



Business Introductions

Dialogue: Business Introductions

Scenario: Two professionals meet at a networking event.

Person A: Hi, I'm Sarah Anderson. I work as a Marketing Manager at ABC Corporation. Nice to meet you!

Person B: Hello, Sarah. I'm David Smith. I'm the Sales Director at XYZ Enterprises. It's a pleasure to meet you too!

Person A: So, David. How long have you been with XYZ Enterprises?

Person B: I've been with XYZ for about five years now. How about you? How long have you been at ABC Corporation?

Person A: I joined ABC Corporation two years ago. I've been enjoying my time there, working on various marketing campaigns and strategies.

Person B: That's great to hear! Marketing is such a dynamic field. What specific projects are you currently involved in?

Person A: Currently, I'm leading a team on a digital marketing campaign for a new product launch. It's been challenging but exciting.

Person B: That sounds interesting! Digital marketing is crucial nowadays. We're also focusing on enhancing our online presence. Any tips you'd like to share?

Person A: Absolutely! Utilizing social media effectively and analyzing data to tailor campaigns has been key for us. We could exchange some ideas later.

Person B: I'd appreciate that, Sarah. Let's definitely keep in touch. Here's my business card.

Person A: Thank you, David. Likewise, here's mine. Looking forward to connecting and talking further.

Key Vocabulary and Expressions:

Marketing Manager: A person responsible for overseeing marketing activities and strategies within a company.

Sales Director: A senior executive responsible for managing sales activities and strategies within a company.

Pleasure to meet you: A polite way to express that meeting the person is enjoyable.

How long have you been with...: An expression to inquire about the duration of someone's employment or association with a particular organization.

I've been with [Company Name] for...: An expression to indicate the length of time one has been associated with a specific company.

Currently involved in: Refers to the projects or activities someone is presently working on.

Product launch: The introduction of a new product into the market.

Digital marketing campaign: A marketing effort primarily conducted online, using various digital channels like social media, email, etc.

Online presence: The visibility and representation of a person or company on the internet, including websites, social media, and other online platforms.

Business card: A small card that contains an individual's or company's contact information, typically exchanged during introductions in a professional setting.

Speaking Practice:

Introduction Experience:

- a. Can you share a memorable experience of introducing yourself in a professional setting?
- b. How do you usually introduce yourself and your position to new colleagues or clients?
- c. Have you ever had a challenging experience while introducing yourself? How did you handle it?

Current Position and Role:

- a. Could you describe your current job position and the responsibilities that come with it?
- b. What are some major projects or tasks you're currently involved in at your workplace?
- c. How does your current role contribute to the overall goals of your organization?

Career Path and Progress:

- a. How long have you been in your current job position, and what was your career progression leading up to it?

- b. Are there any particular skills or experiences that have helped you succeed in your career thus far?
- c. What are your future career aspirations, and how do you plan to achieve them?

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Person B: _____

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Person B: _____

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Person B: T_____

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Person A: _____