



CUSTOMER or CLIENT?

Don't say: That grocer has plenty of clients.

Say: That grocer has plenty of **customers**.

Don't say: That lawyer has plenty of customers.

Say: That lawyer has plenty of **clients**.

! A person can be a **customer** at a shop, but a **client** of a lawyer, a bank, etc.

Promise - And Then Deliver More



Manager: We believe that professional service means more than what we promise.

Client: What precisely does it mean?

Manager: We believe that it is important to **stick to** our promises and deliver even more **in terms of** quality than what our client expects from you. This will ensure that they are pleasantly surprised every time that they deal with us.

Client: I like that very much. But how do you do it?

Manager: Stick to our **deadlines**, and **in case of** the odd **slip-up**, make sure that we inform our client well in advance of the delay. This will at least **convey** the message that we are working hard to **rectify** the problem.

Client: Sounds great!



VOCABULARY BUILDING

deliver – doručit

stick to – držet se (slibu)

in terms of – pokud jde, co se týče

deadlines – termín, uzávěrka

in case of – v případě, že...

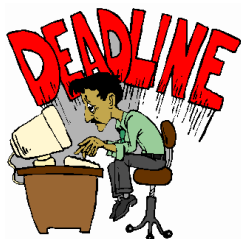
slip-up – malá chyba, bota, kiks

convey – sdělit

rectify – napravit

Sounds great! – To zní skvěle!

QUIZ: TEST YOUR KNOWLEDGE



Use the most suitable word from the vocabulary building exercise.

1. When writing a test you should _____ the instructions.
2. Press _____ danger.
3. _____ of working style I have mine and you have yours.
4. _____ for submission of quotation is next week.
5. The newspaper _____ worries that the mistake is more than a slip-up.

KEY: 1. stick to, 2. in case of, 3. in terms of, 4. deadline, 5. convey
