

Unit 5. Session 02.- Providing corporate information.



Caso práctico

Read the situation.

The girls are still doing some research on the task Mr. Johnson asked them to do. So far, they have read a lot about corporate plans and now they have decided the sales and purchases presentations and corporate goals achievements.



- ✓ **Eva:** Hey Monica, how are you doing? Eva 🙌 pops into Susana's desk.
- ✓ **Monica:** Ugh! This is 🙌 really tiring! I never thought that reading business guides in English would be so complicated!
- ✓ **Eva:** I know! But it's normal, English is not our mother tongue after all. Did you find anything?
- ✓ **Monica:** Well, I've got some interesting ideas about persuasive language to deal with customers; According to experts, one of the most important things is the having tact and diplomacy.
- ✓ **Eva:** Yes, that's a key point! I've just found an article about that. Do you want to read it? It's quite interesting!
- ✓ **Monica:** Sure! Thank you, I'll take a look at it.



Think about it

Write in the forum about the qualities needed to succeed in sales. Which do you think could be the top four?

- ✓ Having a charming personaly.
- ✓ Honesty.
- ✓ Good appearnance.
- ✓ Having 🙌 confidence: to be a 🙌 confident salesperson.
- ✓ Knowing your product.
- ✓ Having organisational skills.
- ✓ Having the ability to close a deal.
- ✓ Having the ability to deal with people.



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1. Types of information sources.

Information is one of the most important resources for your company, but ...

How is information used in companies?

Information comes in general surveys, data, articles, books, references, search-engines, and internal records that a business can use to guide its planning, operations, and the evaluation of its activities. Such information also comes from friends, customers, associates, and vendors.

Published sources may be daily newspapers; financial, trade, and association magazines; databases, government statistics, directories, technical manuals, and much else. In effect, since "information" is defined more by context than by content, business information is whatever information helps a company know its environment.

A good starting point in getting information for business decision is your own activity (internal information data). If your data collects, classify and store data in any useful format, the process will be much easier. However, if your company has big amounts of data, where some of them are unwanted or useless, it can be a time-consuming process to find something relevant to the specific decision making process. Use the following information sources for your decision making process that are inside your company:

1. Internal information data. Internal data is data retrieved from inside the company to make decisions for successful operations. There are four different areas a company can gather internal data from: sales, finance, marketing and human resources. Internal sales data is collected to determine revenue, profit, statistics, etc.
2. External information data.
3. 📁 Researchers.
4. 📁 Business library.
5. Market research.
6. Colleagues.
7. Meeting minutes.
8. 📁 Social network analysis.

Besides this business information data can be: structured or unstructured data, historical or real-time data, 📁 contracted or 📁 non contracted data.



A Piece of Advice

Many times, you can find and get some useful data from your colleagues, but it depends on their level of cooperation.



You Should Know

Research has shown that business analysts consider data generated internally to be more valuable. According to one survey:

“About 65% of respondents rank internal data as more important than data collected outside the company.”



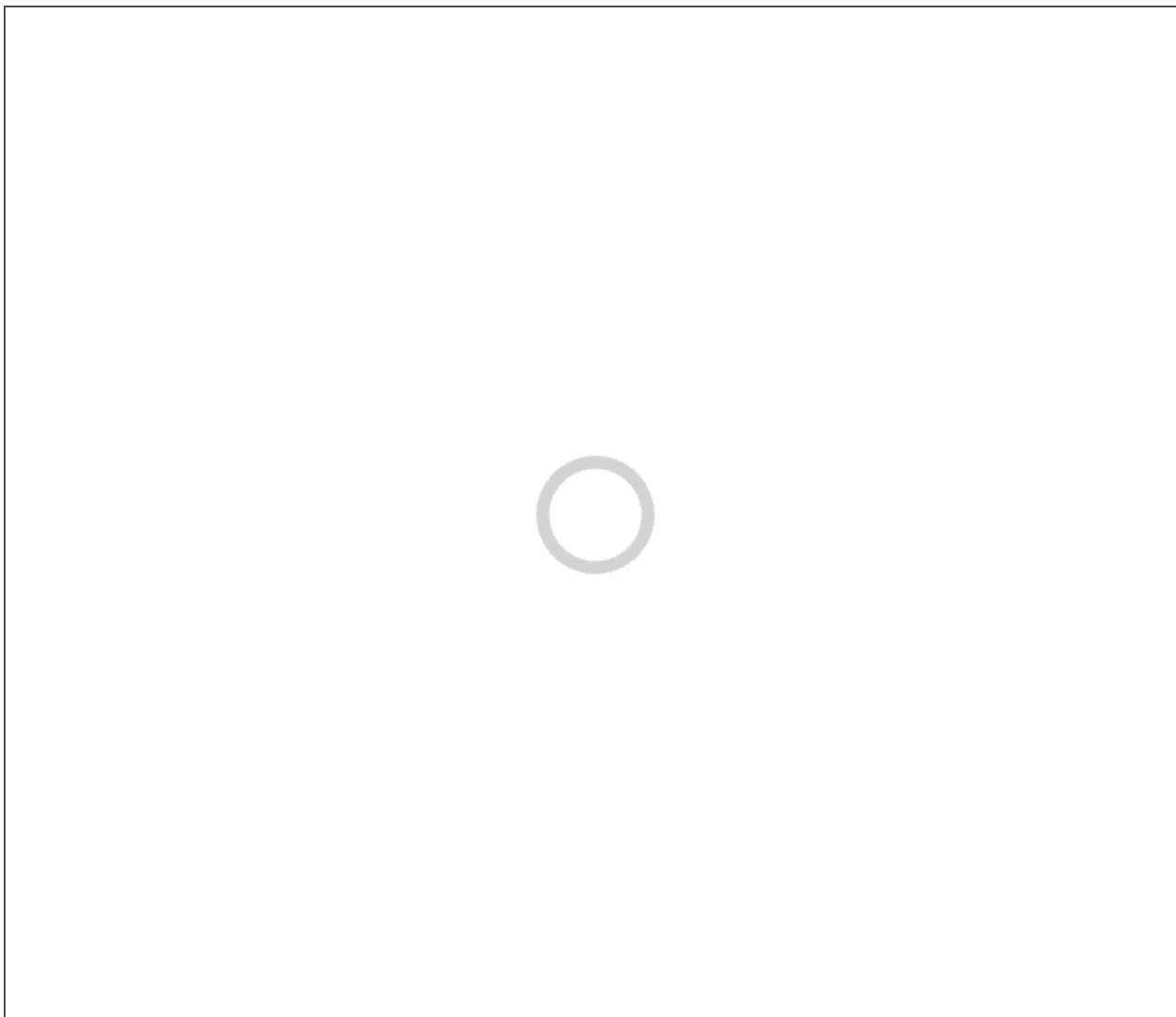
Let's check yourself.

According to research, internal sources offer more valuable information than that obtained through external company sources.

True False

True

2. Types of Data Sources.



[Download presentation.](#)

2.1. Primary Research.

Primary research is usually defined as research you collect yourself. It is firsthand evidence about an event, object, historical and legal documents, 📄 eyewitness accounts, results of experiments, statistical data, pieces of creative writing, audio and video recordings, 🗣️ speeches, and art objects. Interviews, 📊 surveys, 📍 fieldwork, and Internet communications via email, blogs, 📧 List servers, and newsgroups are also primary sources.

The main primary researches are:

- ✓ **Interviews:** Interviews are conversations, typically in small groups, where one party asks questions of another. Interviews are usually conducted in-person, between two people (the person asking questions and the person answering them); however, these can also take place over the phone, 📞 and may involve multiple parties.
- ✓ 📄 **Surveys:** Surveys are typically written documents that are 📄 sent out to individuals to 📄 fill out. Surveys are more rigid than interviews, as an interviewer can change their planned questions based on the subject's responses. Surveys, however are pre-written and can only respond in limited anticipated ways.
- ✓ **Observations:** Observations are just what they sound like: the researcher watches something and records what they see. It is important to avoid influencing whatever you're watching. However, if it's impossible to not influence your subject, make sure to include the fact that your presence may have influenced your observations.
- ✓ **Analysis:** In analysis, 📄 gathered data is examined and organized so those who are less familiar with technical details can be guided through the data. Analysis can also help uncover patterns and trends in data.



Now it's your turn

Which of the following best defines the term 📄 "**primary source**"?

- First hand evidence about an event, object, person.
- Social media.
- New accounts of an incident.

Correct Option

Wrong

Wrong

Solution

1. Correct Option
2. Wrong
3. Wrong



Think About It

Is "Internal business data" a type of primary source?

Show Feedback

Yes, it is. Internal data about your organization derived from internal primary sources. A report by HR about turnover and hiring or financials from Finance are common examples.

However, Gathering data on your own organization is a much more complicated phenomenon than we might suspect. Depending on your project or business report, the politics of the event may be quite substantial. Internal data can come from a variety of sources and departments—from sales reports, financial documents, human resources information, or elsewhere.

2.1.1. Internal data.

Internal data is normally not accessible by outside parties without the company's express permission.

What Is Internal Data?

Internal data is data retrieved from inside the company to make decisions for successful operations. This information is important to determine whether the strategies the company is currently using are successful or if shifts should be made.

There are four different areas a company can gather internal data from: **sales, finance, marketing, and human resources**. Each area provides a unique perspective, yet the data connects the departments. Let's review each source of data.

Sales

Internal data is gathered from the sales department to determine revenue, profit, and the bottom line. Understanding these numbers gives a business the opportunity to maximize them. It also provides reasoning to place more focus on particular areas or cut them out altogether. The numbers can be broken down further by analyzing each distribution channel, price point, geographic area, customer type, and salesperson.

For example, a lawn care company is running a special to have a yard seeded at 50% off if the customer signs a contract in the month of April. As the company breaks down the sales by geographic area, it is determined that this campaign is highly successful on the north side of the city, yet failing on the south side. This internal data tells the company to continue this campaign where it is successful and make adjustments to try to improve sales on the south side. In addition, the company should review the salesperson data to see if the issue is a lack of employee training or a geographical issue prior to making the change.

Finance

The finance department should be supplying internal data in the form of cash flow reports, production reports, and a budget variance analysis. A **cash flow report** shows the amount of cash generated and used within a certain period. A **production report** shows the cost incurred by the company to produce a product or service. The cost includes raw material and labor. It is typically broken down into cost per unit. A **budget variance analysis** investigates changes between performance and what was budgeted.

The finance data tells the costs incurred by the company, or how much money is going out. The company needs to know how much goes in and out on a monthly basis as well as the days these transactions occur. This tells management when the best times to order supplies are, and it helps the cost per unit. Keeping the cost down allows the company to price properly and keep profit margins at the necessary level.

Marketing

There are countless ways to track marketing efforts. Unlike other areas of the company where reports are necessary, some businesses do not even realize the opportunities technology provides in the area of marketing. Internal data can be gathered from website traffic statistics, phone reports, promotion codes, etc.

Human Resources

Human resources is used to describe both the people who work for a company or organization and the department responsible for managing resources related to employees.

The human resources department is responsible for:

- ✓ Managing job recruitment, selection, and promotion
- ✓ Developing and overseeing employee benefits and wellness programs
- ✓ Developing, promoting, and enforcing personnel policies
- ✓ Promoting employee career development and job training
- ✓ Providing orientation programs for new hires

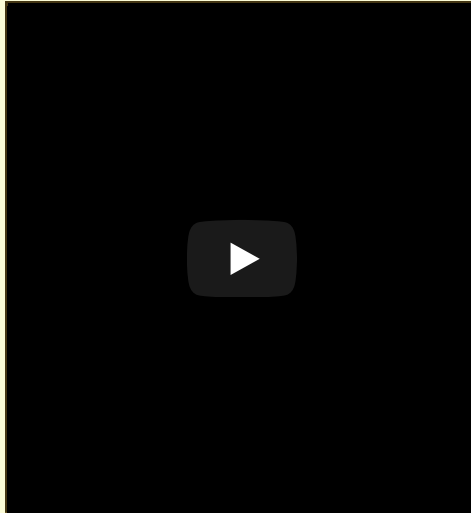
- ✔ Providing guidance regarding disciplinary actions
- ✔ Serving as a primary contact for work-site injuries or accidents



A Step Ahead

Examples of Internal data sources

Let's see these videos.



2.2. Secondary Research.

Secondary research is gathering information from other people's primary research.

Common forms are **books, journals, newspaper articles, media reports, and other polished accounts of data**. Most report writers will use secondary sources for their business reports in order to **gather** and present the material in a new, **updated** and helpful manner. Using secondary research is far **less costly**, more efficient, and **requires less time** to gather data **from already developed sources**.

In business, where everything has a cost, we may argue for maximizing secondary sources alone because **primary research is expensive and time consuming**.



Now it's your turn

Broadly speaking, sociologists tend to use surveys to study organizations, while anthropologists tend to _____.

- rely on secondary sources.
- embed themselves in the organization.**
- watch from a distance.

Wrong

Correct Option

Wrong

Solution

1. Wrong
2. Correct Option
3. Wrong

Primary research is more expensive than secondary.

- True
- False

Correct Option

Wrong

Solution

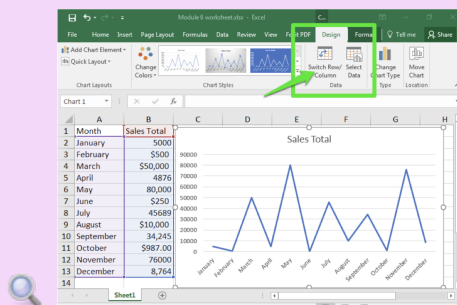
1. Correct Option
2. Wrong



You Should Know

What are the best data tools collection?

Both **Microsoft Excel** and **Google Sheets** are excellent spreadsheet tools. Both have similar functionality, and use formulas to collect quantitative data. Google Sheets might be better, especially if there is a need to collaborate on the same sheet in real time. In both of them there are lots of templates to help you.



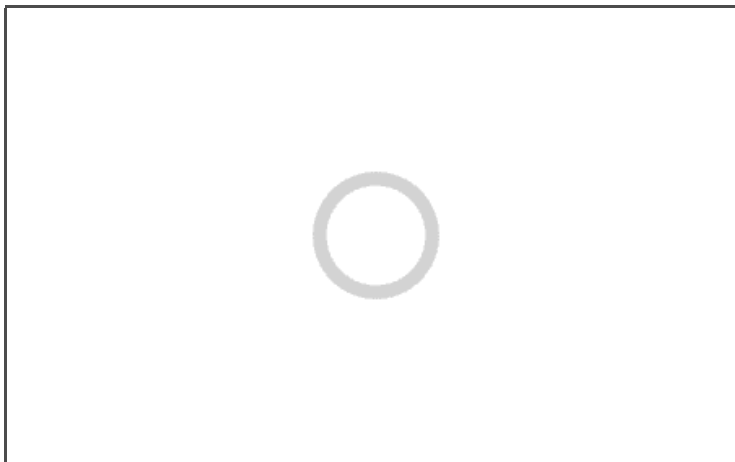
3. Corporate data classification.

Data classification helps an organization understand the value of its data, determine whether the data is at risk, and implement controls to mitigate risks.

Reasons for Data Classification:

Data classification has improved significantly over time. Today, the technology is used for a variety of purposes, often in support of data **security initiatives**.

Data is classified according to its **sensitivity level**: high, medium, or low.



Types of Data Classification:

Data classification often involves a multitude of 📁 tags and labels that define the type of data, its confidentiality, and its integrity. Availability may also be taken into consideration in data classification processes. Data's level of sensitivity is often classified based on 📁 varying levels of importance or confidentiality, which then correlates to the security measures put in place to protect each classification level.

There are **three main types of data classification** that are considered industry standards:

- ✔ 📁 **Content**-based classification 📁 **inspects and interprets files** looking for **sensitive information**.
- ✔ 📁 **Context**-based classification looks at **application, location or creator among other variables as indirect indicators** of sensitive information
- ✔ 📁 **Users**.



Quotation

Have you heard of Julian Assange?

Julian Assange founded WikiLeaks in 2006. WikiLeaks came to international attention in 2010 when it published **confidential information** about a series of leaks provided by U.S. Army intelligence analyst Chelsea Manning. These leaks included the Baghdad airstrike *Collateral Murder* video (April 2010), the Afghanistan war logs (July 2010), the Iraq war logs (October 2010), and Cablegate (November 2010). After the 2010 leaks, the United States government launched a criminal investigation into WikiLeaks....



4. Now it's your turn!



Did you understand it? Let's check it.

What is internal data?

- Data from 🏢 competition.
- Data that distinguishes why there is conflict within an **external** group.
- Data 🏢 retrieved from **inside** the company to make decisions for successful operations.
- Data retrieved from **outside** the company to make decisions for successful operations.

Wrong

Wrong

Correct Option

Wrong

Solution

1. Wrong
2. Wrong
3. Correct Option
4. Wrong

What areas of a 🏢 company supply internal data?

- Sales, finance, marketing and human resources departments.
- Only sales and finance departments.
- Marketing and customer relations departments that comes from the internet.
- Marketing, human resources and finance departments.

Correct Option

Wrong

Marketing is an external source that comes from the internet.

Marketing is an external source.

Solution

1. Correct Option
2. Wrong
3. Wrong
4. Wrong

What type of internal data does the marketing department supply?

- Website traffic statistics, phone reports and promotion codes.
- Sales, finance, marketing and human resources.
- 📁 Rates of retention, tardiness, payroll and absenteeism.
- 📁 Cash flow reports, production reports, and a budget variance analysis.

Correct Option

Wrong

Wrong

Wrong

Solution

1. Correct Option
2. Wrong
3. Wrong
4. Wrong

5.- What to say: Useful language to deal customers.

Useful language to deal customers.

STATING AIMS	REJECTING SUGGESTIONS	GETTING AGREEMENT
<ul style="list-style-type: none"> ✓ We're interested in buying five desks. ✓ We'd like to start the scheme in February. ✓ We must have delivery as soon as possible. 	<ul style="list-style-type: none"> ✓ I'm afraid not. It's company policy. ✓ I'm sorry, we can't agree to that. ✓ Unfortunately, we can't do that. 	<ul style="list-style-type: none"> ✓ That's very reasonable, don't you think? ✓ That sounds a fair price to me. ✓ Fine / Great!
MAKING CONCESSIONS	BARGAINING	FINISHING THE NEGOTIATION.
<ul style="list-style-type: none"> ✓ We could possibly deliver by August. ✓ That could be all right, as long as you pay more for a longer period. ✓ We can do that, providing you make a down payment. 	<ul style="list-style-type: none"> ✓ If it works, we'll increase the order later on. ✓ If you increased your order, we could offer you a much higher discount. ✓ That might be OK if you can guarantee delivery by then. 	<ul style="list-style-type: none"> ✓ Right, we've got a deal. ✓ Good, I think we've covered everything. ✓ Ok, how about dinner tonight?



Quotation

"When people go to work, they shouldn't have to leave their hearts at home."

Betty Bender

5.1.- The art of tact and diplomacy in customer service.

Tact and diplomacy are methods used to aid effective communication, especially during negotiation and when attempting to be persuasive or assertive.

Using tact and diplomacy appropriately can lead to improved relationships with other people and are a way to build and develop mutual respect, which in turn can lead to more successful outcomes and less difficult or stressful communications.

Tact and diplomacy are skills centred on around an understanding of other people and being sensitive to their opinions, beliefs, ideas and feelings.

Effective use of such skills comes from being able to sense accurately what another person is feeling or thinking at any given time and then responding in such a way as to avoid bad feelings or awkwardness, whilst at the same time asserting or reflecting your own ideas and feelings back in a delicate and well-meaning fashion.

1. Use *would*, *could* or *might* to be polite and useful expressions.

For example:

- ✓ *You must visit our London office.*
- ✓ *You **could** visit our London office.*
- ✓ *Andrew does not meet our schedule.*
- ✓ *Andrew **might** not meet our schedule.*

- ✓ *I was wondering if you had time to help me.*
- ✓ *Do you mind if I use your phone?*
- ✓ *What if we went out to eat instead?*
- ✓ *Pardon me? I didn't hear what you said.*
- ✓ *Sorry to bother you, but I really need your help.*
- ✓ *I would like another coffee.*

2. Introductory 'softening' phrases prepare your listeners for an unhelpful message.

- ✓ "To be honest" ...
- ✓ "I'm afraid" ...
- ✓ "Frankly" ...
- ✓ "With respect" ...
- ✓ "If I may say so" ...
- ✓ "To put it bluntly" ...

Example:

- A. *Could I speak to Eva Garcia, please?*
- B. *To be honest, she doesn't work at this company.*

3. Use qualifying words to soften what you say.

- ✓ "A bit of a problem".
- ✓ "A short" delay.
- ✓ 🙌 "A slight" misunderstanding.



Translation

[Click here to read the Spanish version.](#)

[Show Feedback](#)

El tacto y la diplomacia son muy importantes cuando nos relacionamos con la gente. La lengua inglesa lleva implícita ese tacto del que otras lenguas como por ejemplo el alemán carecen, ya que se trata de un idioma menos directo. ¿Pero cómo logramos esto? Pues muy sencillo, no sólo a través de nuestro tono de voz sino también a través del registro que elijamos. A continuación te proponemos algunas fórmulas:

- ✔ Utiliza verbos modales como “would, could o might” para no ser tan asertivo.
- ✔ Frases útiles.
- ✔ Utilizar ciertas expresiones comodín te ayudarán a preparar a tu interlocutor ante malas noticias.

5.2.- Now put it into practice.



Now it's your turn

What would you write instead? Rewrite these sentences in a more tactful and diplomatic style suitable to business correspondence.

✓ You 🗡️ still owe us 125 euros.

➡️ _____

✓ My report is going to be late.

➡️ _____

✓ This information is false.

➡️ _____

?

✓ 🗡️ I am not willing to give you more time to complete the project.

➡️ _____

✓ We want an immediate answer to this email.

➡️ _____

✓ We can't give you the information because we don't know.

➡️ _____

✓ Can you tell us when did you send the 🗡️ brochure?

➡️ _____

?

✓ I cannot accept your invitation because I'm already busy that day.

➡️ _____

Submit



Think about it

Write this email to make it both more diplomatic.

Dear Mr. Johnson

We are changing the date of the meeting from Friday 2nd May to Wednesday 21th May. This is because the new boss wants to meet you and he is only free on that day. So ignore the fax I sent you yesterday telling you the meeting was on Friday. I know you're actually going on holiday on Wednesday but you'll just have to 🗡️ put it off. Sorry about that.

Thank you,

Patrick Potter

Show Feedback

Dear Mr. Johnson

We regret that we will have to move the date of our meeting from Friday 2nd May to Wednesday 21th May. This late change in our appointment is due to the fact that our new CEO would like to take the opportunity to meet you too and he is only available on that day. 🗡️ We are fully aware that you had planned to go on holiday on Friday, we

would be very grateful if you could make alternative arrangements. We realise that will most likely cause you some inconvenience and are very grateful for your understanding. Thank you very much for your flexibility and we look forward to seeing you.

Yours sincerely,

Patrick Potter

6.- How to say it: Comparatives and superlatives.



Think about it

Read the following sentences carefully. What is the difference between them?

- ✔ *My car is more expensive than yours.*
- ✔ *My car is the most expensive.*

Show Feedback

Great! As you may have noticed, in the first sentence I'm trying to compare my car to yours, whereas in the second one my car cannot be compared with any one, it is the most expensive that I know.



Translation

Click here to read the Spanish version.

Show Feedback

¡Genial! Como habrás observado, en la primera frase estoy comparando a mi coche con el tuyo mientras que en la segunda frase mi coche no puede compararse a nadie más porque él es el más caro del mundo.

We use comparatives and superlatives to compare two or more nouns, people, things etc. Let's take a look at its form:

1. One-syllable adjectives.

- ✔ To form the comparative, we add **-er** to the end of the adjective.
- ✔ To form the superlative, we add **-est** to the end of the adjective.

Comparatives and superlatives

Adjective	Comparative	Superlative
tall	taller	the tallest
hot	hoter	the hottest
old	older	the oldest
long	longer	the longest
young	younger	the youngest
short	shorter	the shortest

Remember that comparatives are often followed by **than**.

- ✓ *Mathilde is **taller than** Katie but Amelie is **the tallest**.*
- ✓ *Valladolid is **smaller than** Madrid.*

2. Two-syllable adjectives ending in -Y.

- ✓ To form the comparative, we remove the -y and add **-ier** to the end of the adjective.
- ✓ To form the superlative, we remove the -y and add **-iest** to the end of the adjective.

-Y comparatives and superlatives

Adjective	Comparative	Superlative
crazy	crazier	the craziest
happy	happier	the happiest
early	earlier	the earliest

- ✓ *It was **the happiest** month of my life.*
- ✓ *My game was **funnier** than your one.*

3. Adjectives with two or more syllables.

For adjectives with 2 syllables (that don't end in -y) and higher (3, 4 syllables etc), we use

- ✓ **more** for comparatives.
- ✓ **the most** for superlatives.

Two or more syllables comparatives and superlatives

Adjective	Comparative	Superlative
handsome	more handsome	the most handsome
nervous	more nervous	the most nervous
enthusiastic	more enthusiastic	the most enthusiastic

- ✓ *My grandmother is **more beautiful** than yours.*
- ✓ *Mathilde is **more intelligent** than you but Katie is **the most intelligent**.*

Be careful! There are some irregular forms.

Irregular comparatives and superlatives


Adjective	Comparative	Superlative
good	better	the best
bad	worse	the worst
far	further / farther	the furthest / farthest

- ✓ *I'm a **better** football player than you but Charles is **the best**.*
- ✓ *Mathilde is a **worse** student than me but Adrian is **the worst**.*



A step ahead

If you want to have fun, click on the icon below and play to the Comparatives and Superlatives.

 [Comparatives and Superlatives exercises.](#)

6.1.- Now put it into practice (I).



Let's check your understanding.

Complete the following chart.

Comparatives and Superlatives chart

Adjective	Comparative	Superlative
High	<input type="text"/>	The highest
Tall	<input type="text"/>	<input type="text"/>
<input type="text"/>	Faster than	<input type="text"/>
<input type="text"/>	<input type="text"/>	The best
Pretty	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	The most happiest
Dark	<input type="text"/>	<input type="text"/>

Submit



Now it's your turn















Complete the following sentences using the comparative and superlative form of the verb in brackets:

1. Andrea is (young) in the class.
2. This computer is (new) than your computer.
3. Lisa is (old) than George.
4. That desk is (expensive) than this desk.
5. That car is (expensive) in the market.
6. David is (young) than Patrick.
7. Your car is (fast) than this car.
8. Your car is (fast) in the race.
9. This building is (big) than my building!
10. This flat is (big) in the neighbourhood.

Submit

Appendix.- Licences of resources.

Licences of resources.

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
	By: Hufse License: CC by-nc 2.0. From: http://www.flickr.com/photos/hufse/5749930/		By: Lord Ferguson. License: CC by sa 2.0. From: http://www.flickr.com/photos/lordferguson/4251534302/
	By: Orange smell. License: CC by-nc-sa 2.0. From: http://www.flickr.com/photos/orangesmell/107501420/		By: @Doug88888. License: CC by-nc 2.0. From: http://www.flickr.com/photos/doug88888/4544745031/
	By: Capture Queen TM. License: CC by 2.0. From: http://www.flickr.com/photos/uaeincredible/231011361/		By: Ewanjudecolinchristian. License: CC by 2.0. From: http://www.flickr.com/photos/chopiana/3212452083/
	By: Occipita. License: CC by-nc 2.0. From: http://www.flickr.com/photos/occipita/432375695/		By: Keith Allison. License: CC by-sa 2.0. From: http://www.flickr.com/photos/keithallison/5262226235/
	By: Tom Henderson. License: CC by-nc-sa 2.0. From: http://www.flickr.com/photos/tom_henderson/14631695/		By: Calsidyrose. License: CC by 2.0. From: http://www.flickr.com/photos/calsidyrose/5717134392/
	By: Gmahender. License: CC by 2.0. From: http://www.flickr.com/photos/gmahender/3980964343/		By: Sean MacEntee. License: CC by-2.0. From: http://www.flickr.com/photos/smemon/5167671844/
	By: Utnapistim. License: CC by-nc 2.0. From: http://www.flickr.com/photos/utnapistim/73429019/		By: Jah~. License: CC by nc 2.0. From: http://www.flickr.com/photos/jahdakinebrah/4309581689/