

- pour cadres, secrétaires et hommes d'affaires
- mots utiles, phrases et expressions
- Il s'agit d'un cours d'"anglais avancé", destiné à ceux qui ont une connaissance de base ou une bonne connaissance de l'anglais

L'objectif principal de ce cours est d'offrir une façon concise et pratique d'apprendre un vocabulaire indispensable, courant et utile, composé de mots et phrases-clé en anglais, liés aux différents thèmes commerciaux, que l'on rencontre quotidiennement, et qui concernent les cadres et tous ceux qui travaillent dans le monde des affaires. Ce manuel ne prétend pas être un cours complet d'anglais commercial, mais plutôt un "guide de conversation commerciale" pour vous aider à rafraîchir et renforcer votre connaissance de l'anglais.

Pour chaque thème, nous présentons une série de phrases, divisées en un certain nombre de domaines. À côté de chaque phrase, vous trouverez la traduction en français des mots-clé, des concepts et des expressions de la même phrase, à savoir les éléments essentiels pour la compréhension du contexte.

De plus, à la fin de chaque thème, vous trouverez quelques options pour mieux vous exprimer, sous le titre "Comment...". Ces phrases ne représentent bien entendu qu'une partie des nombreuses possibilités disponibles en anglais. Le but est de vous montrer les maintes nuances en anglais et de vous suggérer un certain nombre d'énoncés et de styles pour la même idée, allant des formules plus polies et sobres, jusqu'à celles au ton vague, exprimant désaccord, à la limite de l'impatience et de l'agacement. Le cours comprend également des phrases qui peuvent être utilisées pour faire bonne impression. Vous pouvez "assaisonner" votre langage à l'aide de ces phrases, qui frisent l'argot, mais qui sont largement utilisées dans la langue commerciale de tous les jours.

1) CORPORATE MANAGEMENT  
- GESTION D'UNE ENTREPRISE

2) BANKING AND STOCK EXCHANGE  
- BANQUE ET BOURSE

3) ECONOMICS AND FINANCE  
- ECONOMIE ET FINANCES

4) CONTRACTS AND AGREEMENTS  
- CONTRATS ET ACCORDS

5) RESEARCH AND DEVELOPMENT  
- RECHERCHE-DEVELOPPEMENT

6) MEETINGS AND NEGOTIATIONS  
- RENDEZ-VOUS ET TRACTATIONS

7) MARKETING AND SALES  
- MARKETING ET VENTES

8) TRANSPORTATION AND INSURANCE  
- TRANSPORT ET ASSURANCE

9) EXHIBITIONS AND TRADE FAIRS  
- FOIRES ET EXPOSITIONS

10) ADVERTISING AND PUBLIC RELATIONS  
- PUBLICITÉ ET RELATIONS PUBLIQUES

11) LEGAL ASPECTS  
- ASPECTS LEGAUX



## 1. CORPORATE MANAGEMENT

### Gestion d'une Entreprise

The meeting  
Le rendez-vous

The **board of directors** meets every three months.  
Le conseil d'administration

The board of directors is appointed by the general meeting of **the shareholders**.  
Les actionnaires

**Dividends** are distributed periodically among the shareholders.

Dividendes

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

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

Le rapport annuel

**The balance sheet** is attached to the annual report.  
Le bilan

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

### Documents

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

Le président du conseil d'administration

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

Le président de la société

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

### Ordre du jour

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

### Thèmes

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

Rendu public

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

Stratégies

The general **policy** is decided upon.

Politique

**New ventures** will be taken into consideration.

De nouvelles aventures

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

Partenariats commerciaux

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

Résolution; exprimer son opinion

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

La majorité

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

**Merger** agreements have to be evaluated in great detail.

Fusion

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

A l'unanimité

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

Etre annulés

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

Exécution

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

Assumer

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

Tâches

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

Entrepreneur indépendant

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

Sous-traitant

**Department managers** present their report.

Directeurs de services

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

Budget annuel

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

Se conformer à

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

Dirécteur général

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

Décisions du conseil

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

Agir en coordination

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

Décentralisées

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

Déléguer

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

Directeurs des succursales

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

Expose brièvement les derniers développements

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

Se concertera

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

Le directeur du personnel

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

Le programme de formation

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

Dépenses

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

Le compte-rendu budgétaire

Together they present **the financial statement**.

L'état de la situation financière

**Assets and liabilities** represent the two sides of the monetary balance.

L'actif et le passif

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

Equilibrés

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

Filiales

**Rehabilitation** of a company is not always worthwhile.

Réhabilitation

Sometimes it is better to **dissolve** a company.

Dissoudre

Then it can **liquidate** its debts.

Liquider

Our firm always discharges its **obligations**.

Obligations

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

Responsabilité limitée

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

Responsabilité mixte

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

L'acheteur principal

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

Service achats

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

Acquisitions

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

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

Réseaux de distribution

Ideas for **sales promotion** are presented.

Promotion des ventes

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

Chiffre d'affaires des ventes

## Summaries and Reports Sommaires et comptes-rendus

**The minutes** are the summary of the meeting.

Le procès-verbal

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

Le protocole de la procédure

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

Résumé

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

Subalternes

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

Le bulletin

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

Attentivement

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

Au courant

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



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

Notes de service

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

Rappel

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

Compte-rendu

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

Explicite

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

Constatations objectives

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

Conclusions

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

Recommandations

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

Appendices

## management Gestion

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

La qualité totale

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

Initiative

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

**Incentives** are offered to productive workers.

Primes

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

Efficiency

## import and export Import-export

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

Accent

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

Du pays

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

Chambre de commerce

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

Restrictions commerciales

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

Applique

We have a worldwide **distribution** network.

Distribution

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

Nous représentons

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

Fabricants locaux

The restrictions are enforced by **tariff protection**.

Droits de douane

## personnel Le personnel

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

Petite annonce classée

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

Candidats

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

Chance égale

The law forbids **discrimination** in employment.

Discrimination

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

Qualifications

**Vacancies** can be specific. For example: “English speakers only”...

Postes à pourvoir

...or “a secretary who can take **shorthand**”.

Sténographie

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

Formulaire de candidature

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

Curriculum vitae

It is customary to annex to it recommendations from **previous employers**.

Employeurs précédents

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

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

Chef du personnel

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

Promouvoir

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

Bureau de recrutement

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

Salariés à temps partiel

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

Projet; intérimaires

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

Salaire de base

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

Titularisation

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

Avantages en nature

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

Les syndicats

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

Prendent leur retraite

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

Assurance maladie

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

Retraite

## how to consult? Comment consulter?

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**  
**Phrases qui font une excellente impression**

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

Foire d'empoigne

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

Prendre du retard

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

Remplacer

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

Une journée de travail comme les autres

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





## 2. BANKING AND STOCK EXCHANGE

### Banque et bourse

**personal banking**  
**Opérations bancaires du particulier**

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

Just a regular **checking account**.  
 Compte courant

We need two **identification documents**.  
 Pièces d'identité

Here is my **identity card** and passport.  
 Carte d'identité

Please fill out this **form**.  
 Formulaire

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

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

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

Service compte épargne

**Credit** is given after three months of regular salary deposits.

Crédit

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

Sera viré

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

Carte de crédit

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

Espèces

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

Intérêts

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

Mensualités

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

Retirer de l'argent

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

Distributeur de billets

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

Agences

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

Carnets de chèques

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

Retirer

**The drawer** is the person writing out or drawing the



Celui qui retire

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

La banque débitrice

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

Le bénéficiaire

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

Le solde

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

Chèques postdatés

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

Découvert

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

Etaient sans provisions

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

Limité

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

Encaisser

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

Postdaté

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

Commission

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

Frais

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

Devises étrangères

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

Taux de change

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

Objets de valeur

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

Coffres-forts

The **rental** does not include insurance.

Location

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

La section des coffres-forts

**business banking**  
**Opérations bancaires commerciales**

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

Directeur de banque

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

Crédit

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

Nantissement

Has your firm ever declared **bankruptcy**?

Faillite

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

Liquider

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

Faire un emprunt

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

Disponibilités

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

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

Bas taux d'intérêts

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

Suffisant

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

Avancer de l'argent

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

Service emprunts

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

Relevé

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

Caissiers

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

Déposer

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

Chèque barré

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

Chèque au porteur

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

Non à ordre

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

Déposé

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

Chèque endossé

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

## Le bénéficiaire

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

Lettre de change

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

Créance

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

Garantir

Is this the **foreign exchange department**?

Service devises étrangères

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

Taux de change

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

Marché des changes

The **selling rate** changes every day.

Taux de vente

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

Banque centrale

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

Transaction

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

Taux d'achat

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

Investir

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

Haut taux d'intérêts

## the stock exchange La Bourse

A firm can **raise money** by issuing stock to the public.  
Collecter des fonds

The **issued share capital** is the amount of money which is raised by selling the stock.  
Capital d'actions émis

These shares are sold at **cost price**.  
Prix coûtant

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

Stable

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

Ensemble du capital

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

Cours à l'ouverture

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

Courtier en bourse

He receives a **commission** in return for his work.  
Commission

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

Marchand de titres

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

Fonctions

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

Fonds en fidéicommis

These funds invest in shares and **bonds**, and collect a commission on revenues.

Obligations

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

L'indice industriel

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

Dividendes

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

Tendance

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

Marché stable

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

Fort

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

En forte progression

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

Sont remontées

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

La cote

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

La valeur nominale

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

L'offre et la demande

## how to ask for information

### Comment demander des informations

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.

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

Unique

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

Jouer aux dés

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

Au courant

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

Des hauts et des bas

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

Cela se remplace facilement

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

Dans le pire des cas





### 3. ECONOMICS AND FINANCE

#### Economie et finances

general terms  
Termes généraux

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

Phénomènes économiques

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

Micro-économie

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

Contemporaine

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

Economie de marché

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

Libre entreprise

The market-oriented economic system is never static; it

has booms, **depressions**, revival - and trade cycles.

Crises

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

Récession

This happens because **private consumption** decreases.

Consommation privée

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

Economie planifiée à un niveau central

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

Consommation

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

Production; intervalle

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

Productivité

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

PNB, Produit national brut

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

Stabilité économique

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

Ressources

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

Moyens de production

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

Industrialisation

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

Monnaie stable

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

Afflux

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

Sortie

**Import restrictions** are enforced to prevent the outflow of currency.

Restrictions d'importation

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

La balance commerciale grandit considérablement

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

Une crise économique

terms  
Termes

**Supply and demand** is a key term in modern economics.

L'offre et la demande

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

Comportement du consommateur

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

Biens de consommation

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

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

Indice du coût de la vie

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

Le troc

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

Calculs du profit

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

Analyse de rentabilité

**Costs** are either fixed or variable.

Coûts

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

Des coûts fixes

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

Frais généraux

**Amortization** is a cost, but not an expense.

Amortissement

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

Dépenses

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

Dépense d'investissement

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

Des coûts variables

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

Marchandises

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

L'offre et la demande

## the annual (yearly) report Le rapport annuel

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

Situation financière

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

Tendance

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

Stable

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

Chiffre d'affaires

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

Réunion des actionnaires

**Dividends** will not be large this year.

Dividendes

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

Chiffre d'affaires annuel

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

Investissements

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

Revenu net

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

Profit

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

Imposition lourde

Do the figures include the **overhead expenses**?

Frais généraux

**Cash flow** cannot be predicted accurately.

Disponibilités

It can only be **estimated**.

Estimé

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

Nom de marque

Reputation is considered a **valuable asset**.

Bien de grande valeur

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

Dépréciation

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

Bilan

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

Des biens fixes

Fixed assets such as real estate can **depreciate** over a period of time.

Se déprécier

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

Actifs circulants

**Liabilities** include long term and short term loans.

Dettes

The company's **operating profit** has increased less than expected.

Le résultat d'exploitation

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

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

Faire une déclaration d'impôts

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

Inspecteur des impôts

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

Evalué selon

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

L'état de la situation financière

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

Stock

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

Evaluation

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

Budget

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

Couvertures financières

## **financing** **Financement**

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

Capital

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

Sociétés de financement

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

Financer

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

Financement à long terme

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

Politique de financement

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

Cote de solvabilité

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

Obtenir une sécurité

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

Année monétaire

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

Marché financier

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

Taux d'inflation

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

Nous avons raccourci la période de crédit

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

Les taux d'intérêt

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

La Bourse

**Institutional investors** had to plan their investments carefully.

Investisseurs institutionnels

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

Emettre des actions



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

Un rendement fructueux

The **taxation policy** encouraged investment in industry.

Politique fiscale

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

Règlementations fiscale

**Investment incentives** were offered to private sectors.

Primes à l'investissement

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

Impôt sur les bénéfices

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

Taxe à l'importation

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

Taxe à l'achat/vente

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

Taxe sur les transactions de change

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

A accéléré l'inflation

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

Monnaie locale

**how to evaluate?**  
**Comment évaluer**

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...

**phrases that make  
a special impression**

**Phrases qui font une excellente impression**

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

Investors are **walking on thin ice**.

Marcher sur des œufs

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

D'autre part

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

L'argent peut tout

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

C'est une toute autre histoire

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

Se tenir debout tout seul

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

Speakit  
.TV



## 4. CONTRACTS AND AGREEMENTS Contrats et accords

**establishing commercial relations**  
**Etablir des rapports commerciaux**

The **contracting parties** have reached an agreement.  
Les contractants

We want to **establish** and develop direct commercial relations.  
Etablir

It will be to our **mutual benefit** to sign a contract.  
Bénéfice mutuel

The agreement shall **come into force** on the date of its signature.  
Entrer en vigueur

...and shall remain **valid** for a period of one year.  
Valide, valable

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

It **will be revised** on the basis of results achieved.  
Sera révisé

Upon the **expiry of this period** the agreement shall automatically remain in force for additional periods of one year.

Fin de cette période

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

Terminer

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

Préambule

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

Partie intégrale

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

Signatures

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

Timbré

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

Mettre en acte

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

Annulé

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

Annexe

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

Annexe

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

Se rapporte à

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

Suppléments

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

En présence de

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

Contrat supplémentaire

This contract is between a **borrower and a lender**.

Un emprunteur et un prêteur

**Possession** of the goods does not change.

Possession

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

Prêté

The equipment lent shall be in **good running order**.

En bon état de marche

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

S'engage à

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

Rapidement

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

Responsable

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

Aura le droit

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

Un tiers

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

Droits de douane

He will remain in **absolute ownership** of the equipment.

Propriété absolue

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

Prud'hommes

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

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

**legal aspects**  
**Aspects juridiques**

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

Ebauche

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

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

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

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

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

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

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

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

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

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

Considéré illégal

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

Validité juridique

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

Preuves écrites

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

Loi internationale

**Jurisdiction** and arbitration are important clauses of a contract.

Jurisdiction

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

Authentique

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

Falsification

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

Irrecevable

**a price proposal (quotation)**

Un devis

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

Devis

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

Liste des prix à jour

Prices may **vary** every half year according to supply



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

Paiement anticipé

This special offer is **valid until** the end of the month.  
Valable jusqu'à

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

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

Variation des taux de change

payment  
Paiement

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

Comptant à la livraison

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

N'accepte pas de crédits

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

Payable à la commande

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

Commande

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

Obligés à accorder

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

## Acte de bonne volonté

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

Considérer

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

Irrévocable

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

En notre faveur

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

Caution

**shipment and delivery**  
**Expédition et livraison**

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

Nous sommes liés

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

Indique que

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

Inspection

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

Certificats, papiers

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

Résultats

We received an **overshipment** last time.

Expédition en excès

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

Emmagasiné

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

Liste des emballages

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

Quatre exemplaires

Please send the invoice in **triplicate**.

Trois exemplaires

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

Inadéquat

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

Endroit de destination

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

Indiqué ci-dessus

**issuing a tender (RFP)**

**Appel d'offres**

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

Nous accorderons une autorisation

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

Appel d'offres

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

Préavis

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

Préférence

## how to complain? Comment faire une réclamation?

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**  
**Phrases qui font une excellente impression**

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

C'est du gâteau

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

Pénible

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

S'emballer

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

C'est à prendre ou à laisser

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

Je suis parti de zéro

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

Plus ou moins



## 5. RESEARCH AND DEVELOPMENT Recherche-développement

general  
Général

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

R&D (Recherche-développement)

There is a great demand for **competent scientists**.  
Scientifiques compétents

People who search for and recruit new talent are called **“Head-Hunters”**.

Chasseurs de têtes

Our **chief scientist** is an international expert.

Chef scientifique

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

Evaluations

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

Dévoué

All our latest technological developments are kept

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

De stricts contrôles de sécurité

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

Résultats de laboratoire

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

Délicat

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

Conclusions

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

Espionnage industriel

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

Brevets

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

Précaution

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

Coïncidence

**High-tech products** are made only to order.

Les produits high-tech

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

Sur commande

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

Produit semi-fini

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

Rajustement

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

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

Transporteur à courroie

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

Chaîne de montage

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

Modifications

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

Durables

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

Non durables

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

Qui respecte l'environnement

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

Non toxiques

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

Recyclés

**presenting your product**

**Présentation du produit**

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

Caractéristiques principales

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

En concurrence

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



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

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

Marque

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

Améliorations

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

Unique

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

Portatif

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

Articles professionnels

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

Prototype

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

Modèle

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

Défauts

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

Composant

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

Avantages

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

Amortisseur

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

Flexible

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

The product is **hand made**  
Fait main

**experimental**  
Expérimental

**disposable**  
Jetable

**suitable**  
Approprié

**satisfactory**  
Satisfaisant

**accurate**  
Précis

**sensitive**  
Sensible

**reliable**  
Fiable

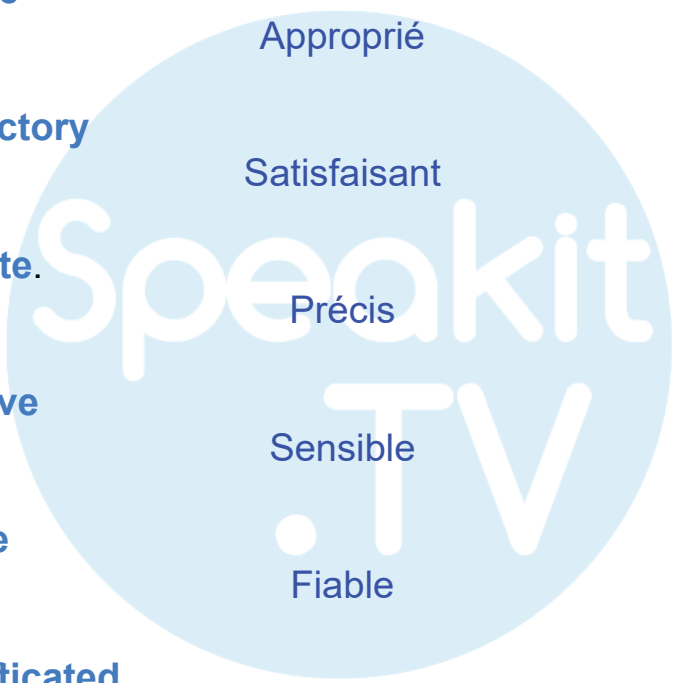
**sophisticated**  
Sophistiqué

**hi-tech**  
Hi-tech

**unique**  
Unique

It is made of **natural** materials  
Naturels

**organic** materials



**silicone**

Silicone

**sawdust**

Sciure

**scraps**

Restes

**stainless steel.**

Acier inoxydable

**armored glass**

Verre blindé

**optic fibers**

Fibres optiques

**artificial materials**

Artificiels

This material is **smooth**

Lisse

**delicate**

Délicat

**elastic**

Elastique

**fragile**

Fragile

**absorbent**

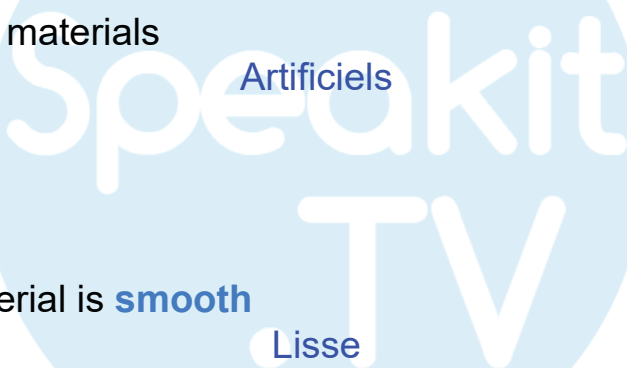
Absorbant

**porous**

Poreux

**viscous**

Visqueux



**sticky**

Collant

**dissolving**

Dissolvant

**solvent**

Solvant

**inflammable**

Inflammable

**corrosive**

Corrosif

**perishable**

Périssable

**unusable**

Inutilisable

**decayed**

Pourri

**coarse**

Grossier

**dense**

Dense

**homogeneous**

Homogène

**heterogeneous**

Hétérogène

**key phrases in a presentation**  
**Présentation –**  
**phrases-clé**

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.

**phrases that make a special impression**  
**Phrases qui font une excellente impression**

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

Ça va sans dire

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

Tout au long

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

Faire des économies

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

S'animer

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

M'aider

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

Se pencher

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

Conseils



## 6. MEETINGS AND NEGOTIATIONS

### Rendez-vous et tractations

**schedule an appointment**  
**Programmer un rendez-vous**

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

Fixer un rendez-vous

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

Coopération

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

De façon plus détaillée

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

Active

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

Assister

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

Tirer profit

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

Temps libre

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

Convient

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

Pratique

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

Confirmer

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

Replanifier

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

Convenons

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

Se rendre à

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

Nécessite mon attention

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

Une autre date

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

Je confirmerai

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

Déjeuner d'affaires

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

L'agenda est plein

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

Revoir

**at the meeting**



A **receptionist** receives the visitors and directs them.  
Réceptionniste

Mr. ... is **expecting** you.  
Attend

The **conference** will start in a few moments.  
La conférence

Meanwhile we can wait in the **waiting room**.  
Salle d'attente

Please follow me, I'll **show you** in.  
Je vous fais entrer

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

I called this meeting in order to **reach a decision**.  
Arriver à une décision

Let's get to the **core of the matter**.  
Cœur de la question

First, I would like to **outline the situation**.  
Exposer les grandes lignes de la situation

It is important to **point out** that...  
Signaler

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

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

I'm sorry, I don't **follow you**.  
Je ne vous suis pas

Let me **develop** that issue further.  
Développer

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

Résumer

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

Nous avons traité

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

Conclure

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

Remarques

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

Reporter

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

Contribution

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

J'espère

Speakit

negotiating  
Tractation

.TV

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

Proposer plutôt qu'imposer

Do not ask for **favours**.

Faveurs

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

Des arguments indéniables

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

Termes

The meeting is to **discuss details**.

Discuter en détail

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

Négocier

What is your **point of view**?

Point de vue

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

Je m'oppose

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

Offre

Perhaps we can **reexamine** our quotation.

Réexaminer

I **appreciate** your position.

Je comprends

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

Prendre en compte

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

Nous négocions

No agreement has been **finalized** yet.

Mis au point

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

Options

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

Vous offrir

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

Evaluer votre capacité

Can you suggest a **compromise**?

Un compromis

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

Une position

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

Modifications

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

Acceptables

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

Amender, changer

The agreement must be confirmed by **written notification**.

Notification écrite

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

Consentement

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

Engagement écrit

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

Progrès

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

Un compromis

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

Résumé

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

Réciproquement rentable

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

Relations

## how to show enthusiasm Comment montrer de l'enthousiasme

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**  
**Phrases qui font une excellente impression**

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

Un lapsus

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

Apaiser les tensions

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

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

La chose qui compte

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

Soyez patient, indulgent

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

Vous rendre la vie dure

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

Me donner une chance

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

Mettre une limite

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

Résoudre, trouver une solution

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

Vous négociez ferme

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

Sceller, conclure

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

Entre nous deux



## 7. MARKETING AND SALES

### Marketing et ventes

market research  
Etude de marché

We are opening two new **branches** soon  
Filiales

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

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

Etude de marché

We will need a survey of **consumer habits**.  
Habitudes des consommateurs

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

Recueillir informations

Market research is a **fact-finding** procedure.  
D'enquête

Most research is based on **statistics**.

Des statistiques

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

Analyse des données

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

Fournir

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

Tendances de marché

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

Conclusions

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

Prévisions

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

Part de marché

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

Seuil de rentabilité

**marketing**  
**Marketing**

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

Pénétrer

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

Concurrentiel

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



## Réduire les coûts

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

Fluctuations

Your prices are **reasonable**.

Raisonnables

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

Commande d'essai

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

Vente rapide

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

Demande; offre

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

Submergés

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

De grosses commandes

If your prices are attractive, we will do our best to **promote sales**.

Promouvoir les ventes

We have gained a wide experience of the **requirements** of the local market.

Besoins

We have very good connections with all the leading **wholesale dealers**.

Grossistes

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

Réseaux de distribution

Détailants

We would be interested in examining the **display**

**system** for your products.

Système d'affichage

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

Un seul agent

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

J'ai été nommé

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

Commission

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

Zone de ventes définie

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

Echantillons de présentation

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

Insolvabilité

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

Remboursé

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

Comptes-rendus périodiques

**sales**  
**Ventes**

**End of season** sales usually bring in good money.

Soldes de fin de saison

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

Ventes de liquidation

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

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

Des prix déifiant toute concurrence

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

Rotation des stocks

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

Magasins de la chaîne; Grands magasins

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

Point de vente

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

Plus de détails

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

Catalogue

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

Demande considérable

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

Les articles suivants

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

Le coupon ci-joint

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

Le distributeur local

**terms of payment**  
**Modalités de paiement**

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

Accordée

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

La traite

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

Paiement en espèces

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

Faible marge de profit

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

Mensualités

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

Première commande

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

D'importantes commandes

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

Les termes suivants

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

Le solde

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

Modalités de paiement trimestriel

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

Comptant à la livraison

The merchandise will be handed to you on **acceptance of payment**.

En recevant le paiement

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

Crédit de six mois

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

Lettre de crédit, créance

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

Nous recevrons la confirmation

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

Des références satisfaisantes

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

Accorder un crédit

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

Traitée

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

Compte ouvert

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

Situation financière

**documents**  
**Documents**

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

Indiquer

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

Devis

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

Facture

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

Contrôle du stock

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

Prix à l'unité

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

Montal total à payer

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

Facture proforma

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

Le paiement a été reçu

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

Bon de livraison

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

Bon état

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

Un reçu

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

Confirmer

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

La commande passée par téléphone

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

Sera effectuée

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

Un avoir

**making your acquaintance**  
**Comment faire connaissance**

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 Phrases qui font une excellente impression

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

Gagner le gros lot

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

Tout est possible

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

Chaque chose en son temps

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

Ça suffit pour aujourd'hui

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

Continuer

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

On ne peut pas nier les faits

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

Fonce!

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

Comment m'y prendre



## how to confirm and approve? Comment accepter et confirmer

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**  
**Phrases qui font une excellente impression**

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

En fait

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

Par n'importe quel moyen

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

C'est chose faite

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

En moins de deux

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

Par intervalles



## 8. TRANSPORTATION AND INSURANCE

### Transport et assurance

**transportation**  
**Transport**

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

Route selection depends on many **factors**.  
Facteurs

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

**Airfreight** used to be very expensive.  
Fret aérien

Today **commercial aviation** is more commonly used.  
Aviation commerciale

Air freight is also the **solution** when time is short.  
La solution

Please advise us the moment the **consignment** is ready for dispatch.  
L'expédition

Pack in **shock-resistant** and waterproof containers.

Antichoc

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

Emballage jetable

**Insufficient packing** might lead to the goods being damaged.

Emballage insuffisant

## general terms Termes généraux

**Incoterms** are international commercial terms used worldwide.

Termes commerciaux internationaux

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

Moyens de transport

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

De l'usine

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

Locaux

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

Responsabilité

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

Organiser le transport

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

Expédition maritime

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

Charger

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

Le bastingage du bateau

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**.

Départ

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

Tout le voyage

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

Le coût et le fret

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

Transport

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

Évalué

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

Destination

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

Assume

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

Assurance

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

Les deux parties

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

Compromis d'avarie

The buyer on the other hand protects himself against

**documents**  
**Documents**

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

**Documents**

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

**Connaissement**

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

**Contrat d'affrètement**

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

**Prouve la propriété**

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

**Feuille de route, récépissé**

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

**Document de dépôt dans les entrepôts du port**

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

**Autorités portuaires**

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

**Facture**

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

**Liste de colisage**

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

**Transporteur**

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

Carences dans l'expédition

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

Police d'assurance

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

Le temps d'attente

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

Un entrepôt de douane

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

La douane

Speakit  
insurance  
Assurance

What is your **insurance policy number**?

Numéro de la police d'assurance

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

Conditions

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

Terme

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

Exige

It **delineates** the hazards insured against.

Décrit

Will you please **quote** your rates for the cover?

What will **the annual premium** be?  
La prime annuelle

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

La prime

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

Entre en vigueur

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

Délivre

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

Assureur

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

Appuyé

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

Le rapport de l'expert

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

Evaluer

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

Preuve de perte

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

Service des réclamations

We enclose the **average adjuster's report** and photographs.

Le rapport de l'expert en sinistres

How do you **assess** the premium?

Vous évaluez

The premium in most cases is determined by a



**declaration** of the insured party.

Déclaration

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

Prend en considération

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

Déclare

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

Nul et non avvenu

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

Association

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

Comité directeur

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

Accords

## **different types of insurance** **Différents types d'assurances**

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

Police d'assurance évaluée

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

Police non évaluée

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

La limite maximale

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

## Contre tous les risques

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

Couvre les biens

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

Imprévisible

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

Sinistre total ou dégâts

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

Seront indemnisé(e)s

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

L'étendue de la responsabilité

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

Force majeure

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

Révolutions

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

Sinistre total

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

Sans valeur

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

Sinistre total réel

**Constructive total loss** means that the goods still exist physically.

Sinistre total présumé

The goods are so badly damaged however, that it is

**uneconomical** to repair them.

Pas rentable

**The cost** of repairing the goods would exceed their value.

Le coût

We also offer **average loss insurance**.

Assurance avarie

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

Deux genres:

**General average** is declared as a state of emergency.

L'avarie

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

Délibérément

**Particular average** is an involuntary and accidental loss.

Avarie partielle

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

Certains risques

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

Une police flottante

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

La valeur de couverture

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

La couverture ouverte

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

Estimée

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

Expédition individuelle

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

Dépensé

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

Accompagné(e)s

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

Assurance du voyage

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

Rares

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

Intervalle (de temps)

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

Effectué

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

Police mixte

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

Clause de prolongation

## how to disagree? Comment exprimer son désaccord?

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**  
**Phrases qui font une excellente impression**

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

Un soulagement

Just **for the record** I would like to state that I have never had an accident before.

Pour que vous le sachiez

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

Découvrir le fin fond de

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

Enfin et surtout

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

Pour résumer

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

Long terme





## 9. EXHIBITIONS AND TRADE FAIRS Foire et expositions

**general terms**  
**Termes généraux**

An international trade fair is an opportunity for manufacturers to meet their **overseas distributors**.  
Distributeurs d'outre-mer

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

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

We want to **launch** a new product.  
Lancer

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

New patents and **innovations** are presented.  
Innovations

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

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

Maquette

**Demonstrations** are held every two hours.

Démonstrations

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

Dossier

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

Nous fournissons

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

Informations supplémentaires

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

Conception du stand

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

Truc, astuce

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

Info technique

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

Avantages

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

Conférence de presse

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

Les pièces exposées

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

Passer une commande



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

Remises

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

Des prix défiant toute concurrence

**Specialized fairs** are of little interest to the general public.

Foires spécialisées

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

Echanger des informations

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

Cartes de visite

Speakit

ordering a stand  
Commander un stand

Where is the fair **located**?

Situé

Can we still **book a stand**?

Réserver un stand

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

Entrée principale

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

Réservés

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

Hall principal

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

Stand à l'angle

Have you received bookings from companies involved

in our type of **activity?**

Activité

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

Concurrents

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

Fiche de réservation

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

Date limite d'inscription

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

Demandes

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

Coursier spécial

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

Inscrire

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

Accompte, arrhes

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

Comprend

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

Entretien

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

Service de sécurité

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

Correspondance

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

Eclaircissement

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

A votre disposition

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

**checking last minute details**  
**Vérification des détails de dernière minute**

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

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

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

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

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

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

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

We expect wide **press coverage**.  
Publicité médiatique

My company would like to advertise in the **fair's catalogue**.  
Catalogue de la foire

Does it carry **professional articles** as well?  
Articles de professionnels

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

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

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

Invitations

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

Sponsorisé

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

Soutenu(e)

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

Manifestations

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

Nous organiserons

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

Conférence de spécialistes

**Delegates from all over the world will attend the convention.**

Des délégués de tout le monde participeront au congrès

International conventions hire **simultaneous interpreters**.

Interprètes

**special requirements**  
**Exigences particulières**

Can you let us have **complimentary tickets** for this event?

Billets de faveur, invitations

Each exhibitor receives two complimentary tickets for the **opening conference**.

Conférence d'ouverture

Please send ten exhibitor name-tags for my **staff** as well.

Personnel

Are there **parking facilities** for the exhibitors?

Parkings

I would like an **outdoor booth**.

Stand extérieur

Can I have the **plan** of the booth?

Plan

I would like to consult my **interior decorator**.

Décorateur d'intérieur

All our stands are of **standard** size and shape.

Standard

In that case, we will need a **custom-made stand**.

Stand sur mesure

We will build the stand ourselves according to our own **specifications**.

Spécifications

What is the **maximum permitted height** of the stands?

Hauteur maximale autorisée

We want more **power points** in our booth.

Prises électriques

...and more **spot lights**.

Spots

No problem, but you will be **invoiced** separately for electricity.

Sera facturé(e)

Are audio-visual **presentations** permitted?

Présentations

**at the fair**

Hello, I **represent** ... Ltd., can I help you?

Représente

Have you **come across** our products before?

Avez-vous entendu parler...?

I can **supply** you with further information about our firm.

Fournir

Are you **familiar with** these instruments?

Connaissez-vous...?

If you have a **spare moment**, I'll give you a demonstration.

Un instant à me consacrer

I would like to explain the **advantages** of this new product.

Avantages

Who is your present **supplier**?

Fournisseur

Would you like me to send you a **quotation**?

Devis

I'll take your card and **contact** you after the fair.

Je vous contacterai

When would be a good time to **arrange** an appointment?

Fixer

I could make a detailed **presentation** at the same time.

Présentation

Good, I'll call you tomorrow for **the final details**.

Les derniers détails

I **look forward** to meeting you again. Goodbye.

J'espère

## how to apologize or accept an apology

### Comment s'excuser ou accepter une excuse

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.

Every time I have to give a lecture in front of a large audience, I **get cold feet**.

Avoir peur, être moins chaud pour qqch

The fair was a lot of work, but **all in all** it was worth while.

Somme toute

Hi, **long time no see**. How have you been since the last fair?

Ça fait un bail!

Right, let's get the **show on the road**.  
C'est parti!







## 10. ADVERTISING AND PUBLIC RELATIONS

### Publicité et relations publiques

**general terms**  
**Termes généraux**

We have a good **advertising agency**.  
Agence de publicité

Their **advertising campaign** has proven to be effective.  
Campagne publicitaire

The **budget director** is an open-minded man.  
Directeur du budget

He's the person who makes **the presentation** of the campaign to the client.  
La présentation

Before starting a campaign, he has a **thorough study** of the market made.  
Etude approfondie

They have a large **research department**.  
Département de recherche

...and their **arguments** are backed up by facts.  
Arguments

When the ads are ready, a **random group** is asked to provide an opinion on the product.

Groupe pris au hasard

These studies can show the potential effectiveness of the campaign before it is **launched**.

Lancé

After these interviews the **copywriter** may want to make some changes in the text.

Rédacteur

Sometimes he might even write a new **slogan**.

Slogan

**Grammatical accuracy** is vital in writing an advertisement.

Précision grammaticale

Always **proof-read** the copy twice.

Relisez

Proof-reading is essential if you want to **avoid** mistakes.

Eviter

Pay attention to correct **punctuation**.

Ponctuation

Their ads are **creative** and attract attention.

Créatifs/Créatives

The firm's **logo** has to be visible and clear.

Logo

A good **art director** can make consumers identify with the advertisement.

Directeur artistique

Usually we try to send forth a message that **appeals to the emotions**.

Puisse émouvoir

Nevertheless it has to have some **logical reasoning** behind it.

Make sure that the **positioning** of the products suits your target market.

Positionnement

The right **package design** is capable of promoting sales.

Look de l'emballage

Packages have to be **industrially and graphically** well designed.

D'un point de vue industriellement et graphiquement

**Trade marks** must be shown clearly on the package.

Marques déposées

**different options of advertising media**  
**Différentes options de publicité**

We like to use a wide variety of **advertising media**.

Moyens de publicité

**Publicity** can be obtained through local newspapers.

Publicité

They have a large **circulation** within a limited area.

Distribution, diffusion

A **double spread** is used to double the impact of the ad.

Publicité sur double page

The center spread and the **back cover** are the most expensive advertising locations.

Quatrième de couverture

We would like to run the advertisement for a **trial period**.

Période d'essai

When working with magazines, you have to meet a

**deadline** in submitting your material.

Date limite, délai

**Billboards** are used for country wide exposure.

Panneaux d'affichage

These outdoor advertisements usually comprise a large **visual element**.

Élément visuel

...and have to have a clear **short slogan**.

Slogan court

K.I.S.S. is the first rule of outdoor advertising; it stands for Keep It **Short and Simple**.

Court et simple

The **layout** should be attractive and very clear.

Mise en page, présentation

An original graphic design attracts more **attention**.

Attention

**Illustrations** can provide a **stunning** visual effect.

Illustrations; stupéfiant

We keep an updated **mailing list** of our customers.

Liste de distribution

**Direct-mail** advertising aims at a specific individual.

Publipostage

This is why a **personal approach** is used.

Approche personnelle

A full-color **catalogue** is added to the letter.

Catalogue

In the letter we insert a **coupon** offering a discount.

Coupon

The offer is **valid** for a limited period of time.

Valable

After that date, the offer **expires**.

Expire, arrive à terme

The **telemarketing** division will call before the expiry date.

Télémarketing

Sometimes a **follow-up** letter is used instead.

Suivi

Every three months we send out a **mail-order catalogue**.

Catalogue de vente par correspondance

Orders can be placed by phone, using **credit cards**.

Cartes de crédit

Radio advertising was **popular** before the era of television.

Répandu(e)

Commercial **jingles** were broadcast during programs.

Refrains publicitaires

In this medium the **soundtrack** had to “catch the ear”.

Colonne sonore

It is important to choose a good **narrator**.

Récitant

Today **television advertising** is believed to be most effective.

Publicité à la télé

Television has made it possible to show actual **demonstrations**.

Démonstrations, présentations

...and a **comparison** between different products.

Comparaison

**Subliminal advertising** is illegal in most countries.

Publicité subliminale

A commercial **spot** is bought for a specific program.

Spot publicitaire

Pay careful attention to the **timing** of your spot.

Prices are not **fixed**; ads that are broadcast at prime time are liable to the highest rates.

Fixes

The tariff of ad broadcasting is determined by the **popularity rating** of the program in which it is broadcast.

Cote de popularité

Prices are measured in cpt. which stands for **cost per thousand**.

Coût pour mille

This means the amount of money that has to be **invested** to reach a thousand viewers.

Investi

Television commercials are very expensive to **produce**.

Produire

The **production manager** is responsible for not exceeding the budget.

Directeur de production

A **professional director** is chosen to perform the task.

Metteur en scène professionnel

He **coordinates** the actors and the **technical staff**.

Coordonne; équipe de techniciens

Sometimes he will want to build a special **set**.

Décor, plateau

At other times he will want to shoot **on location**.

Sur place, en extérieur

**public relations (P.R)**  
**Relations publiques**

**Public relations** is also considered a form of

## Relations publiques

...which helps to create and maintain the company's public **image**.

Image

Some people believe that this kind of advertising, by P.R., is most **effective**.

Efficace

A company's image can **guarantee** high quality or reliable service.

Garantir

The P.R. department supplies the media with information that can be **considered as** news.

Considéré

Information that is presented as news appears more **authentic** than an advertisement.

Authentique

A public relations campaign has to be **planned thoroughly**.

Minutieusement planifiée

It has to be based on information and **solid facts**.

Faits solides

Advertising, on the other hand, is a **manipulation of information**.

Manipulation de l'information

The Public Relations Department also prepares **press conferences**.

Conférences de presse

These conferences are held every time there is information of **public interest**.

D'intérêt public

Newspapers will receive a **press release** that includes all the relevant information.

Communiqué de presse

**offering an alternative**  
**Offrir des alternatives**

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**  
**Phrases qui font une excellente impression**



The short time allowed for the campaign makes me feel as though I were in a race **against the clock**.

Contre la montre

We will have to work over the weekend, if we want **to meet the deadline**.

Respecter le délai

Come on, let's **get rolling**, we have a lot of work to do.

Se mettre en route

Once in a while, all the staff gather for a **brain storming** session, and try to come up with new advertising ideas.

Remue-méninges

On T.V. you have to **make your point** before you lose the viewers' attention.

Faire remarquer

I would say that **in the long run** advertising is worthwhile.

A la longue

You know what they say, **one picture is worth a thousand words**.

Une image vaut mille mots



## 11. LEGAL ASPECTS

### Aspects légaux

the trial  
Le procès

We have filed a **civil action** against your firm.  
Partie civile

The company will be tried for **negligence**.  
Négligence

Since all efforts to **achieve a compromise** have failed...

Arriver à un compromis

...it is our decision to **prosecute** your firm.  
Poursuivre

We believe we are **entitled** to compensation.  
Nous avons droit

We presented the **statement of claim** last week.  
Demande introductive d'instance

The court will have to determine **liability** in this matter.  
Responsabilité

Did the court receive the **statement of the defence**?

We have provided our lawyer with a **Power of Attorney**.

Procuration, pouvoir

We have complete confidence in his **integrity**.

Intégrité

He will collect a **deposition** from all witnesses before the trial.

Déposition

A witness' **affidavit** may serve as evidence.

Déclaration écrite sous serment

The **prosecuting attorney** will start the trial.

Procureur

He will present his **allegations** before the court.

Allégations

The second stage of the proceedings will be the defence **plea**.

Plaidoyer

The **attorney for the defence** will speak on behalf of his client.

Avocat de la défense

The accused can **plead innocent or guilty**.

Plaider coupable ou innocent

When this stage is over, the prosecution will be recalled for a **replication**.

Réplication

A case can not be based on **speculations**.

Spéculations

Evidence will be **submitted** in support of claims.

Présenté(e)

The prosecutor may want to call witnesses to the court to give **testimony**.

Déposition

...of course he will try to offer some **conclusive evidence**.

Preuve irréfutable

Even an eye-witness' testimony can be **controversial**.

Controversé

All the evidence or testimony must have **relevance** to the case.

Pertinence

The attorney for the defence is then called for a **rejoinder**.

Réplique

He will offer the defence's **point of view** to the allegations.

Point de vue

He may also raise **objections** to some of the claims.

Objections

The defence may want to **cross examine** the witnesses.

Contre-interroger

They will try to present the **evidence as conflicting**.

Preuves contradictoires

The **proceedings** will continue, until the judge reaches a verdict.

La procédure

The judge will **take into consideration** all the evidence, before making his decision.

Prendre en compte

The judge will give a **verdict** based on the arguments presented.

Verdict

... after which he will pass **sentence** on the guilty party.

Peine

All **law costs** will be covered by the losing party.

Either party can **lodge an appeal**, if it feels justice has not been served.

Faire appel

This appeal will be discussed in the **Court of Appeal**.

Cour d'appel

In matters of public interest, a **petition** may be filed.

Requête

Sometimes the **Supreme Court**, the highest instance, will be asked to rule in these matters.

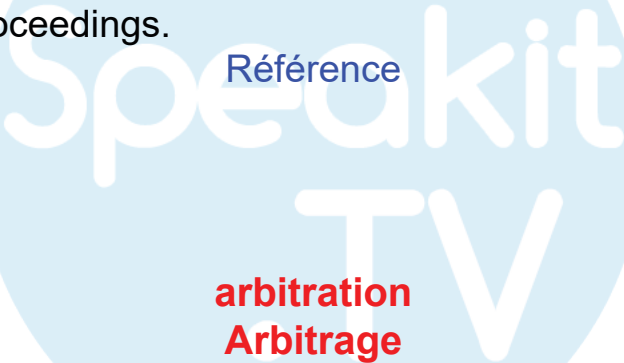
Cour Suprême

The Supreme Court's ruling may **set a precedent**.

Créer un précédent

The precedents may be resorted to as **reference** in future proceedings.

Référence



In case of **dispute**, the differences between the parties will be submitted to arbitration.

Différend

Both parties would like to reach a **settlement** without going to court.

Accord

Any disputes arising in connection with this contract shall be finally settled by **arbitration**.

Arbitrage

Each party will appoint its own arbitrator and the **arbitration court** will nominate a third.

Tribunal d'arbitrage

The arbitration tribunal shall consist of two arbitrators and an **umpire**.

Arbitre

**The umpire will be nominated** by the court...

L'arbitre sera nommé

...in order to prevent any **conflict of interest**.

Conflit d'intérêts

Each party will appear before the tribunal and present its **arguments**.

Arguments

The arbitration will suggest a fair **compromise** to the parties.

Compromis

The parties agree that the **award (or ruling)** shall be obeyed and observed by both.

Sanction arbitrale

Both parties have to **comply with the resolution**.

Respecter la résolution

The arbitration is as **binding** as a court ruling.

Contraignant(e)

**financial disputes**  
**Différend financier**

We are afraid our **experience** with your firm has not been pleasant.

Expérience

More than once have we had to remind you that payment was **overdue**...

En retard

...and the balance, when paid, was not **adjusted according to** the legal rate of interest.

Conforme à

It seems that you have no intention of **discharging your liabilities**.

Se débarrasser de ses dettes

We insist that your **remittance** reach us within five days from...

Païement

Otherwise, we will have to place the matter in the hands of our **solicitors**.

Avocats

We shall instruct our solicitors to enforce payment by **legal means**.

Moyens légaux

Unfortunately, obtaining payment through legal channels is the only **alternative** you leave us.

Alternative

We shall be forced to seek assistance from a **debt-collecting agency**.

Agence de recouvrement des dettes

This will surely prove an **unpleasant experience** for your company.

Expérience désagréable

Our **legal adviser** has instructed us to sue your firm.

Conseiller juridique

We will demand full payment and **compensation**.

Compensation

We also intend to ask the court to **confiscate** the remaining stock.

Confisquer

This matter has caused us **indirect damage** in many ways.

Dommages indirects

The **compensatory damages** will be determined by the judge.

Indemnités

## how to invite people? Comment inviter

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?



**Hold your horses**, you can't accuse anyone unless you have proof.

Attendez un moment

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**.

Vouloir c'est pouvoir

Before I can represent you in court, I have to know the truth, so please **level with me**.

Soyez honnête avec moi

I can trust my lawyer to back me up **through thick and thin**.

Contre vents et marées

I have a feeling that we only **scratched the surface** of this case and that we should go deeper into the matter.

Nous avons gratté la surface

Someone is holding back information, I **smell a rat** and I'm going to find out the truth!

Flairer quelque chose de louche

