



Fundamental English for Business Communication

Initiating Business Contacts & Etiquette

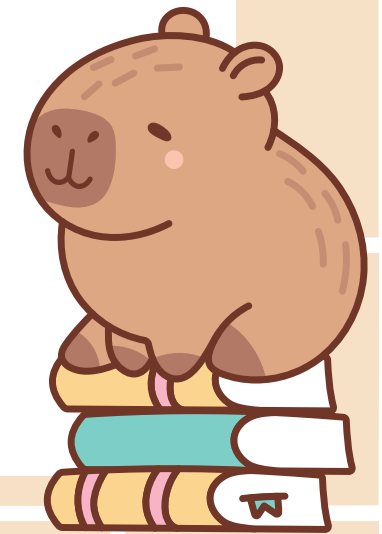
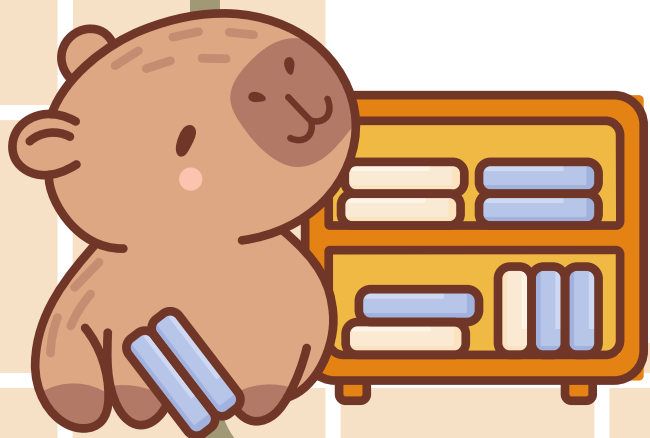
Lecturer: Dr. Hassan Raza
FMS - SSRU

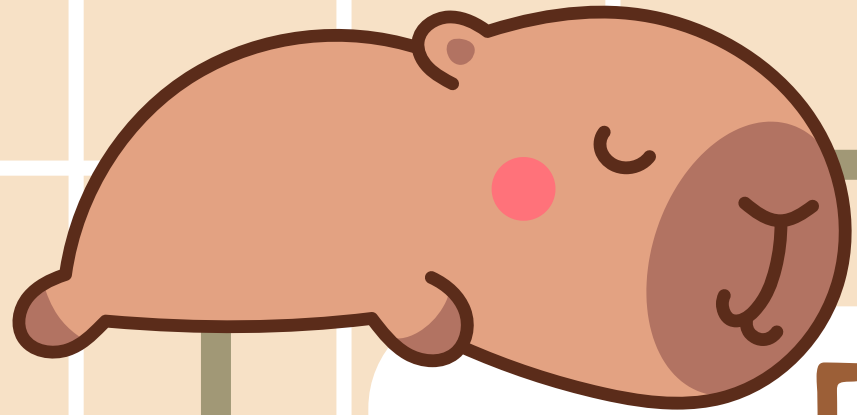
Why Is Politeness Important?

Makes a good first impression (สร้างความประทับใจแรกพบ)

Shows respect in business (แสดงความเคารพ)

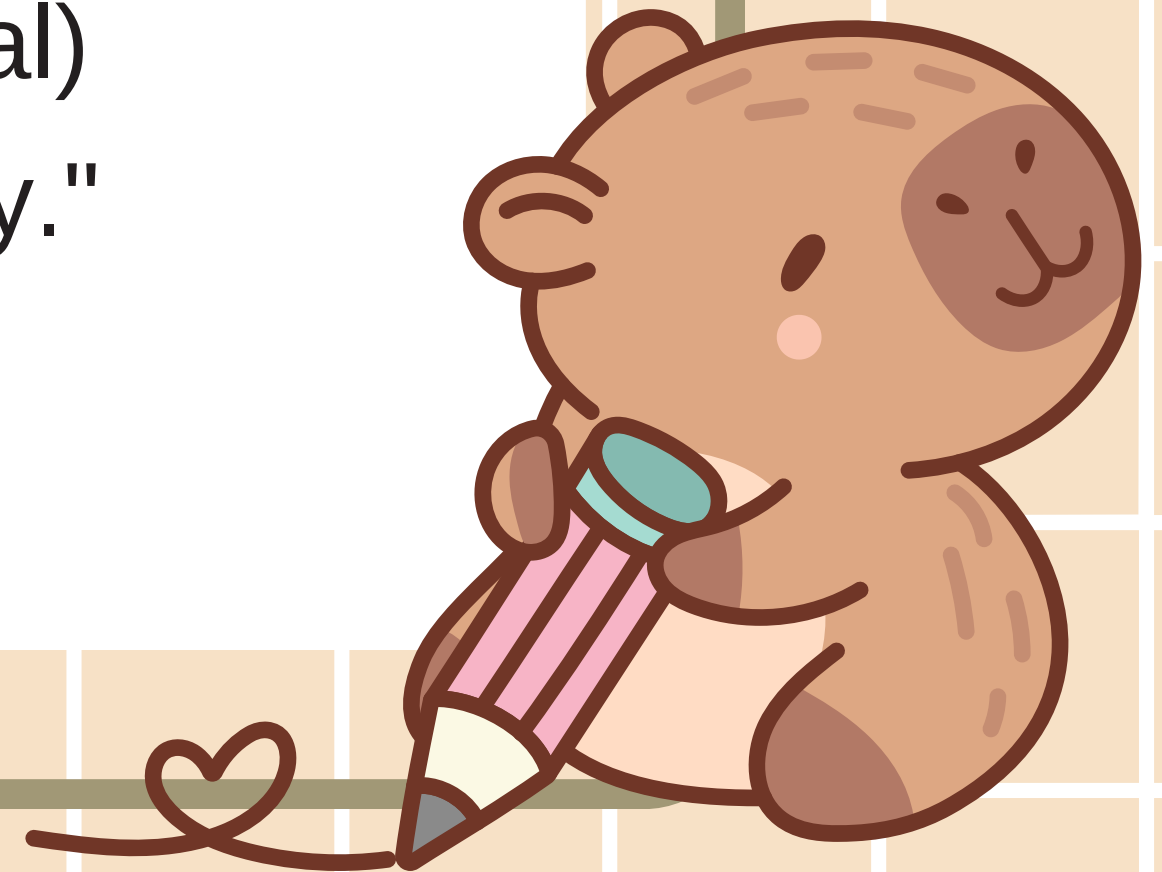
Builds good relationships (สร้างความสัมพันธ์ที่ดี)



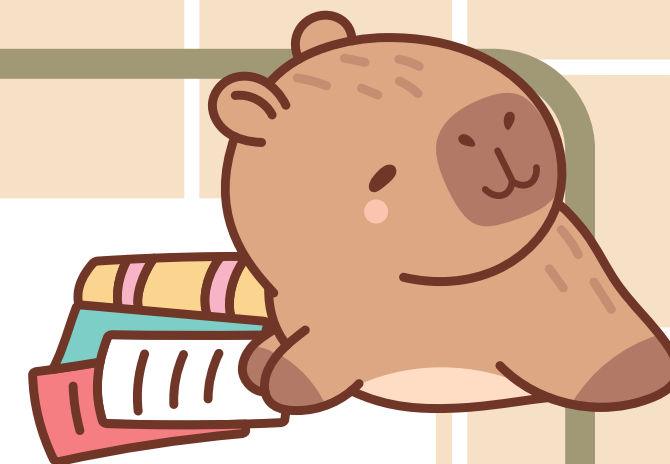


Formal Greetings – First Meeting

- "Good morning, my name is Anna."
- "Nice to meet you."
- "How do you do?" (very formal)
- "Goodbye." / "Have a nice day."

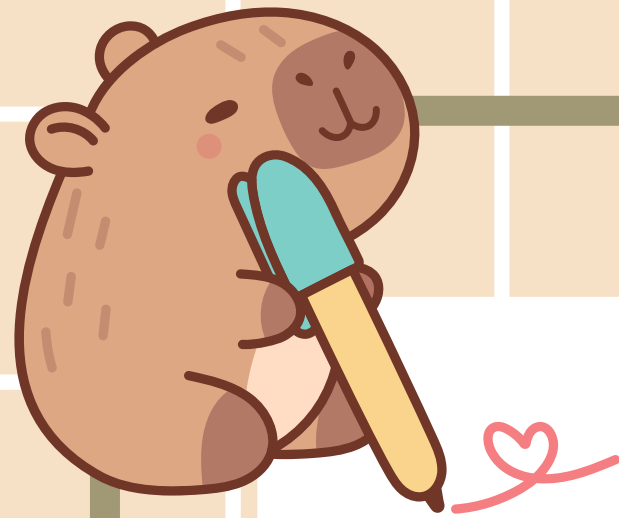


Common Mistake in Greetings



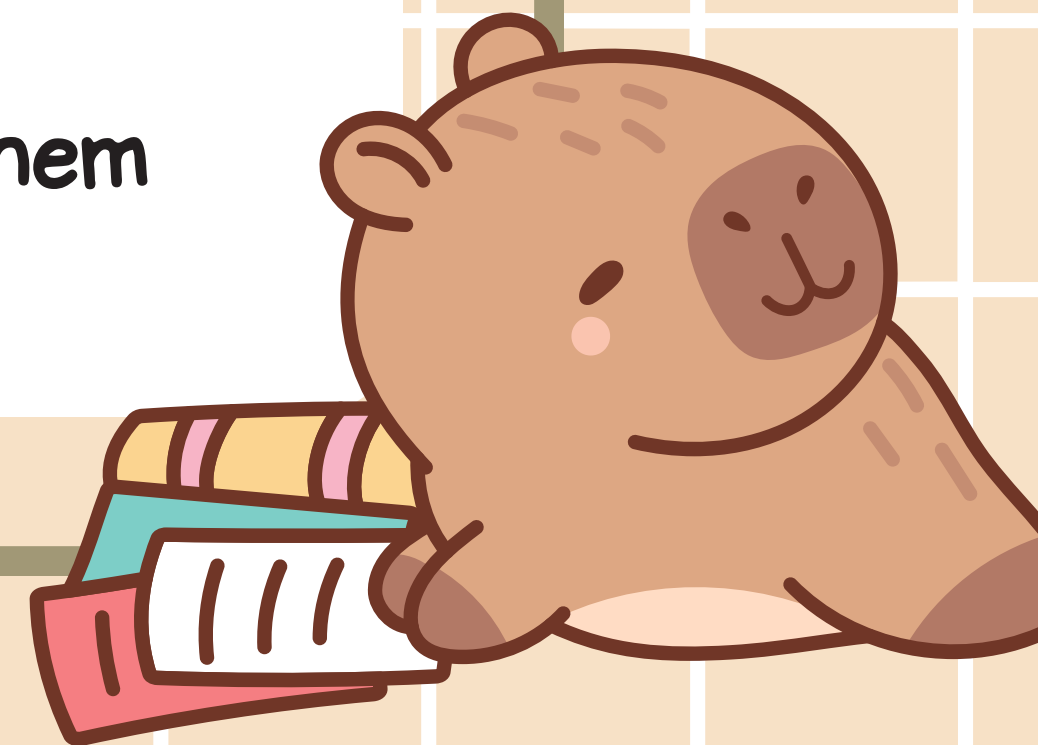
- "How are you?" is just a greeting, not a real question!
- Wrong: telling your real problems
- Better: "I'm fine, thank you. And you?"



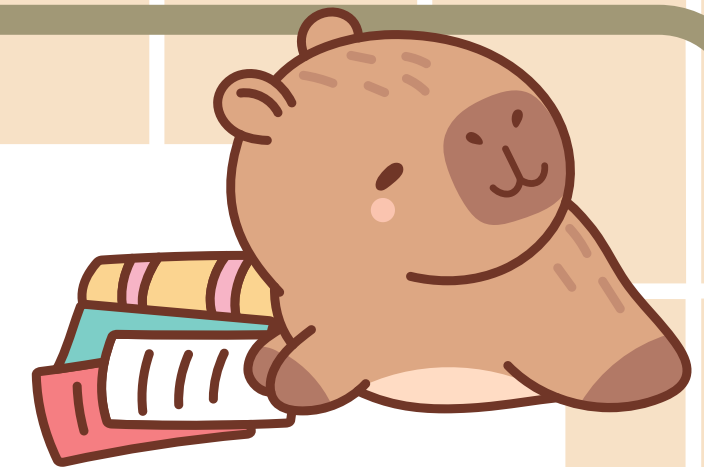


Exchanging Business Cards

- Offer and receive with TWO hands (ยื่นและรับด้วยสองมือ)
- Look at the card before putting it away (ดูก่อนเก็บ)
- Keep the card visible during the meeting (วางไว้ให้เห็น)
- Never write on someone's card in front of them (อย่าเขียนต่อหน้า)



Business Card Phrases

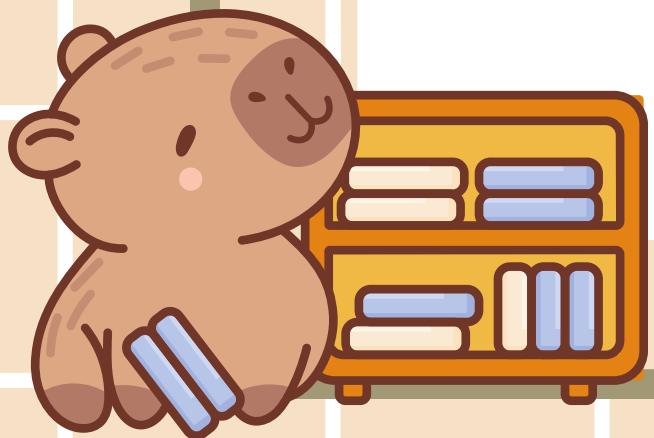


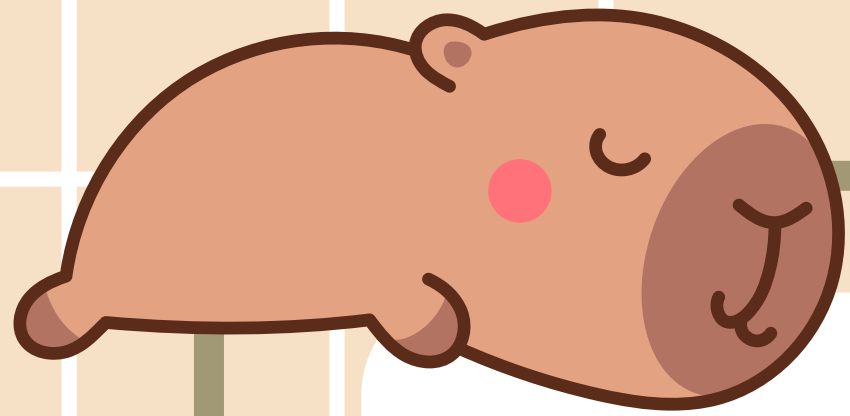
- "Here's my business card." (นี่คือนามบัตรของ
ผม/ดิฉัน)
- "May I have your card, please?" (ขอนามบัตร
คุณได้ไหม)
- "Thank you for your card." (ขอบคุณสำหรับ
นามบัตร)
- "I'm afraid I don't have one with me." (ขอโทษ
ไม่มีนามบัตรติดตัว)



Body Language (Part 1)

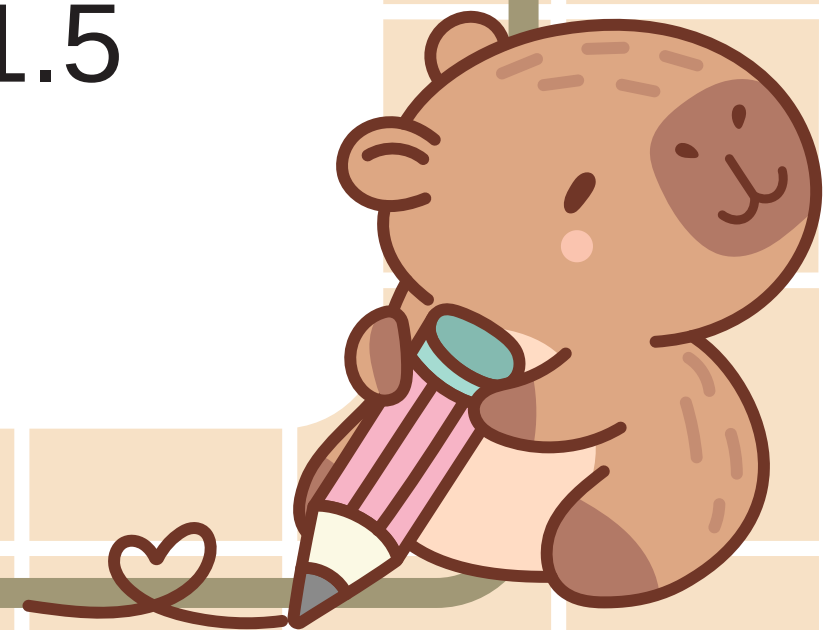
- Smile (ยิ้ม)
- Make eye contact (สบตา)
- Nod when listening (พยักหน้า)
- Use polite gestures (ใช้ท่าทางสุภาพ)

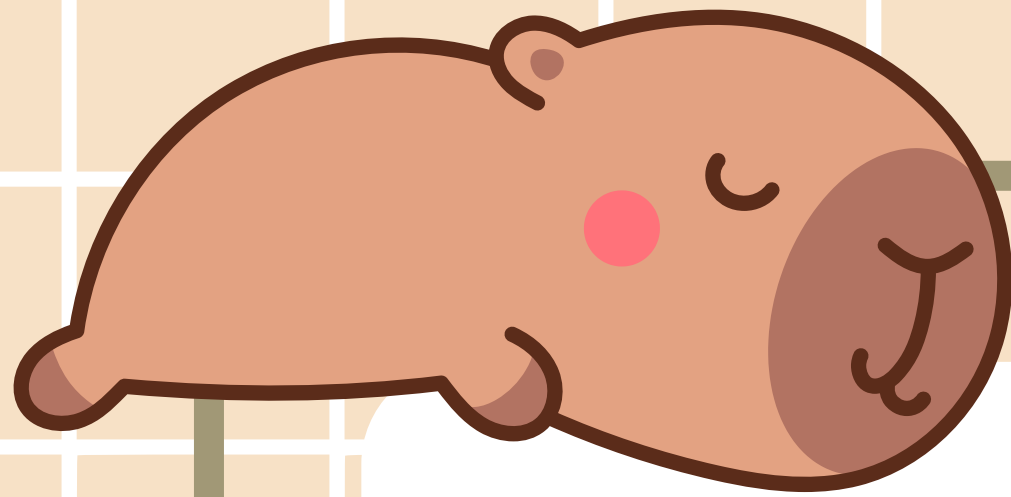




Body Language (Part 2)

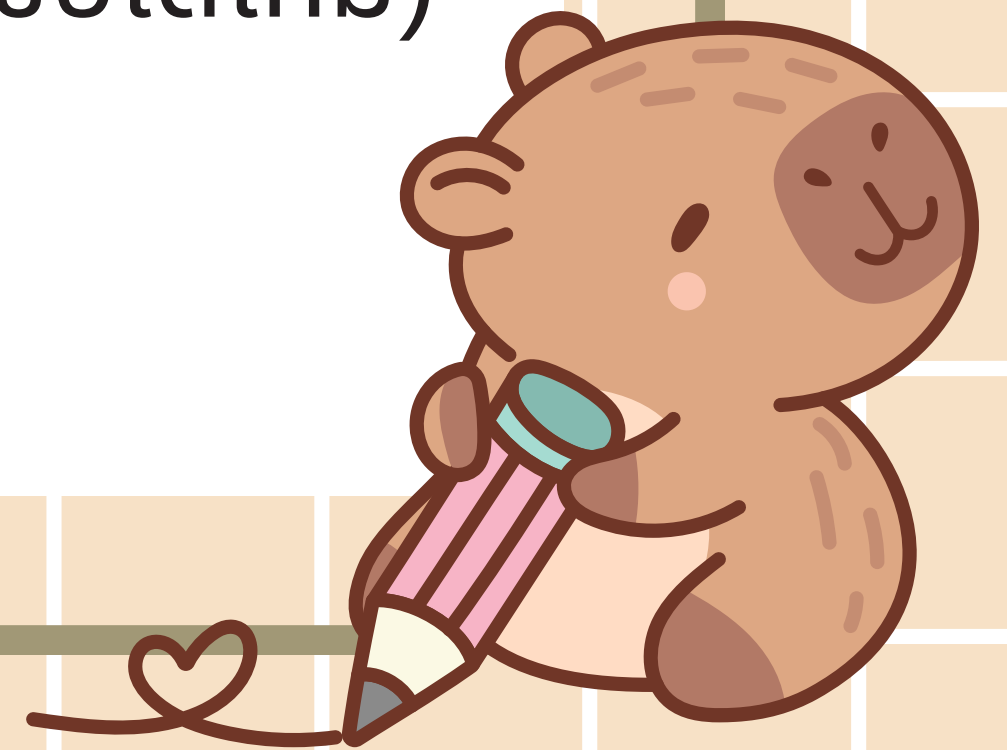
- Stand straight, good posture (ยืนตัวตรง)
- Open arms, hands visible (แขนเปิด มือมองเห็น)
- Face the person (หันหน้าเข้าหา)
- Keep 1–1.5 meter distance (เว้นระยะ 1-1.5 เมตร)





Asking Questions Politely

- "Can I ask you a question?" (ขอถามได้ไหม)
- "Could you help me, please?" (ช่วยได้ไหม)
- "May I know your name?" (ขอทราบชื่อได้ไหม)





Answering Politely

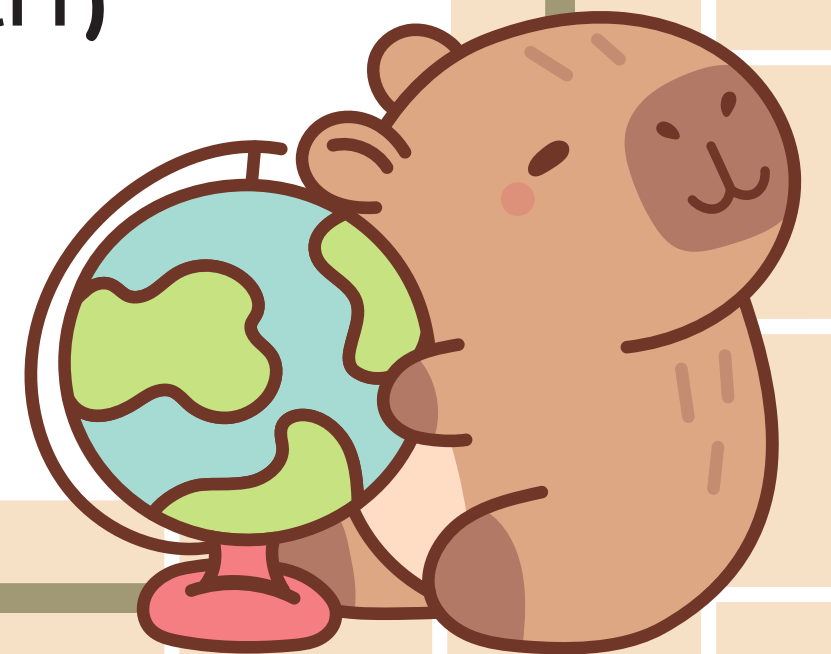
- "Yes, of course." (ได้แน่นอน)
- "Certainly." (แน่นอนครับ/ค่ะ)
- "I'm sorry, I don't know." (ขอโทษ ไม่ทราบ)





Expressing Gratitude

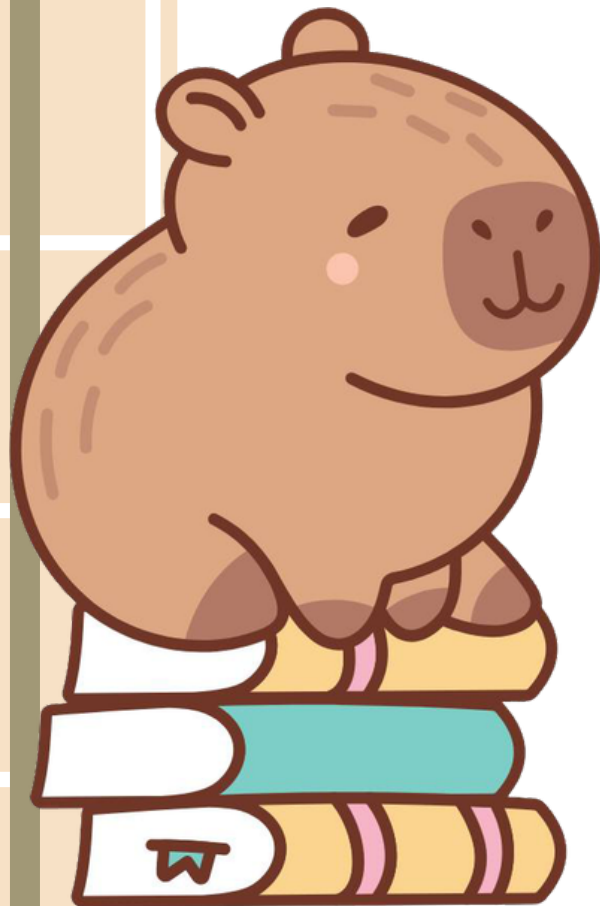
- "Thank you very much." (ขอบคุณมาก)
- "I appreciate your help." (ขอบคุณสำหรับความช่วยเหลือ)
- "Thanks for your time." (ขอบคุณสำหรับเวลา)





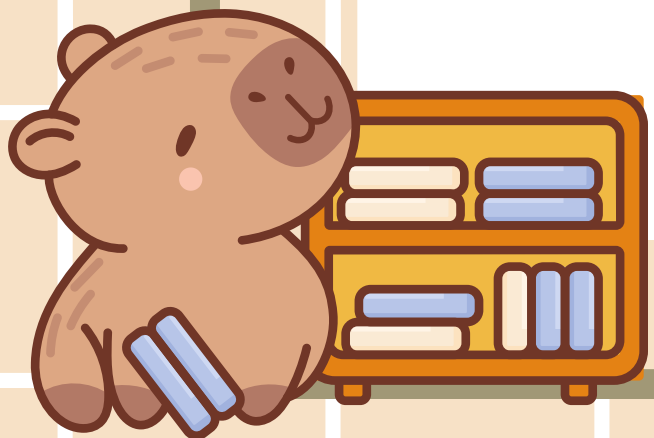
Making a Request

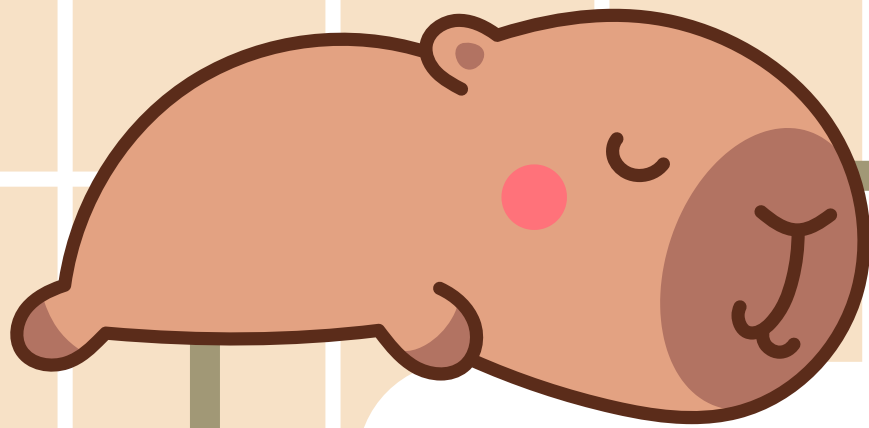
- "Could you send me the report, please?"
(ช่วยส่งรายงานให้หน่อยได้ไหม)
- "Would you mind helping me?" (ช่วยผม/ดิฉัน
ได้ไหม)
- "May I have your email?" (ขออีเมลได้ไหม)



Saying "No" Politely

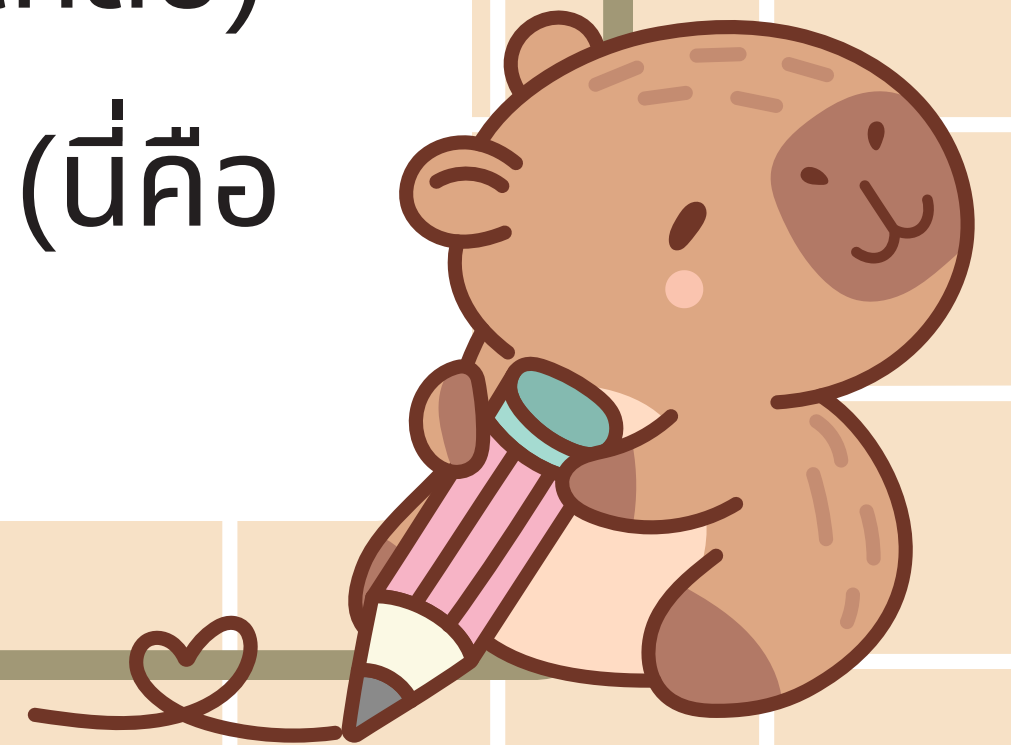
- Bad: "No."
- Better: "I'm afraid I can't." (เกรงว่าไม่ได้)
- "I'm sorry, that's not possible." (ขอโทษ เป็นไปไม่ได้)
- "Let me check and get back to you." (ขอตรวจสอบก่อน)





Responding: You Know the Answer

- "Yes, of course." (ได้แน่นอน)
- "Certainly." (แน่นอน)
- "I'd be happy to help." (ยินดีช่วยเหลือ)
- "Sure! Here's the information..." (นี่คือข้อมูล...)

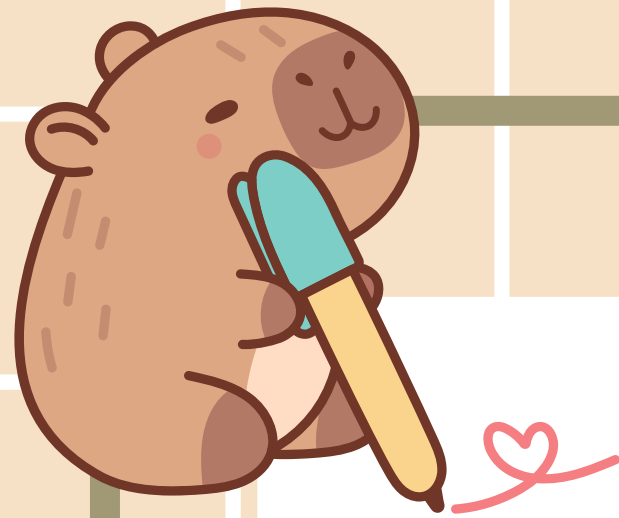




Responding: You Don't Know

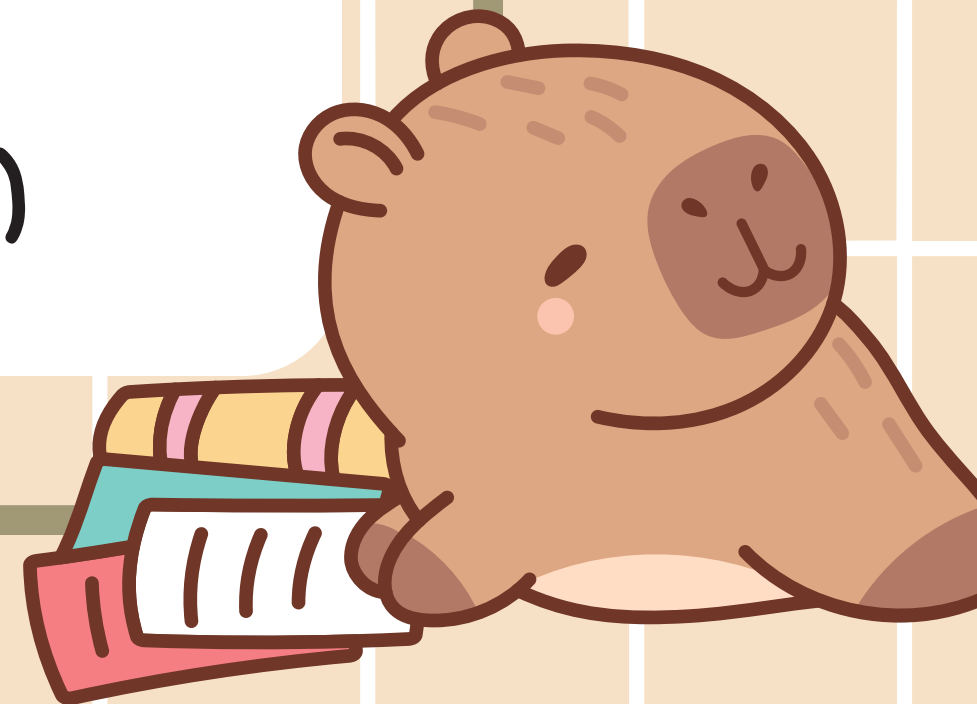
- "I'm sorry, I don't know." (ขอโทษ ไม่ทราบ)
- "I'm not sure, but let me find out for you." (ไม่แน่ใจ ขอตรวจสอบให้)
- "Let me check and get back to you." (ขอตรวจสอบก่อน)





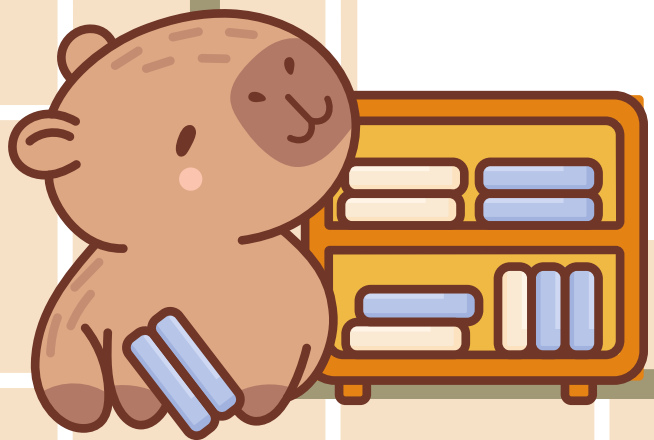
Asking for Clarification

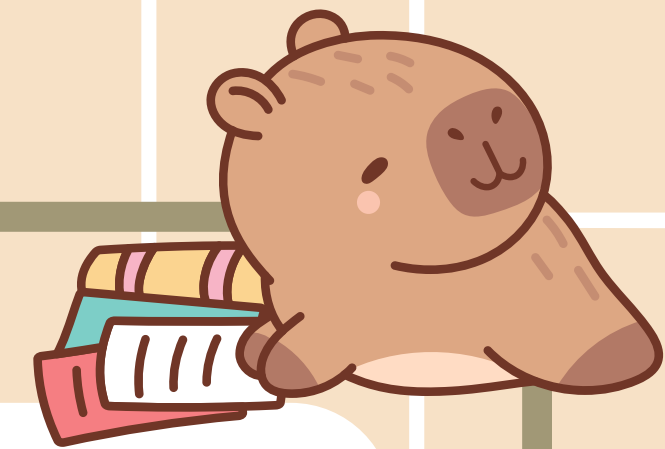
- "Could you explain a bit more?" (ช่วยอธิบายเพิ่มได้ไหม)
- "I'm not sure I understand. Could you give me an example?" (ไม่แน่ใจ ขอตัวอย่างได้ไหม)
- "Do you mean...?" (หมายความว่า...ใช่ไหม)



Pronunciation Practice

- card (KAAD — การ์ด)
- colleague (KOL-eeg — คอล-ลีก)
- contact (KON-takt — คอน-แทคท์)
- prospect (PROS-pekt — พรอส-เป็คท์)
- appointment (uh-POYNT-ment — อะ-พอย
น့်-เม้นท์)





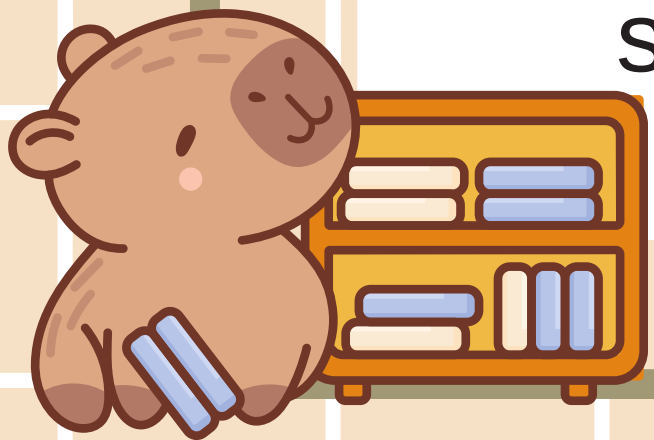
What Is Small Talk?

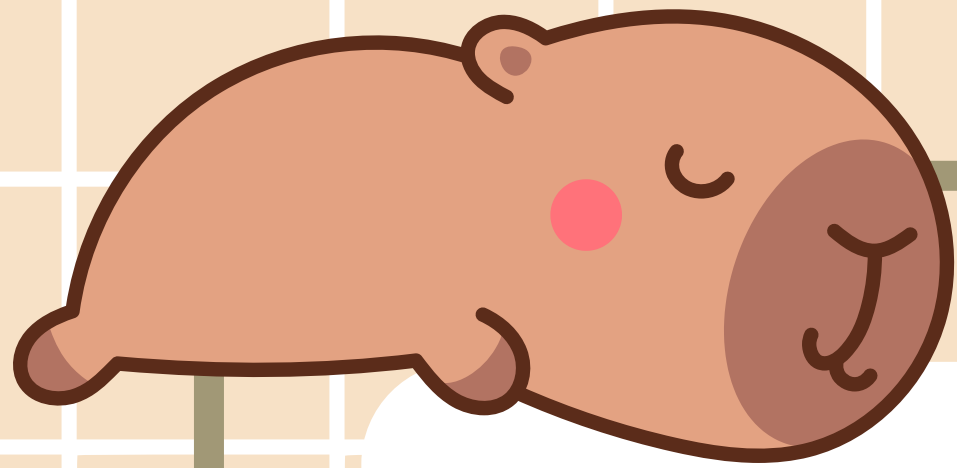
- Short, friendly conversation to build connection (บทสนทนาสั้นๆ เพื่อสร้างความคุ้นเคย)
- Opens doors to trust (เปิดประตูสู่ความไว้วางใจ)
- Warms up meetings, builds rapport, leads to opportunities (สร้างโอกาสทางธุรกิจ)



Cultural Snapshot

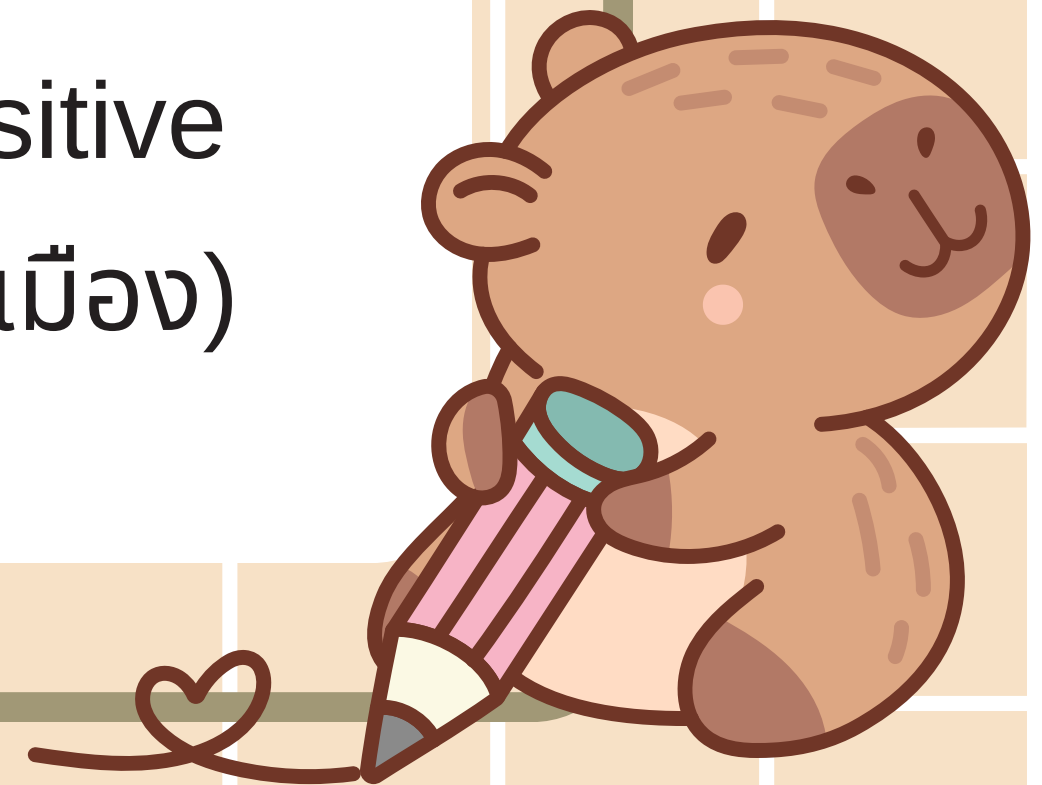
- Thailand: polite, warm, indirect, wai, avoid confrontation (ไทย: สุภาพ อ้อมค้อม)
- International: small talk expected, direct eye contact common (ต่างประเทศ: สบตาตรงๆ เป็นเรื่องปกติ)
- Adapt to the setting — a friendly opener is always safe (ปรับตามสถานการณ์)

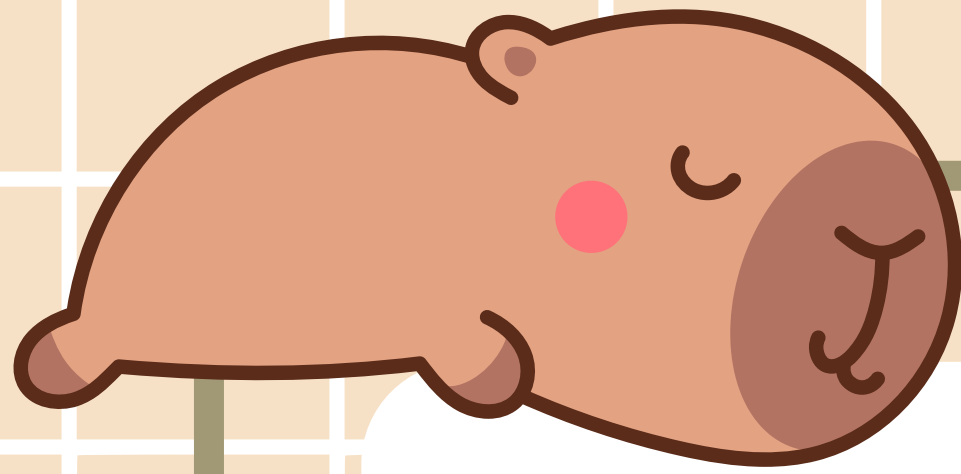




Safe Topics vs. Avoid

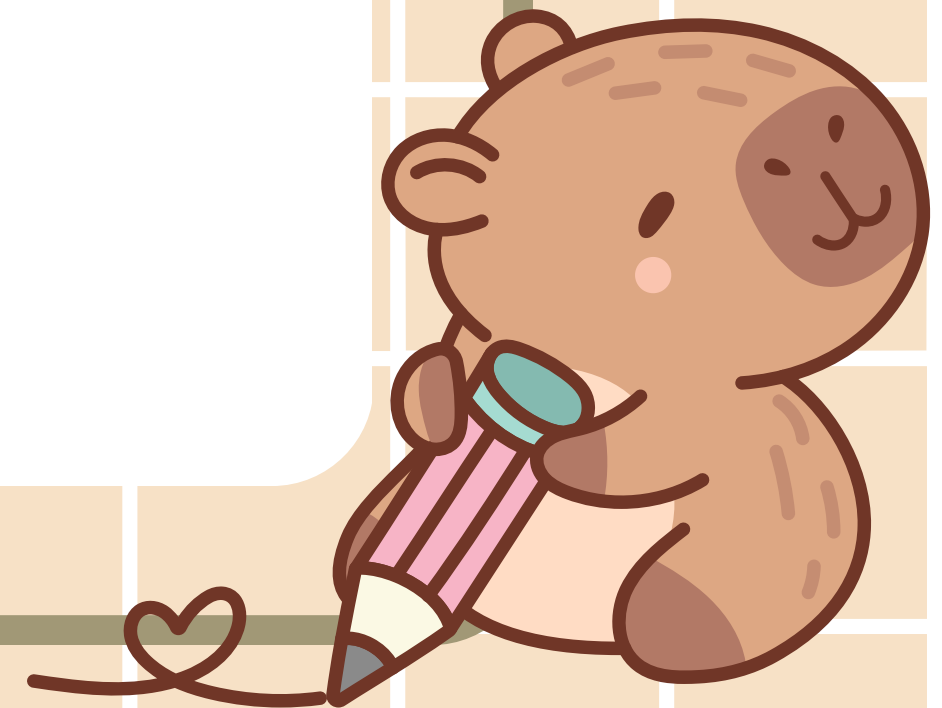
- Safe: weather, travel, food, hobbies, light weekend plans (คุยได้: อากาศ การเดินทาง อาหาร)
- Avoid: salary, politics, religion, sensitive personal issues (เลี่ยง: เงินเดือน การเมือง)
- Keep it light and positive





Polite Icebreakers

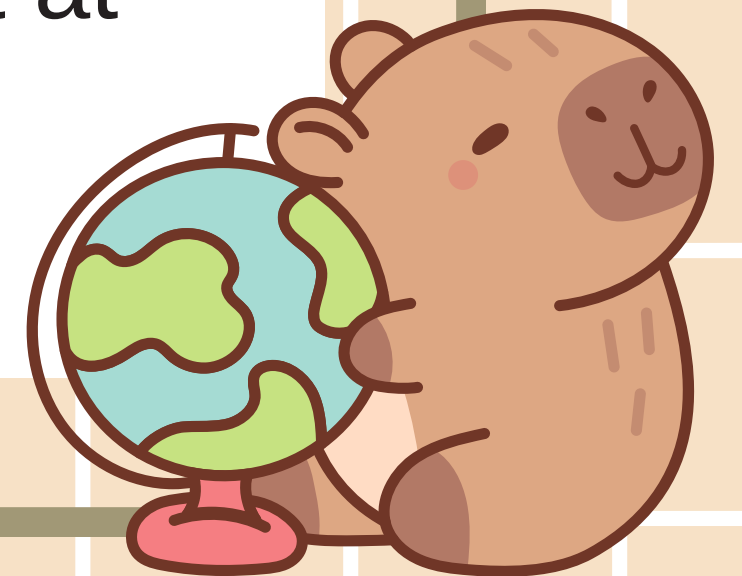
- "Hi, I'm _____. Nice to meet you." (สวัสดี ผม/ดิฉัน ชื่อ...)
- "Is this your first time at this event?" (นี่เป็นครั้งแรกที่มาไหม)
- "How are you finding the conference so far?" (งานเป็นยังไงบ้าง)
- Smile, speak clearly, and keep it short.





Introducing Yourself

- "I'm __, a __ major at __ University." (ผม/ดิฉัน ชื่อ... เรียนสาขา...)
- "I'm interning at __." / "I'm interested in __."
- Example: "Hi, I'm Mai, a marketing student at CU. I'm curious about digital ads."





Asking Good Questions

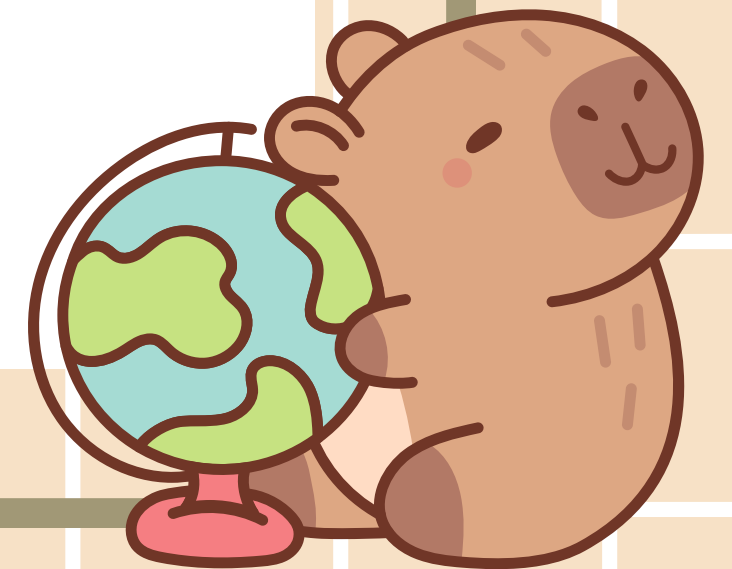
- "What brings you to this event?" (อะไรพาคุณมาที่นี่)
- "What do you work on these days?" (ตอนนี้ทำงานอะไรอยู่)
- "How did you get started?" (เริ่มต้นยังไง)
- Open questions invite longer answers. (คำถามปลายเปิดได้คำตอบที่ยาวขึ้น)





Weather Talk (Phrases)

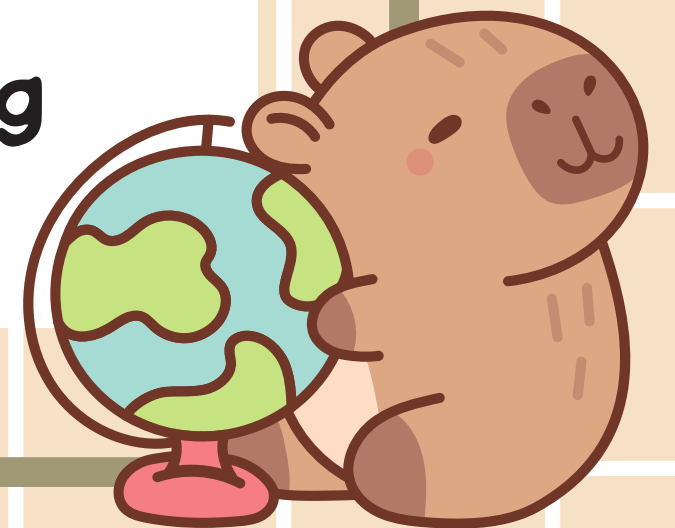
- "It's hot / humid / raining today." (วันนี้ร้อน/ชื้น/ฝนตก)
- "What's the forecast for tomorrow?" (พยากรณ์อากาศพรุ่งนี้เป็นยังไง)
- Hot season, rainy season, cool season
- "The humidity is high." (ความชื้นสูง)





Weather Talk (Dialogues)

- A: Hot today, isn't it? B: Yeah, I might grab iced coffee later.
- A: Looks like rain this evening. B: I'll bring an umbrella.
- A: The humidity is crazy. B: Bangkok summers are no joke.
- A: Do you check the forecast? B: Every morning before I leave.



Travel & Commuting

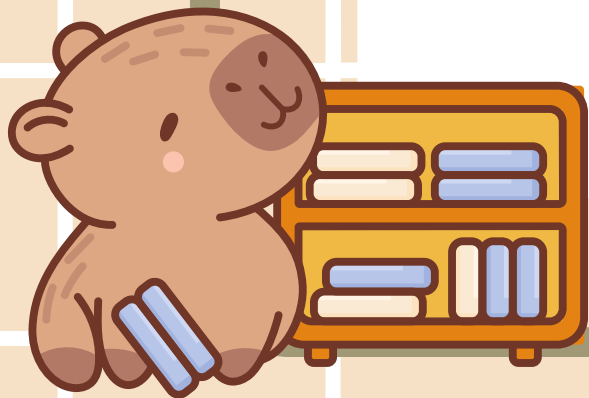


- "How do you commute?" (เดินทางยังไง)
- "Any trips coming up?" (มีทริปเร็วๆนี้ไหม)
- "Do you travel for work?" (ต้องเดินทางเพื่อ
งานไหม)
- "I just got back from Chiang Mai." (เพิ่งกลับ
จากเชียงใหม่)



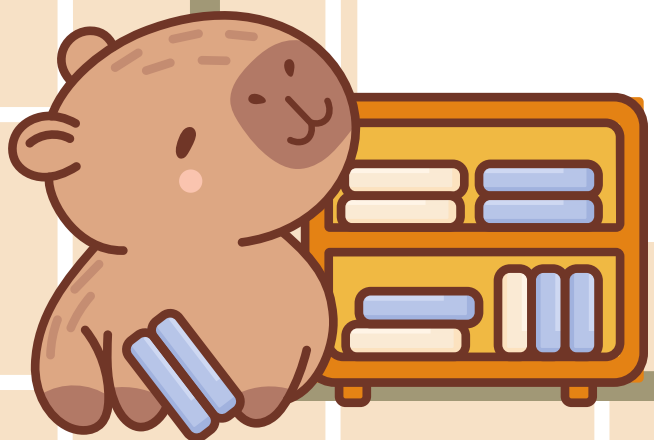
Travel (Dialogues)

- A: Do you commute by BTS? B: Mostly. It's faster than driving.
- A: Any trips coming up? B: Maybe Chiang Mai next month.
- A: How was your trip? B: Great—food was amazing.
- A: Do you travel for work? B: Sometimes, once a quarter.



Hobbies (Phrases)

- "What do you do for fun?" (เวลาว่างทำอะไร)
- "Do you have any hobbies?" (มีงานอดิเรกไหม)
- "I'm into __." / "I enjoy __." (ผม/ดิฉันชอบ...)

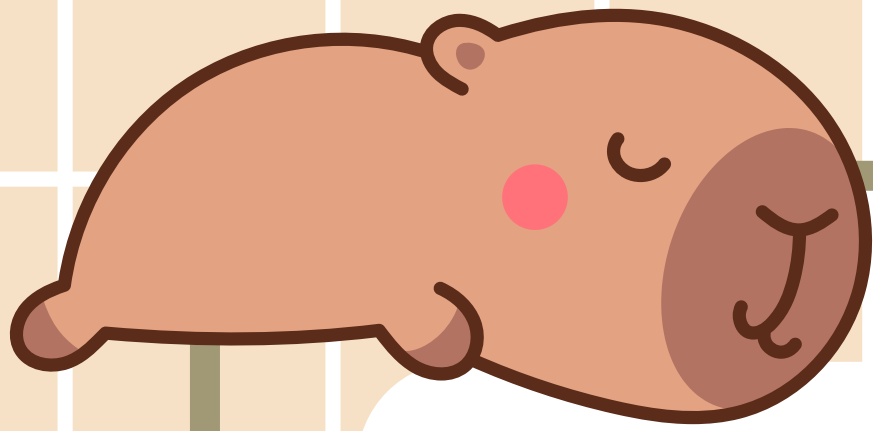




Hobbies (Dialogues)

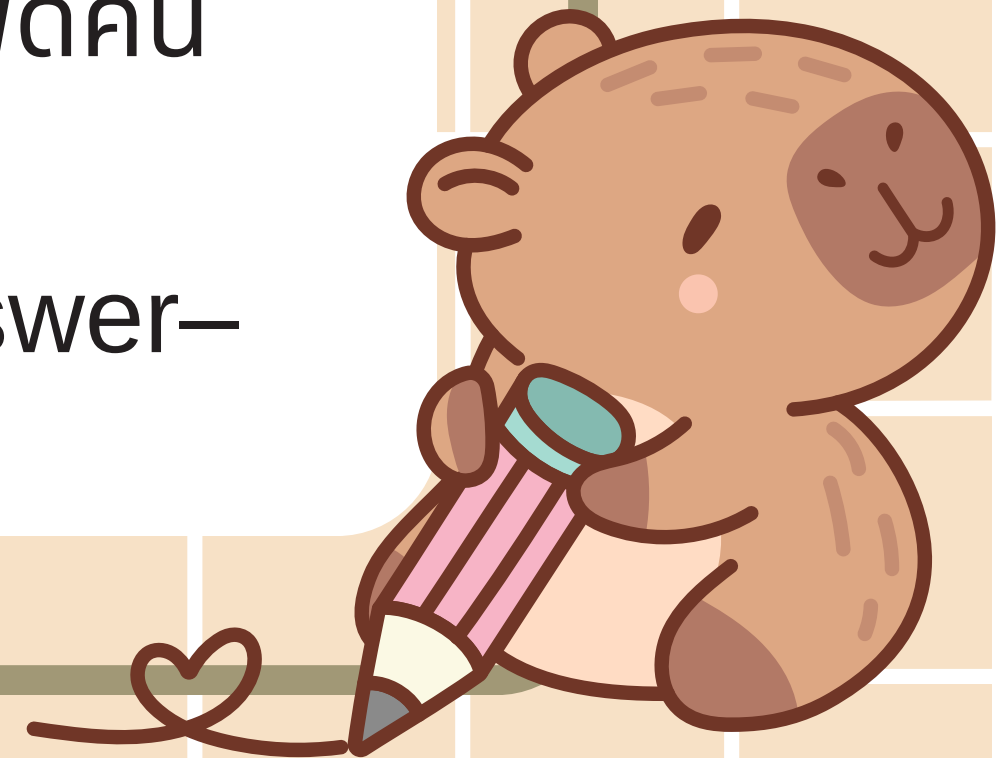
- A: What do you do for fun? B: I enjoy cooking. You?
- A: I'm into football. B: Nice—do you play or watch?
- A: I started guitar recently. B: Cool! Any favorite songs?
- A: I love photography. B: Film or digital?





Networking Etiquette

- Smile, eye contact, friendly tone (ยิ้ม สบตา น้ำเสียงเป็นมิตร)
- Respect personal space (เว้นระยะห่างที่เหมาะสม)
- Don't dominate the conversation (อย่าพูดคนเดียว)
- Keep conversations balanced: ask–answer–ask (สนทนาแบบสมดุล)

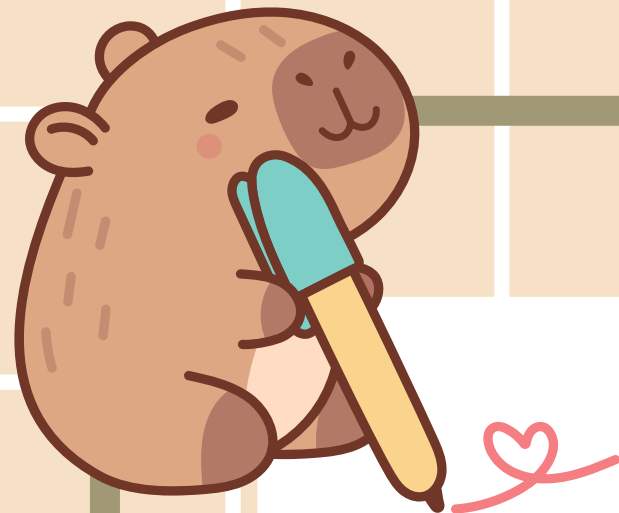




Phrase Bank (Quick Reference)

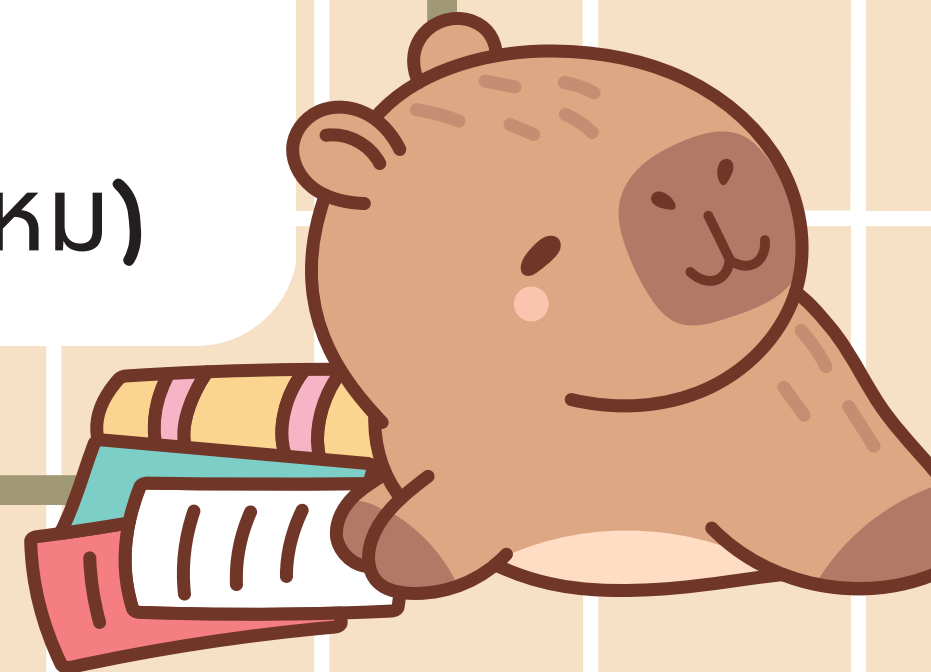


- "Hi, I'm _____. Nice to meet you."
- "Is this seat taken?"
- "I see. / Right. / Exactly."
- "Hot today, isn't it?"
- "Do you travel much for work?"
- "I'm into gaming and hiking."



Repair Strategies

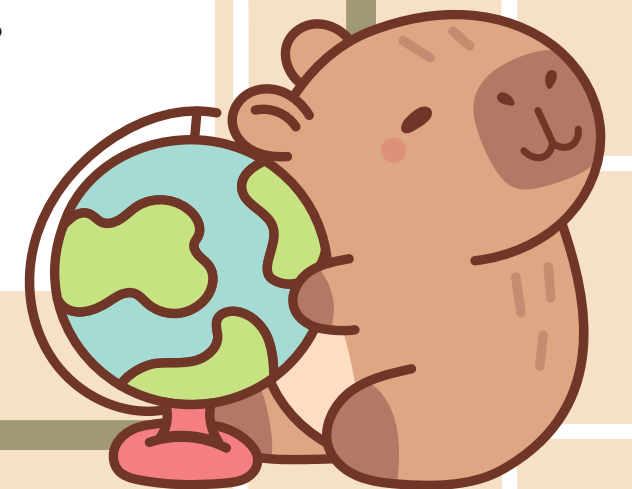
- "Sorry, could you repeat that?" (ขอโทษ พูดอีกครั้งได้ไหม)
- "Do you mean __?" (confirm) (หมายความว่า...ใช่ไหม)
- "Could you speak a little more slowly?" (พูดช้าลงหน่อยได้ไหม)
- "Could you spell that, please?" (สะกดให้หน่อยได้ไหม)





Mini Dialogue: Cards & Small Talk

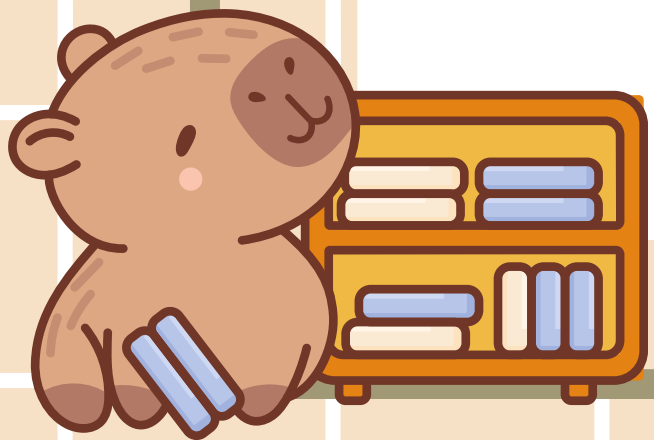
- A: Here's my card. Nice to meet you.
- B: Thank you! Here's mine too. Is this your first time here?
- A: Yes, it is. Hot today, isn't it?
- B: Yeah, very! Do you travel for work often?
- A: Sometimes. I fly to Chiang Mai once a month.



Practice Dialogue Frame

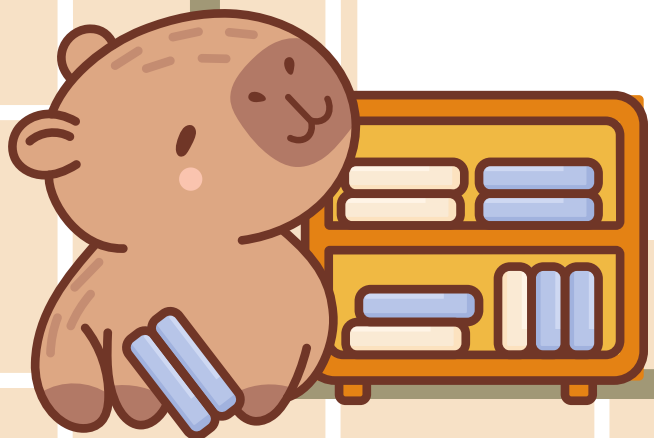
Speaker A: "Hi! My name is _____. Here's my business card. Is this your first time here?"

Speaker B: "Hi! I'm _____. Thank you! Here's mine too. Yes, it is. Hot today, isn't it?"



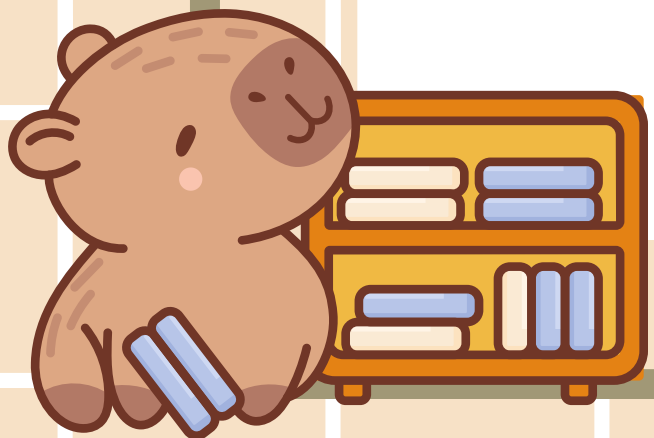
Key Vocabulary (1/2)

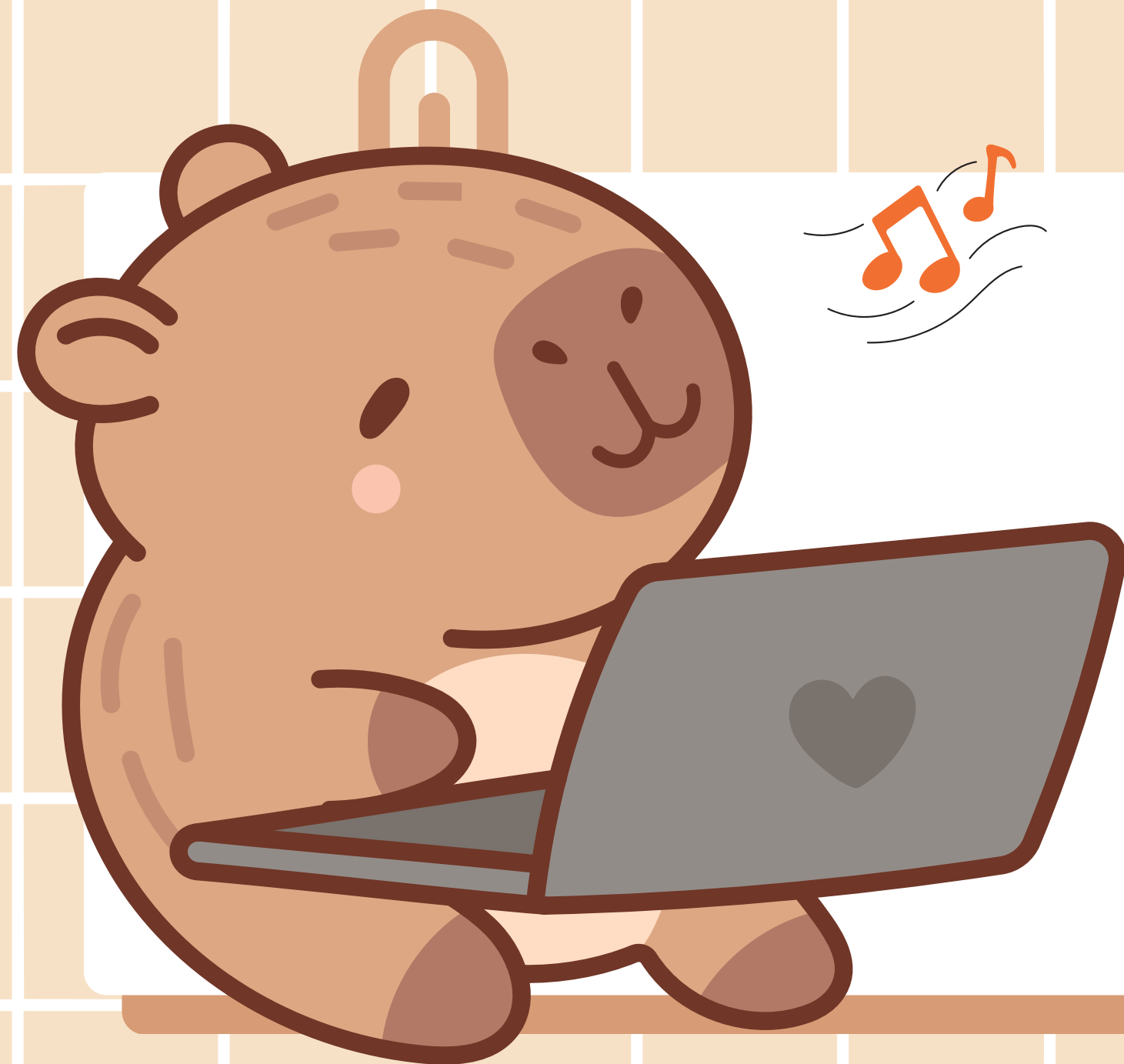
- Contact – person you know at a company (คอน-แทคท์)
- Colleague – person you work with (คอลลี-ก)
- Client – person who buys from your company (ไคล-เอนท์)
- Prospect – a possible future client (พรอส-เป็คท์)



Key Vocabulary (2/2)

- Appointment – a planned meeting time (อะ-พอย
น့်-เม้นท์)
- Follow-up – contact after a meeting (ฟอล-โลว์-อัพ)
- Introduce – to present someone by name (อิน-
ทระ-ดุก)
- Network – to build business connections (เน็ต-
เวิร์ก)





Thank
You

