful.

Perfect, I like it.

I love your new...

It looks incredible.

It's a wonderful idea.

It came as a pleasant surprise.

I admire the way you...

Good work, very impressive!

I'm amazed you finished it in time.

It sounds exciting.

The design is astonishing.

I didn't expect it to be so colorful.

It's very pretty.

It catches the eye immediately.

Outstanding, good work.

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

I'm sorry, I didn't mean to insult you, it was just a **slip of**

the tongue.

Es ist mir so herausgerutscht

I hope we can **clear the air** between us before we continue.

Die Situation entspannen

Of course I accept your apologies; **no hard feelings.**

Ich bin nicht nachtragend

Before we start, give me your **bottom line**, what is the price?

Im Endeffekt

Please **bear with me** for a moment, and I'll explain all the details.

Geduld haben mit

I don't mean to **give you a hard time**, but I am in a hurry.

Es Ihnen schwer machen

Sir, if you will just **give me a chance**, I'm sure we can both benefit from this meeting.

Geben sie mir eine Chance

I understand, but you see I have to **draw the line** if the project appears too expensive.

Einen Punkt machen

I'm sure we can **work out** all our differences and agree on the price.

ausarbeiten

You certainly **drive a hard bargain**, I didn't expect to sell at this price.

Sie fahren einen harten Kurs

Let's **shake hands on** the contract, until the typist has it ready for signing.

Lassen sie uns die Hände geben

Between you and me, you've got yourself a good deal.

Ganz unter uns gesagt



7. MARKETING AND SALES

Marketing und Verkauf

market research
Marktforschung

We are opening two new **branches** soon
Die Zweigstelle

We work strictly on a **franchising** basis.
konzessionieren

We have to carry out some **market research** prior to the opening.
Marktforschung

We will need a survey of **consumer habits**.
Das Konsumverhalten

A variety of surveys are carried out to **gather information**.
Informationen sammeln

Market research is a **fact-finding** procedure.
untersuchend

Most research is based on **statistics**.
Die Statistiken

It consists in gathering and **analysing data** on the relation between product and market.

Das Analysieren von Infos

The research aims at **supplying** the right products for the right market, at the right price and time.

Das Ausstatten

Marketing research has to carefully assess **market trends**.

Der Markttrend

Only objective analysis can produce the right **conclusions**.

Die Ergebnisse

A market **forecast** is essential for future planning.

Die Vorhersage

The research will help us predict the **market share** we would have to reach for the new product to be profitable.

Der Marktanteil

It will also enable us to determine the **break-even point**.

Die Nutzschwelle

marketing
Das Marketing

We would like our product to **penetrate** the market fast.

Das Durchdringen

Therefore we shall have to offer a more **competitive** price.

wettbewerbsfähig

If you **reduce costs**, the price can become more competitive.

Preise senken

Market **fluctuations** make it impossible for us to keep the prices stable.

Die Schwankungen

Your prices are **reasonable**.

akzeptabel

We would like to test the market first with a **trial order**.

Der Probeauftrag

We are confident that the goods will find a **ready sale** here.

Der schnelle Absatz

Demand has lately exceeded the possibilities of **supply**.

Die Nachfrage, Die Belieferung

We have been **flooded** with heavy last-minute orders.

Überflutet

Can you guarantee regular deliveries for **large orders**?

Grossangelegte Bestellungen

If your prices are attractive, we will do our best to

promote sales.

Den Verkauf vorantreiben

We have gained a wide experience of the

requirements of the local market.

Die Voraussetzungen

We have very good connections with all the leading

wholesale dealers.

Der Grosshändler

Through our **distribution channels**, we are able to reach almost all the **retailers**.

Der Absatzweg \ die Händler

We would be interested in examining the **display system** for your products.

What special discount could you grant a **sole agent**?

Der Alleinvertreter

I was **appointed** their sole agent for this area.

Wurde ernannt

Our sales agents work on **commission** only.

Die Kommission

Each agent has a **defined sales region**.

Das zugeordnete Betriebsgebiet

Agents are provided with samples and **demonstration models**.

Die Demonstrationsmodelle

In case of customer **insolvency**, commission will not be paid;

Die Insolvenz

...in the event of any commission having already been paid to the agent, it will be **refunded**.

Die Rückgabe

The sales manager receives **periodical reports** from his travelling salesmen.

Die periodischen Berichte

sales
Verkauf

End of season sales usually bring in good money.

Das Saisonende

Even better bargains can be found at **liquidation sales**.

Der Auflösungsverkauf

We are closing for **renovation**; all goods at liquidation prices.

If you persevere, you can find goods at **rock-bottom prices**.

Zu niedrigstem Preis

In order to accelerate **stock rotation**, we advertise special offers for a limited time.

Die Lagerbewegung

Chain stores and **department stores** offer a wide range of consumer goods.

Ladenketten / Kaufhäuser

They invest effort in promoting the **point of purchase**.

Der Ort des Einkaufs

We have seen your advertisement and would like **more details**.

Mehr Details

I have been studying the **catalogue** you sent me a few weeks ago.

Der Katalog

I feel that there would be **considerable demand** for many of your items.

Eine beachtliche Nachfrage

We would like to order the **following articles** from your catalogue.

Folgende Artikel

All you have to do is fill in the **enclosed coupon**.

Der beigelegte Kupon

The **local distributor** will deliver the order within 48 hours.

Der lokale Verteiler

terms of payment
Zahlungsbedingungen

We accept with thanks the 12% discount you **granted** us.

bewilligt

The **draft** has been made out for payment 30 days after sight.

Die Entwürfe

Would it be possible to receive a larger discount against **cash payment**?

Die Barzahlung

We have a **low margin of profit**, which prevents us from granting any further reductions.

tiefmargig

We are prepared to offer you the following terms of payment: half on order and the remainder in **monthly instalments**.

Die Monatsraten

We will place quite a large **initial order**.

Die Erstlingsbestellung

Can you guarantee regular delivery for **substantial orders**?

Die substantiellen Bestellungen

For the order you placed with us, we suggest the **following terms**:

Zu folgenden Bedingungen

50% on your confirmation of the order, and the **balance** of 50% at delivery.

Der Ausgleich

We will grant you **quarterly settlement terms** in the future.

Die quartalen Einigungsbedingungen

As agreed, we will pay **COD (cash on delivery)** this time.

Zahlbar bei Lieferung

The merchandise will be handed to you on **acceptance**

You proposed that we grant you **six months credit** for this initial order.

Ein sechsmonatiger Kredit

We have explained however that trial orders are supplied only against cash or **Letter of Credit**.

Die Bankbürgschaft

As soon as we **receive confirmation** that the L/C has been opened, we will ship your order.

Eine Bestätigung erhalten

The initial order will be despatched, subject to our receiving **satisfactory references**.

Der zufriedenstellende Hinweis

It is customary to **grant credit** only after the customer has submitted business references.

Einen Kredit genehmigen

Your order will be **processed** as soon as you let us have the customary trade references.

Verarbeitet

Then we shall be glad to consider offering you **open-account** facilities.

Die offene Rechnung

Please supply us with information on your firm's **financial standing**.

Die finanzielle Lage

documents **Die Unterlagen**

We should be obliged if you would **quote** us your lowest price.

Einen Preis geben

Our agents have asked us for **quotations**.

Die Preisangaben

All sales must be accompanied by an **invoice**.

Die Rechnung

Invoices are used, among other purposes, for book-keeping and **stock control**.

Die Bestandskontrolle

An invoice lists goods and states **price per unit**.

Der Einzelpreis

It also states the date and means of dispatch, and the **total amount owing**.

Der uns schuldige Gesamtbetrag

A **pro-forma invoice** is similar to the commercial invoice.

Eine pro-forma Rechnung

The goods are dispatched to the customer after **payment has been received**.

Die Bezahlung ist eingegangen

On receipt of the goods, the receiver signs the **delivery note**.

Die Versandsbestätigung

His signature implies that the goods have arrived as ordered and in **good condition**.

In guter Verfassung

A **receipt** is a written acknowledgement for things received, money or goods.

Die Quittung

The sales department is instructed to **confirm** every order before shipping.

Das Bestätigen

Please confirm by letter or fax the **order you placed by telephone**.

Ihre telefonische Bestellung

After approval, the order **will be carried out**.

If a client returns goods, we issue a **credit note** in his favor.

Die Kreditbestätigung

making your acquaintance **Die Bekanntschaft machen**

I don't think we have met, have we?

Let me introduce myself, I'm from ... Ltd.

Hello, I represent...

Excuse me, I didn't catch your name.

My name is ... , and I am the ... manager.

Here's my card.

Let me give you my fax number as well.

This is my colleague, Mr...

I'm very pleased to meet you.

How do you do?

I don't think you have met ..., have you?

...and I believe you already know...

Sure; we met at the last conference.

Yes, I have. It's a pleasure seeing you again.

Hello, it's nice to see you again.

May I have the pleasure of introducing...

I'm glad we have finally met.

We should get together some time.

I'll give you a call.

Please do.

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

Our last product really **hit the jackpot**; the demand was higher than we expected.

Den Jackpott gecknackt/ mitten ins Schwarze getroffen

This marketing idea is great, **the sky is the limit** with all the opportunities we have.

Nach oben sind keine Grenzen gesetzt

Don't worry, I'm sure you will succeed, **all in good time**, you've just got to be more patient.

Alles zu seiner Zeit

I've just finished two long meetings and I have a headache, I think I'll **call it a day**.

Die Tagesarbeit beenden

If your strategy is likely to increase sales, you have my consent to **go ahead**.

Fahren sie fort

I didn't believe he would make it, but you know what they say, you can't **argue with success**.

Erfolgreich argumentieren

If you are certain that's the right thing to do, then **go for it!**.

Immer der Nase nach!

I know what I hope to achieve, but I'm not sure how to **go about it**.

Es angehen

how to confirm and approve?
Wie man etwas bestätigt und Erlaubt

You're absolutely right.

I can't agree with you more.

That's what I think.

That's exactly what I mean.

In such a situation, I would do the same.

I suppose you are right.

Yes, that's a good idea.

I will support you with the...

You have my consent.

I think we have a basic understanding.

All right, I will see to it.

Trust me, I'll take care of it.

You can count on me.

Go ahead, you can...

No, I don't mind, please do.

That will be just fine.

Good, this is just what I wanted.

Yes, I'll approve the...

That's fine by me.

I'm in full agreement.

I'll get down to it straight away.

phrases that make an impression
Ausdrücke die einen besonderen Eindruck
machen

Of course you can print this file, **as a matter of fact**
this printer was designed to support graphics.

Um es genau zu sagen

I like the challenge, I will get this project done by **hook**
or by crook.

Auf Biegen und Brechen

I will take care of this right away, **consider it done**.

Die Sache ist so gut wie erledigt

It is very simple to operate this program, I'll have it
done **in no time**.

Schnellstens

The computer program works **on and off**, I can never
rely on it.

Von Zeit zu Zeit



8. TRANSPORTATION AND INSURANCE

Transport und Versicherung

transportation
Transport

Means of **conveyance** circulate by land, sea or air.
Die Auflassung

Route selection depends on many **factors**.
Die Faktoren

Air **transportation** used to be chosen only for small goods of great value.
Der Transport

Airfreight used to be very expensive.
Die Luftfracht

Today **commercial aviation** is more commonly used.
Die kommerzielle Luftfahrt

Air freight is also the **solution** when time is short.
Die Lösung

Please advise us the moment the **consignment** is ready for dispatch.
Die Warensendung

Pack in **shock-resistant** and waterproof containers.
Anti – Schock

Sometimes we might use **disposable packing** for convenience sake.

Austauschbare Verpackung

Insufficient packing might lead to the goods being damaged.

Unzureichende Verpackung

general terms Allgemeine Bedingungen

Incoterms are international commercial terms used worldwide.

Die internationalen Handelsbedingungen

We have our own **means of transportation**.

Die Transportmittel

We will collect the goods **ex works**.

ab Werk

Ex works means off the seller's **premises**.

Die Grundstücke

The buyer takes **responsibility** for the goods from the seller's warehouse.

Die Verantwortung

He has to **arrange transport** and insurance by his own means.

Das arrangieren des Transports

F.O.B. means Free on Board; it is used in aerial and **marine shipping**.

Der Schiffsversand

The seller is responsible for **loading** the goods on board the ship.

The buyer takes over, the moment the goods have passed the **ship's rail**.

Die Reling

We will send you an **advice** of dispatch as soon as the shipment leaves.

Avis

This letter informs the buyer that the goods have left the point of **departure**.

Die Abfahrt

Under C&F the seller covers the **entire voyage**.

Die Gesamtfahrt

This means that the seller covers the **cost and the freight**.

Kosten und die Ladung

Freight is the money paid for the **conveyance** of goods.

Die Auflassung

It can be **assessed** by volume, weight or value.

beurteilt

The buyer picks up the goods when they reach the port of **destination**.

Die Destination

The buyer **bears** all insurance risks from the moment the goods have been loaded on board.

trägt

If the seller pays for part of the **insurance**, the term will be C.I.F., meaning Cost, Insurance and Freight.

Die Versicherung

Under CIF, insurance is taken out by **both parties**.

Beide Parteien

The seller will take out a **general average** insurance.

Der allgemeine Standart

The buyer on the other hand protects himself against **special risks**.

Die speziellen Risiken

documents Unterlagen

There are many **documents** used in shipping and transport.

Die Unterlagen

A **bill of lading**, used in transportation by sea, is a receipt from the shipowners;

Der Flussladeschein

...it describes the goods and is also a **contract of affreightment**.

Der Befrachtungsvertrag

A bill of lading is a receipt that **proves ownership** of the goods.

Die Inhaberbestätigung

Its equivalent in land transport is the **waybill**.

Der Frachtbrief

A **dock warrant** is a receipt for goods deposited in dock warehouses.

Der Dockschein

All documents relating to the cargo have to pass through the **port authorities**.

Die Hafenverwaltung

The **invoice** for the goods has to be sent to the buyer.

Die Rechnung

The **packing list** helps identify the incoming goods.

If you have any complaints to the **carrier**, bring it to his knowledge at once.

Der Spediteur

Notify the forwarding agent about any **deficiencies in shipment**.

Die Mängel der Verschiffung

Attach a copy of your **insurance policy** to the complaint.

Die Versicherungspolice

Lay time will commence six hours after the ship's arrival.

Die Liegezeit

A bonded warehouse is a building in which dutiable goods may be stored.

Das Zollager

The goods will be stored until **duties** have been paid.

Die Steuern

insurance
Die Versicherung

What is your **insurance policy number**?

Die Versicherungspolicennummer

A policy is a document listing the **conditions** under which goods are insured against risks.

Die Konditionen

It also states the **term** of expiration of the insurance policy.

befristet

The policy **requires** a description of the property insured.

erfordert

It **delineates** the hazards insured against.
 skizziert

Will you please **quote** your rates for the cover?
 Den Preis nennen

What will **the annual premium** be?
 Die Jahresprämie

The **premium** is the amount of money paid to insure the goods.
 Die Prämie

The insurance contract does not **enter into force** until the premium is paid.
 In Aktion treten

The insurance company **issues** an insurance policy at your request.
 Das Auflegen

To do this, you should contact your **insurance agent**.
 Der Versicherungsagent

A claim for damages must be **supported** by the relevant documents:
 Unterstützt

...the insurance policy, invoice, bill of lading, certificate of loss and an **assessor's report**.
 Der Bericht des Gutachters

An assessor has to **estimate** the damage.
 Schätzen

...and of course **proof of loss** has to be shown.
 Der Verlußtbeweis

All this information has to be sent to the **claims department**.
 Der Zoll

We enclose the **average adjuster's report** and photographs.
 Der Bericht des Schadenssachbearbeiters

How do you **assess** the premium?

Das Beurteilen

The premium in most cases is determined by a **declaration** of the insured party.

Eine Erklärung

It also **takes into consideration** the amount of risk.

Unter Betracht gezogen

The insured party **declares** that the facts presented are true.

erklärt

The insurance contract may be **void** if any of these facts prove to be untrue.

Leer sein von

Lloyd's is an **association** of underwriters (insurers) and insurance brokers.

Die Gesellschaft

It does not trade in insurance, but acts as a **governing body**.

Der Dachverband

They make rules and **arrangements** to help insurance agencies.

Die Arrangements

different types of insurance Verschiedene Arten der Versicherung

A **valued policy** specifies the agreed value of the subject-matter insured.

Eine gültige Police

In an **unvalued policy**, the sum written is not the value of the property insured.

Eine ungültige Police

It states **the maximum limit** of recovery in case of total loss.

Das maximale Limit

Could you insure the following goods **against all risks**?

Gegenüber allen Risiken

“Against all risks” does not really **cover the goods** against all risks.

Deckt die Güter ab

It covers against risks that **cannot be foreseen**.

Kann nicht vorhergesagt werden

Perhaps the insurance that covers most risks is **total loss or damage**.

Totaler Verlust

Losses arising as a consequence of improper packing will not **be indemnified**.

Entschädigt werden

Does the **extent of liability** cover flood and earthquake?

Der Umfang der Haftung

Force majeure includes natural disasters such as storms, earthquakes, floods and destruction by lightning.

Die höhere Gewalt

It also relates to acts of war, riots and **revolutions**.

Die Revolutionen

What other types of insurance do you offer? What is **total loss**?

Der Totale Verlust

Total loss makes the property **valueless** to the owner.

wertlos

Actual total loss refers to the physical disappearance of the goods.

Der wirkliche Gesamtverlust

Constructive total loss means that the goods still exist physically.

Konstruktiver Totalverlust

The goods are so badly damaged however, that it is **uneconomical** to repair them.
unrentabel

The cost of repairing the goods would exceed their value.

Die Kosten

We also offer **average loss insurance**.

Die Versicherung des Durchschnittsverlustes

Average loss is of **two kinds**: general average and particular average.

Bedeutet zweierlei

General average is declared as a state of emergency.

Der allgemeine Durchschnitt

Goods are destroyed **deliberately** to prevent a disaster.

absichtlich

Particular average is an involuntary and accidental loss.

Die besondere Havarie

It will cover the goods against **certain risks**.

gewisse Risiken

A **floating policy** is taken out for a year, for a total amount of cover.

Die Abschreibepolice

Every time that a shipment is made, **the cover value** of the respective shipment is deducted from the total.

Der Abdeckwert

The **open cover** is a marine insurance policy taken out for a year.

Die Generalpolice

The value of the property has only been **estimated**.

There is a maximum figure for any **individual shipment**.

Individuelle Verschiffung

The policy will be renewed when the entire amount of money has been **expended**.

verlängert

Since it is not possible to send the policy itself with every shipment, individual shipments are **accompanied** by certificates of insurance.

begleitet

The **voyage policy** insures the goods for a single voyage.

Die Reisepolice

It is taken out by firms that make **infrequent** shipments.

sporadisch

The time policy usually covers the ship for a specific **interval of time**.

Das Zeitintervall

During this time more than one voyage may be **carried out**.

wird ausgeführt

The **mixed policy** combines the voyage policy and the time policy.

Die gemischte Police

It may contain a '**continuation clause**' stating that the risk remains covered if the ship is at sea when the policy expires.

Die Fortführungsklausel

how to disagree?
Wie man Unverständnis ausdrückt

I'm afraid I can't agree.

I believe you may be wrong.

I'm sure you have made a mistake.

I have to differ with you on this point.

I am not convinced that...

I'm not sure yet.

I can't make up my mind.

I would like to look into it first.

I'd like to think it over.

Please check the figures again.

They don't accept your recommendation.

That can't be right.

No, that is not true.

I don't approve the...

I don't agree.

I disagree with...

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

It was a **load off my chest** to find that I'm covered by the policy.

Mir fiel ein Stein vom Herzen

Just **for the record** I would like to state that I have

never had an accident before.

Für das Protokoll

Before they agree to compensation, the insurance company intend to **get to the bottom of** the case.

Der Sache auf den Grund gehen

...and **last but not least** they would like to hear your personal statement.

Zu guter Letzt

To make a long story short they will conduct a thorough investigation and that can take a long time.

Um eine lange Geschichte kurz zu machen

In the **long run**, it's not always worth the effort.

Auf lange Zeit gesehen

A large, light blue circular logo with the text "Speakit" in a white, rounded, sans-serif font, and ".TV" in a larger, white, sans-serif font below it.

Speakit
.TV



9. EXHIBITIONS AND TRADE FAIRS

Ausstellungen und Handelsmessen

general terms
Allgemeines

An international trade fair is an opportunity for manufacturers to meet their **overseas distributors**.
Überseevertreiler

Many firms participate in a fair as a matter of **prestige**.
Das Ansehen

Other firms hope that **participation** will increase the number of their clients.
Die Teilnahme

We want to **launch** a new product.
auf den Markt bringen

During the fair we will hand out **questionnaires** to check public interest.
Die Fragebögen

New patents and **innovations** are presented.
Die Innovationen

We present our **latest** models and products.

We may exhibit a **mock-up** of our new model.

Das Lehrmodell

Demonstrations are held every two hours.

Die Vorführungen

The public relations department prepares a **brief** that supplies information.

Die Instruierung

We usually **provide** catalogues and posters to create public interest.

Das Versorgen

Leaflets and brochures will include **additional information**.

zusätzliche Information

We are looking into a different **booth design** for our new line of products.

Das Standdesign

We believe that a **gimmick** that catches the eye will promote sales.

Das Gimmick

Our brochures are full of **technical information**.

Die technischen Informationen

They specify the new features and **advantages** of our product.

Die Vorteile

Participants in the **press conference** will receive more details.

Die Pressekonferenz

Exhibits on display are usually not for sale on the spot.

Die Ausstellungen

However, you can always **place an order** during the fair.

Eine Bestellung aufgeben

In most cases, firms offer **discounts** on orders placed during the fair.

Die Nachlässe

...and, after closing, exhibits that have been on display are sold at **rock-bottom prices**.

Der allerniedrigste Preis

Specialized fairs are of little interest to the general public.

Die speziellen Messen

Businessmen meet during the fair, and may continue to **exchange information** afterwards.

Das austauschen von Informationen

Make sure you save all the **business cards** you receive.

Die Geschäftskarte

ordering a stand
Einen Stand buchen

Where is the fair **located**?
befindet sich

Can we still **book a stand**?
Einen Stand buchen

I would like to book a stand near the **main entrance**.
Der Haupteingang

I am sorry all these stands are already **reserved**.
reserviert

Small stalls are available in the **main hall**.
Die Haupthalle

Do you still have a **corner stand**?

Der Eckstand

Have you received bookings from companies involved in our type of **activity**?

Die Aktivität

We would like to be situated at a distance from our **competitors**.

Die Konkurrenten

Please send me a **booking form** by fax.

Das Buchungsformular

Send back the forms before the **registration deadline**.

Der Anmeldeschluss

The deadline for **applications** is three weeks from now.

Die Anmeldungen

I will send you the documents by **special messenger**.

Der Sonderbote

Can you please **register** our firm for a stand?

Aufnehmen

Of course, but we will need a **deposit**.

Die Anzahlung

What does the cost of the booth **include**?

beinhaltet

I hope the cost includes insurance and **maintenance**.

Die Instandhaltung

Sure, it also covers night **security**.

Die Aufsicht

Please send all **correspondence** to our marketing manager.

Die Korrespondenz

Whom do I contact, if I need further **clarification**?

Die Klarstellung

We hold **at your disposal** any further information you might need.

Zu ihren Diensten

If something is unclear, do not **hesitate** to contact us.

Scheuen sie sich nicht

checking last minute details
Das Übersehen der letzten Details

When is the exhibition **open to the public**?

öffentlich zugänglich

The trade fair will be open on **week days** only.

Die Wochentage

How many visitors are **expected** to arrive?

erwartet

We expect the same amount of **public interest** as last year.

Das öffentliche Interesse

What is your publicity and advertising **budget**?

Das Budget

We have **increased** last year's budget by 20%.

Die Zunahme

This is a **unique** trade fair, the only one in its field.

einzigartig

We expect wide **press coverage**.

Berichterstattung

My company would like to advertise in the **fair's catalogue**.

Der Messekatalog

Does it carry **professional articles** as well?

Die professionellen Artikel

No, we only have a **list of exhibitors** and advertisements.

Die Liste der Aussteller

Each **exhibit** appears in the fair catalogue.

Die Ausstellung

The catalogues and **invitations** will be sent out before the fair.

Die Einladungen

The fair is **sponsored** by the government.

wird unterstützt / gesponsert

It is also **backed by** the Board of Education.

wird unterstützt von

What **events** are planned to take place?

Die Events

We will **organize** free lectures for the public.

organisiert

And we will also hold an **experts' conference**, to get more press coverage.

Die Expertenkonferenz

Delegates from all over the world will attend the convention.

Abgeordnete aus aller Welt werden der Messe beiwohnen

International conventions hire **simultaneous interpreters**.

Die Simultanübersetzer

special requirements Spezielle Benötigungen

Can you let us have **complimentary tickets** for this event?

Kostenlose Einladungen

Each exhibitor receives two complimentary tickets for the **opening conference**.

Die Eröffnungskonferenz

Please send ten exhibitor name-tags for my **staff** as well.

Die Belegschaft

Are there **parking facilities** for the exhibitors?

Die Parkeinrichtungen

I would like an **outdoor booth**.

Die Aussenkabine

Can I have the **plan** of the booth?

Der Plan

I would like to consult my **interior decorator**.

Der Innenausstatter

All our stands are of **standard** size and shape.

Der Standart

In that case, we will need a **custom-made stand**.

Der spezialangefertigte Stand

We will build the stand ourselves according to our own **specifications**.

Die Spezifikationen

What is the **maximum permitted height** of the stands?

Die maximal gestattete Höhe

We want more **power points** in our booth.

...and more **spot lights**.

Im Scheinwerferlicht

No problem, but you will be **invoiced** separately for electricity.

fakturiert

Are audio-visual **presentations** permitted?

Die Präsentationen

at the fair
An der Messe

Hello, I **represent** ... Ltd., can I help you?

repräsentiere

Have you **come across** our products before?

vorher aufgefallen

I can **supply** you with further information about our firm.

ausstatten

Are you **familiar with** these instruments?

vertraut sein mit

If you have a **spare moment**, I'll give you a demonstration.

Eine freie Minute

I would like to explain the **advantages** of this new product.

Die Vorteile

Who is your present **supplier**?

Der Ausstatter

Would you like me to send you a **quotation**?

Der Kostenvorschlag

I'll take your card and **contact** you after the fair.
kontaktieren

When would be a good time to **arrange** an appointment?
arrangieren

I could make a detailed **presentation** at the same time.
Eine Präsentation

Good, I'll call you tomorrow for **the final details**.
Die letzten Details

I **look forward** to meeting you again. Goodbye.
In freudiger Erwartung sein

how to apologize or accept an apology
Wie man eine Entschuldigung annimmt oder sich entschuldigt

Please don't let it happen again.

I don't think that is a good enough excuse.

I'm sorry about that, it's the first time this has happened.

It's my mistake, sorry.

I apologise, I didn't mean that to happen.

We are doing everything to solve the problem.

I can assure you it won't happen again.

I'm sorry for the inconvenience, can I help in any way?

Please forgive me.

I hope you will accept my apologies.

I'm extremely sorry.

Is there any way I can make it up to you?

Under the circumstances I accept your apology.

That's OK, it doesn't matter.

Don't worry about it.

Don't mention it.

That's alright. Mistakes will happen.

You have been very kind, but this is most disappointing.

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck
machen

Every time I have to give a lecture in front of a large audience, I **get cold feet**.

Den Schwanz einziehen, kalte Füße bekommen

The fair was a lot of work, but **all in all** it was worth while.

Alles in allem

Hi, **long time no see**. How have you been since the last fair?

lange nicht mehr gesehen

Right, let's get the **show on the road**.

In Aktion treten



10. ADVERTISING AND PUBLIC RELATIONS

Werbung

general terms
Allgemeine Ausdrücke

We have a good **advertising agency**.
Die Werbeagentur

Their **advertising campaign** has proven to be effective.
Die Werbekampagne

The **budget director** is an open-minded man.
Der Budgetdirektor

He's the person who makes **the presentation** of the campaign to the client.
Die Präsentation

Before starting a campaign, he has a **thorough study** of the market made.
Gut überprüft

They have a large **research department**.
Die Überprüfungsabteilung

...and their **arguments** are backed up by facts.
Die Argumente

When the ads are ready, a **random group** is asked to provide an opinion on the product.

Eine randomisierte Gruppe

These studies can show the potential effectiveness of the campaign before it is **launched**.

Auf den Markt gebracht

After these interviews the **copywriter** may want to make some changes in the text.

Der Werbetexter

Sometimes he might even write a new **slogan**.

Der Werbespruch

Grammatical accuracy is vital in writing an advertisement.

Die grammatikalische Genauigkeit

Always **proof-read** the copy twice.

Die Korrektur lesen

Proof-reading is essential if you want to **avoid** mistakes.

Das Vermeiden

Pay attention to correct **punctuation**.

Die Zeichensetzung

Their ads are **creative** and attract attention.

kreativ

The firm's **logo** has to be visible and clear.

Das Logo

A good **art director** can make consumers identify with the advertisement.

Der künstlerische Leiter

Usually we try to send forth a message that **appeals to the emotions**.

Spricht die Emotionen an

Nevertheless it has to have some **logical reasoning** behind it.

Make sure that the **positioning** of the products suits your target market.

Die Positionierung

The right **package design** is capable of promoting sales.

Das Verpackungsdesign

Packages have to be **industrially and graphically** well designed.

industriell und graphisch

Trade marks must be shown clearly on the package.

Die Verkaufsmarken

different options of advertising media
Verschiedene Meinungen über Werbemedien

We like to use a wide variety of **advertising media**.

Werbemedien

Publicity can be obtained through local newspapers.

Die Werbung

They have a large **circulation** within a limited area.

Die Zirkulation

A **double spread** is used to double the impact of the ad.

zweite Auflage

The center spread and the **back cover** are the most expensive advertising locations.

Der Hintergrund

We would like to run the advertisement for a **trial**

When working with magazines, you have to meet a **deadline** in submitting your material.

Der Stichtag

Billboards are used for country wide exposure.

Die Plakatwand

These outdoor advertisements usually comprise a large **visual element**.

Das visuelle Element

...and have to have a clear **short slogan**.

Der Kurzslogan

K.I.S.S. is the first rule of outdoor advertising; it stands for Keep It **Short and Simple**.

Kurz und bündig

The **layout** should be attractive and very clear.

Das Layout

An original graphic design attracts more **attention**.

Das Aufsehen

Illustrations can provide a **stunning** visual effect.

Die Illustrationen , beeindruckend

We keep an updated **mailing list** of our customers.

Die Adressenliste

Direct-mail advertising aims at a specific individual.

Die Postwurfsendung

This is why a **personal approach** is used.

Eine persönliche Ansprache

A full-color **catalogue** is added to the letter.

Der Katalog

In the letter we insert a **coupon** offering a discount.

Der Coupon

The offer is **valid** for a limited period of time.
gültig

After that date, the offer **expires**.
läuft ab

The **telemarketing** division will call before the expiry date.

Das Telemarketing

Sometimes a **follow-up** letter is used instead.
Das Erinnerungsschreiben

Every three months we send out a **mail-order catalogue**.

Der Versandhauskatalog

Orders can be placed by phone, using **credit cards**.
Die Kreditkarten

Radio advertising was **popular** before the era of television.
beliebt

Commercial **jingles** were broadcast during programs.
Die Jingles, die Werbesongs

In this medium the **soundtrack** had to "catch the ear".
Der Soundtrack

It is important to choose a good **narrator**.
Der Sprecher

Today **television advertising** is believed to be most effective.
Die Fernsehwerbung

Television has made it possible to show actual **demonstrations**.
Die Vorstellungen

...and a **comparison** between different products.
Der Vergleich

Subliminal advertising is illegal in most countries.

A commercial **spot** is bought for a specific program.

Der Spot

Pay careful attention to the **timing** of your spot.

Das Timing

Prices are not **fixed**; ads that are broadcast at prime time are liable to the highest rates.

festgelegt

The tariff of ad broadcasting is determined by the **popularity rating** of the program in which it is broadcast.

Der Beliebtheitsgrad

Prices are measured in cpt. which stands for **cost per thousand**.

Kosten per tausend

This means the amount of money that has to be **invested** to reach a thousand viewers.

investiert

Television commercials are very expensive to **produce**.

produzieren

The **production manager** is responsible for not exceeding the budget.

Der Produktionsleiter

A **professional director** is chosen to perform the task.

Ein professioneller Regisseur

He **coordinates** the actors and the **technical staff**.

koordiniert ; die technische Belegschaft

Sometimes he will want to build a special **set**.

Das Set

At other times he will want to shoot **on location**.

An Ort und Stelle

public relations (P.R) Die Öffentlichkeitsarbeit

Public relations is also considered a form of advertising...

Die Öffentlichkeitsarbeit

...which helps to create and maintain the company's public **image**.

Das Ansehen

Some people believe that this kind of advertising, by P.R., is most **effective**.

wirksam

A company's image can **guarantee** high quality or reliable service.

garantieren

The P.R. department supplies the media with information that can be **considered as** news.

Wird angesehen als

Information that is presented as news appears more **authentic** than an advertisement.

authentisch

A public relations campaign has to be **planned thoroughly**.

Gut geplant

It has to be based on information and **solid facts**.

Die soliden Fakten

Advertising, on the other hand, is a **manipulation of information**.

Manipulation der Informationen

The Public Relations Department also prepares **press conferences**.

Die Pressekonferenz

These conferences are held every time there is information of **public interest**.

Newspapers will receive a **press release** that includes all the relevant information.

Die Presseveröffentlichungen

offering an alternative
Wie offeriert man eine Alternative?

Maybe you would prefer...

I think you would like... instead of...

Perhaps you would like to...

It would be better to...

There is another possibility that we should consider.

Which of the alternatives do you prefer?

Would you like to... or to...?

Don't you think we should...?

Another way to do it is to...

We have to choose between... and...

There are a number of options.

I think you should try... before...

Let me offer another idea.

There is a different way to...

Of course another way of looking at it is...

Had you considered...?

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck machen

The short time allowed for the campaign makes me feel as though I were in a race **against the clock**.

Gegen die Zeit

We will have to work over the weekend, if we want **to meet the deadline**.

Den Termin einhalten

Come on, let's **get rolling**, we have a lot of work to do.

In die Gänge kommen

Once in a while, all the staff gather for a **brain storming** session, and try to come up with new advertising ideas.

Das Brainstorming

On T.V. you have to **make your point** before you lose the viewers' attention.

Zum Punkt kommen

I would say that **in the long run** advertising is worthwhile.

Auf Langzeit gesehen

You know what they say, **one picture is worth a thousand words**.

Ein Bild sagt mehr als tausend Worte



11. LEGAL ASPECTS

Rechtliche Aspekte

the trial
Die Gerichtsverhandlung

We have filed a **civil action** against your firm.

Die zivilrechtliche Klage

The company will be tried for **negligence**.

Die Unachtsamkeit

Since all efforts to **achieve a compromise** have failed...

Einen Kompromiss finden

...it is our decision to **prosecute** your firm.

Das Prozessieren

We believe we are **entitled** to compensation.

Berechtigt

We presented the **statement of claim** last week.

Die Eigentumserklärung

The court will have to determine **liability** in this matter.

Die Verbindlichkeit

Did the court receive the **statement of the defence**?
Der Verfassungsschutz

We have provided our lawyer with a **Power of Attorney**.

Die Handlungsvollmacht

We have complete confidence in his **integrity**.

Die Glaubwürdigkeit

He will collect a **deposition** from all witnesses before the trial.

Die Abklage

A witness' **affidavit** may serve as evidence.

Die Versicherung

The **prosecuting attorney** will start the trial.

Der Staatsanwalt

He will present his **allegations** before the court.

Die Anschuldigungen

The second stage of the proceedings will be the defence **plea**.

Das Appell

The **attorney for the defence** will speak on behalf of his client.

Der Anwalt des Beklagten

The accused can **plead innocent or guilty**.

Auf unschuldig oder schuldig plädieren

When this stage is over, the prosecution will be recalled for a **replication**.

Die Erwiderung

A case can not be based on **speculations**.

Die Spekulation

Evidence will be **submitted** in support of claims.

vorgeschlagen

The prosecutor may want to call witnesses to the court to give **testimony**.

...of course he will try to offer some **conclusive evidence**.

Die eindeutigen Beweise

Even an eye-witness' testimony can be **controversial**.
widersprüchlich

All the evidence or testimony must have **relevance** to the case.
relevant

The attorney for the defence is then called for a **rejoinder**.
Die Gegenwiderung

He will offer the defence's **point of view** to the allegations.
Aus der Sicht

He may also raise **objections** to some of the claims.
Die Einsprüche

The defence may want to **cross examine** the witnesses.
Das Kreuzverhör

They will try to present the **evidence as conflicting**.
widerstreitendes Beweismaterial

The **proceedings** will continue, until the judge reaches a verdict.
Die Verfahren

The judge will **take into consideration** all the evidence, before making his decision.
Unter Betracht ziehen

The judge will give a **verdict** based on the arguments presented.
Das Strafmass

... after which he will pass **sentence** on the guilty party.

Das Urteil

All **law costs** will be covered by the losing party.

Die rechtlichen Kosten

Either party can **lodge an appeal**, if it feels justice has not been served.

Die Berufung einlegen

This appeal will be discussed in the **Court of Appeal**.

Das Appellationsgericht

In matters of public interest, a **petition** may be filed.

Die Petition

Sometimes the **Supreme Court**, the highest instance, will be asked to rule in these matters.

Das Kammergericht

The Supreme Court's ruling may **set a precedent**.

Einen Präzedenzfall schaffen

The precedents may be resorted to as **reference** in future proceedings.

Die Referenz

arbitration **Die Schlichtung**

In case of **dispute**, the differences between the parties will be submitted to arbitration.

Der Disput

Both parties would like to reach a **settlement** without going to court.

Die Einigung

Any disputes arising in connection with this contract shall be finally settled by **arbitration**.

schlichten

Each party will appoint its own arbitrator and the **arbitration court** will nominate a third.

Das Schiedsgericht

The arbitration tribunal shall consist of two arbitrators and an **umpire**.

schiedsrichtern

The umpire will be nominated by the court...

Das Schiedsgericht wird nominiert

...in order to prevent any **conflict of interest**.

Der Interessenskonflikt

Each party will appear before the tribunal and present its **arguments**.

Die Argumentationen

The arbitration will suggest a fair **compromise** to the parties.

Der Kompromiss

The parties agree that the **award (or ruling)** shall be obeyed and observed by both.

Der Schiedsspruch

Both parties have to **comply with the resolution**.

Dem Gesetz folgen

The arbitration is as **binding** as a court ruling.

Verpflichtend

financial disputes **Finanzielle Streitigkeiten**

We are afraid our **experience** with your firm has not been pleasant.

Die Erfahrung

More than once have we had to remind you that payment was **overdue**...

...and the balance, when paid, was not **adjusted according to** the legal rate of interest.
angepasst an

It seems that you have no intention of **discharging your liabilities**.
Ihre Verpflichtungen absetzen

We insist that your **remittance** reach us within five days from...
Die Anweisung

Otherwise, we will have to place the matter in the hands of our **solicitors**.
Die Anwälte

We shall instruct our solicitors to enforce payment by **legal means**.
Die rechtlichen Mittel

Unfortunately, obtaining payment through legal channels is the only **alternative** you leave us.
Die Alternative

We shall be forced to seek assistance from a **debt-collecting agency**.
Die Inkassoagentur

This will surely prove an **unpleasant experience** for your company.
Eine unangenehme Erfahrung

Our **legal adviser** has instructed us to sue your firm.
Der rechtliche Berater

We will demand full payment and **compensation**.
Die Wiedergutmachung

We also intend to ask the court to **confiscate** the remaining stock.
konfiszieren

This matter has caused us **indirect damage** in many ways.

Der indirekte Schaden

The **compensatory damages** will be determined by the judge.

Die Kompensationsschäden

how to invite people?

Wie man Leute einlädt

We would like you to join us.

I would be very grateful if you could come.

Would you be able to attend the meeting?

I'd like to invite you to...

Could we meet over lunch?

What date would be suitable?

Would you like to come to dinner at my house?

Great, I'm looking forward to it.

I'd be very pleased if you could join us.

It will be an honor to...

When can you come and visit us?

It will be a pleasure to have you over.

You must come and see our new...

I won't accept "no" for an answer.

What time would be best for you?

Good, I'll be expecting you then.

Can I take you out to lunch?

phrases that make a special impression
Ausdrücke die einen besonderen Eindruck hinterlassen

Hold your horses, you can't accuse anyone unless you have proof.

Nicht so voreilig

You can settle this case out of court. Don't tell me it's not possible. **Where there's a will, there is a way.**

Wo ein Wille ist, ist auch ein Weg

Before I can represent you in court, I have to know the truth, so please **level with me.**

Auf den gleichen Weg kommen

I can trust my lawyer to back me up **through thick and thin.**

Durch Dick und Dünn

I have a feeling that we only **scratched the surface** of this case and that we should go deeper into the matter.

Nur an der Oberfläche kratzen

Someone is holding back information, I **smell a rat** and I'm going to find out the truth!

Verdacht schöpfen

