



SLEST Model

listening/speaking (level C1)

This project has been financed with the support of the European Commission. The authors are solely responsible for this publication and the Commission does not accept responsibility for the use that could be made of the information contained within it.

contents of the general communication skills

(These hints follow the general can-do indicators in the Common European Framework of Reference for Languages - CEF)

Can understand a broad spectrum of more sophisticated expressions, technical language and specific jargon for the Tourism sector. Is able to follow longer speeches and discussions also in cases even if they are not clearly structured or if the context is not expressed explicitly. Can understand television news and documentaries without any problem.

Is able to express him/herself spontaneously and fluently without obviously searching for words. Can express in detail complex matters in a well structured way, efficiently combining high level grammatical structures, high level expressions and all Tourism jargon, highlighting certain aspects and being able to close the discourse appropriately. Grammatical correctness is generally high, errors rarely occurring, which in general would not effect comprehension and would normally be corrected autonomously. In general fluency is at a high level; only quite complex subjects might cause some problem to the natural fluency of the speech.

Can use the language in everyday life particularly in his/her own field in an efficient and flexible manner, choosing the correct methods of discourse from a wide range, in order to open, close and continue any discourse in a competent way, to express his/her thoughts or opinions accurately, and to connect statements appropriately with those of other people.

Has a broad spectrum of communication tools at his/her disposal, from which he/she can chose which is most appropriate in order to express him/herself in a clear and efficient way about issues in his/her own professional field, everyday life, free time etc., without being limited by the means of expression.

Deviations from natural language would occur very rarely and is hardly noticeable – in other words these deviations would never impede communication.

main task	detailed can do indicator CEF/PROFILE (*)	SLEST can do indicator	example for examination	texts
1) managing staff relationships	can give detailed information and respond appropriately to questions, comments and objections	can give detailed information about the quality control and indicate possible improvements	Compare the description about quality control in your tourist company and that of another enterprise; afterwards indicate the differences to your staff members and provide an evaluation.	briefing conversation seminar lecture
	can lead a meeting, open, preside and close a discussion	can initiate and lead a conference with staff members, analysing a questionnaire about customer satisfaction, and discussing possible consequences	Read the results of a questionnaire about customer satisfaction, and start a discussion with other staff members about it.	discussion Seminar statement Lecture
	can understand and exchange complex information	can describe the work habits and practice in different business cultures at management level	Prepare an overview about work habits and practice in important countries and present this topic at a workshop with colleagues. Afterwards lead a discussion about the differences between these countries and your home country.	meeting report seminar lecture
2) managing equipment and office supplies	can give detailed information and respond appropriately to questions, comments and objections	can call a foreign business partner and discuss problems; can begin and end the conversation without difficulty	Call a foreign supplier and discuss with him the problem of deliveries which often arrive too late; answer his/her objections and end the phone call in a satisfactory way for both (using the key words given).	meeting briefing conversation smalltalk

(*) changes and abbreviations are possible

negotiation

management of problematic situations

c1_ls_n_mps

<p>1) handling conflicts with partners</p>	<p>can understand and exchange complex information as well as solve problematic situations</p>	<p>can call a foreign partner on the phone, ask him/her about his/her point of view regarding a certain problem and resolve it in an acceptable way</p> <p>can indicate problematic situations and resolve problems when talking with a foreign business partner</p>	<p>Read the report about a problem which occurred between a foreign tour operator and your company. Call the partner and ask him about his/her opinion regarding the difficulties, then try to resolve them in an acceptable way (key information is given).</p> <p>Read the following letter sent to your travel agency by a foreign tour operator (some problems have occurred); afterwards call that company and express your opinion concerning what has been said, explaining the situation and proposing a solution.</p>	<p>meeting discussion conversation smalltalk</p> <p>giving information meeting statement</p>
<p>2) knowing how to suspend a contract</p>	<p>can give detailed information and respond appropriately to questions, comments and objections</p>	<p>can verbally stop a partnership from continuing without offending the partner/ staff member and explaining in details the reasons for your decision during a conversation (taking also into consideration intercultural aspects).</p>	<p>Read a report which indicates the difficulties your company encounters with a foreign partner (in L1); then talk to this person and listen to his explanations. You should remain firm with your position of putting an end to the partnership, stating clearly but in a friendly manner your point of view (using the keywords given).</p>	<p>giving information meeting statement</p>
<p>3) managing complaints</p>	<p>can react appropriately to reproaches or objections</p>	<p>in a meeting, can react to a client's complaint in a very polite way and resolve the problem with mutual appreciation</p>	<p>Explain to a customer why the hotel booked by him/her had to be substituted, suggesting a couple of solutions. You should be able to react to his/hers objections in a satisfactory way and resolve the issue positively (using the keywords given).</p>	<p>giving information meeting conversation statement</p>
<p>4) managing conflicts with customers</p>	<p>can react appropriately to reproaches or objections</p>	<p>can react calmly to a legitimate complaint, clearly indicating the reasons for the problem and proposing possible solutions</p> <p>is able to deal with problems regarding compensation</p>	<p>At the airport, explain to a customer the reasons for the significant delay of his/her flight. When he/she insists in complaining, indicate possible solutions and/or compensations (using the keywords given).</p> <p>During a discussion with a hotel guest, try to resolve the problems which have occurred, offering amongst other</p>	<p>giving information meeting conversation</p> <p>discussion telephone</p>

5) managing crisis in incoming due to natural catastrophes	can exchange information about unusual problems or topics	can contact hotels or local authorities about the current situation	things compensation for any damage incurred. Using the key words given, call the local authorities of a given place, asking about the current situation after a disastrous flood.	conversation briefing conversation
--	---	---	--	---

negotiation

career development / employment opportunities

c1_ls_n_cdeo

1) applying for a job in a foreign company	can answer questions fluently and without help, can elaborate his/her ideas and respond to reactions	can talk about himself in detail and spontaneously in an interview with a foreign staff director and also react to his/her questions in a flexible way	After having read a job offer, explain in detail to your counterpart why you think you are the right person for the job offered. When he/she offers you another position in the same company, explain clearly why you would prefer the first one (key information is given).	meeting interview
3) having a job interview	can answer questions fluently and without help, can elaborate his/her ideas and respond to reactions	can outline one's personality, explain preferences and reservations, reacting also to detailed questions in an appropriate way can demonstrate an understanding of high- and low-context cultures	Read the following job profile. Explain to your counterpart who you are, why you would like to do that job, and what makes you think that you are the right person for it. Listen carefully to enquiries and react appropriately (using the key words given). Watch a video showing the concluding parts of a negotiation in different countries. Predict the final statements of the international business partners and make a prognosis about the results of the negotiation and about the future relationship of the participants by analysing intercultural aspects of high- and low-context cultures.	discussion telephone conversation interview presentation seminar lecture discussion presentation lecture
4) interviewing a job applicant	can lead an interview, respond to statements and ask specific questions	can conduct a job interview with a candidate in a way that one can see clearly if the candidate is	Read the following job profile for a position in your travel agency; ask the candidate, who has applied speculatively, about his/her curriculum, his expectations	meeting statement interview

5) negotiating career opportunities	can answer questions fluently and without help, can elaborate his/her ideas and respond to reactions	suitable or not; is also able to explain reasons for his/her reasons can discuss with one's line manager possibilities of career advancements	regarding the job and his/her strong and weak points. At the end, give a clear and well-founded explanation for your decision (using the keywords given). You know that your company will open a new branch in a foreign country. In a conversation with your boss, express your interest of becoming the manager of that office, explaining clearly the reasons why you think you are the right person for that job.	meeting conversation negotiation
	can communicate information and can make allusions	is able to emphasize one's own professional skills in a convincing, but realistic way	Your counterpart claims that your level of training does not enable you to occupy the vacancy as head of the reception in a sports hotel. Explain why you think the contrary, making clear that what you have done in the past and give details of your professional training (using the keywords given).	meeting statement interview

negotiation

practical issues of international management

c1_ls_n_piim

1) buying a tourist product	can conduct a conversation, ask differentiated questions and respond to statements	can react spontaneously and accurately to the call of a foreign business partner, based on former written correspondence/ phone call	Read the letter sent by a foreign hotel manager regarding a certain quota of beds. Answer his/her phone call and react in an adequate way to what he/she says.	meeting discussion telephone conversation
2) finding foreign business partners	can conduct a conversation, ask differentiated questions and respond to statements	can make contact with a possible foreign business partner and explain what he/she wants from him/her	Read the short report from your boss where he/she describes under which conditions a co-operation with a foreign tour-operator would be possible. Talk about this with a possible partner, listen to his reaction and try to match the two positions (using the keywords given).	meeting discussion telephone conversation
		can demonstrate an understanding of protocol, habits	Explain a check list for the reception of a special guest (a member of the British royal family) at an international	discussion meeting

<p>3) negotiating prices and conditions</p>	<p>can give detailed information and respond appropriately to questions, comments and objections</p>	<p>and customs whilst hosting international partners</p> <p>can speak about business matters at a business lunch</p> <p>can make a clear and detailed new offer after the former one has been rejected</p> <p>can explain in well structured detail a subject of his/her sphere of competence</p> <p>can use different methods of negotiation at national, regional, and local level</p>	<p>congress.</p> <p>Give some advice to your assistant abroad, who will represent your company at a business lunch with your clients where business matters will be discussed (you can choose from any country). Consider the most appropriate moment to initiate the discussion, into what depth he/she should go into during the meal, which tone he/she should take (for example more businesslike or relaxed), should he/she sign contracts during the meal, is it appropriate to lead a hard negotiation?</p> <p>Read the counteroffer made by a foreign tour-operator; speak with your counterparts and listen to their objections regarding the former offer. Explain in a convincing way why you can only alter very slightly your first offer (using the keywords given).</p> <p>Read the contract between a travel organisation and a hotel chain; summarise it in detail and mention important details. Make also proposals for possible changes.</p> <p>Read an offer from the new business partners of your tour operator. There are, as you know, standard conditions which the company offers to every new partner. Prepare a list of arguments to convince your partner and try to get special conditions. These arguments should correspond to national, regional or local cultural standards.</p>	<p>discussion meeting statement</p> <p>discussion meeting telephone conversation proposal</p> <p>briefing conversation seminar lecture</p> <p>meeting conversation smalltalk negotiation</p> <p>presentation seminar lecture</p>
<p>4) promoting the advantages and needs of a company</p>	<p>can give detailed information and respond appropriately to questions, comments and objections</p>	<p>during a meeting, can present his/her company in detail in a well-structured statement</p>	<p>Read a report about the holiday village you are representing. Listen to the needs and interests of a possible customer and propose your enterprise so that you can meet his/hers requests.</p>	<p>presentation seminar lecture</p>

5) evaluating a partnership	can understand and exchange complex information	can talk on the phone with a foreign business partner and ask him/her about his/her point of view about the state of your partnership	Read the following report about the possibilities for improvement in the relationship between your company and a foreign airline (in L1); afterwards call this partner, try to find out what he/she thinks about the co-operation and then give your proposals for improvements at the right time.	meeting discussion statement telephone conversation
6) contacting customers and product presentation	can give detailed information and respond appropriately to questions, comments and objections	can give a detailed presentation of a tourist product and explain very clearly all the pros and cons	Listen to the requests of a couple of tourist regarding a one week round trip in your region. Give them different proposals for possible itineraries, clearly explaining the pros and cons of the different suggestions (key information is given).	report discussion presentation seminar lecture

negotiation

challenges in risk management

c1_ls_n_crm

1) taking a decision whether to invest in a foreign market or not	can understand and exchange complex information	can speak and discuss certain questions in a talk with different partners	Read the following business proposal and discuss with your colleagues if the proposed investment in a new holiday village is worthwhile.	meeting debate discussion
2) participating in meetings with foreign partners	can give detailed information and respond appropriately to questions, comments and objections	can explain to foreign administrations why a certain investment would be to the benefit of their community	Read the draft for a new beach hotel in Asia; afterwards explain to a local administration what advantages this could bring to his/hers community (using the keywords given).	meeting discussion
3) estimating investment risks	can understand and exchange complex information	can discuss with foreign business partners the risks of a given investment	After having read a short presentation of a business plan for a new golf course, talk about the risks you see with a potential foreign business partner, listening and reacting also to his/her objections (using the keywords given).	meeting debate discussion

marketing sales approaches

c1_ls_m_sa

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) presenting a tourist enterprise	can give a structured presentation in his/her field of experience and respond to questions	can present one's own company in detail and in a convincing manner to would-be foreign business partners	Read the presentation of the hotel chain you are working for; afterwards react to the description of the needs of a tour operator, convincing him/her that your hotels are the perfect answer to his/her needs.	meeting briefing presentation
4) giving a talk on Brand Management regarding a given company	can give a structured presentation in his/her field of experience and respond to questions	can present a detailed research on Brand Management and answer also to questions	Read the draft of a report regarding the Brand Management of your travel organisation, explain the details to the audience and answer to their questions.	meeting briefing presentation

marketing analysis of market situations

c1_ls_m_ams

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) carrying out an internet search into a new market	can give detailed information and respond appropriately to questions, comments and objections	can give an ample synopsis regarding the importance of a new market	Find on the internet information about the future importance of China as a tourist target. Afterwards describe the results of your search in front of a L2 audience, with particular attention to the situation in Europe.	seminar lecture summary

marketing**marketing tools****c1_ls_m_mt**

1) defining direct marketing tools for placing a product on the market	can give detailed information and respond appropriately to questions, comments and objections	can explain clearly the pros and cons of a given marketing strategy	Read the marketing proposal which arrived from another office of your airline company. Call the contact person, refer to the offer and explain clearly your point of view regarding the proposal.	presentation seminar lecture
3) defining indirect marketing tools	can lead an interview, make an offer and respond to questions	can explain the results and conclusions of a given discussion to ones team	Your company, specialist in incentive travel, decided on a new marketing strategy. Explain it to your colleagues and answer also to their questions (key information is given).	report presentation seminar statement
3) defining indirect marketing tools	can lead an interview, make an offer and respond to questions	can make an oral offer to another person / company	Read a memo which describes the marketing strategy of a tour operator. Then inform your business partners about the results, answering also their questions.	meeting briefing presentation

marketing**product and destination marketing****c1_ls_m_pdm**

1) creating a good image of a tourist destination	can give detailed information and respond appropriately to questions, comments and objections	can portray clearly the features of a given tourist destination	Explain to possible foreign business partners the positive aspects of your region as a tourist target, adapting your words to the special needs and interests of the single person.	report seminar lecture summary
2) promoting attractions and advantages of a tourist destination	can give a structured presentation in his/her field of experience and respond to questions	can give a detailed description of a given tourist target	Describe to a group of representatives of travel agencies the concept of a fun park which will open shortly; also answer their questions and try to answer in a convincing way, taking note of possible objections (key information is given).	report seminar briefing presentation

marketing

e-marketing

c1_ls_m_em

<p>1) creating web-pages</p>	<p>can conduct a conversation, ask differentiated questions and respond to statements</p>	<p>can discuss the details of the creation of a web page for one's own company .</p>	<p>You want to know the requirements for creating the web page for your company. Call a web designer and ask him/her about the conditions. Tell him/her which requirements are acceptable for you and which are not, and try to find a compromise.</p>	<p>giving information report discussion statement</p>
<p>2) creating advertising for a new product via internet</p>	<p>can conduct a conversation, ask differentiated questions and respond to statements</p>	<p>can discuss in detail the conditions for putting an advertisement in a newspaper</p>	<p>Call the person in charge of advertising in a big newspaper in which you, a tour operator, want to place an ad. Introduce yourself and your company briefly and explain your wishes. Discuss the conditions following the indications of your management (using the keywords given).</p>	<p>giving information report discussion statement</p>

promotion / PR-activities

organisation of events and meetings

c1_ls_ppr_oem

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) organising an international conference	can make public announcements and emphasise important aspects using stress and intonation	can welcome an international audience in a casual and spontaneous way	Read the programme and the list of participants attending an international tourism conference; afterwards welcome the audience and give a short summary of the schedule.	conversation presentation smalltalk
2) organising a (VIP-) event	can make public announcements and emphasise important aspects using stress and intonation	can spontaneously and appropriately speak to an international (VIP-)audience	Read a short memo about the agenda for a tourism conference and afterwards summarise its contents for the audience in a way which is suitable to the situation.	conversation presentation

promotion / PR-activities

participation in international trade fairs

c1_ls_ppr_pitf

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) taking part at a round- table discussion	can elaborate his/her ideas and respond to reactions during a conversation	can clearly indicate his/her point of view during a discussion	Explain to your counterpart(s) how economic changes may affect a certain tourist market.	conversation seminar statement lecture
4) talking on your company's corporate culture, strategy and ethics	can give detailed information and respond appropriately to questions, comments and objections	can give details about one's company's corporate culture, main strategy and answer ethical questions	With the help of key information provided, describe your company's general marketing strategies for the next year.	report presentation lecture summary

promotion / PR-activities

production of promotional material

c1_ls_ppr_ppm

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) informing about new tourist products	<p>can understand and exchange complex information</p> <p>can give detailed information and respond appropriately to questions, comments and objections</p>	<p>can propose a new tourism product to a business partner</p> <p>can give detailed information about policies of a given tourist enterprise and explain the differences in respect to other companies to your team</p>	<p>Read the description of a new type of cruise; afterwards call a foreign travel organisation with which you already have a good business partnership, informing your counterpart about this new product.</p> <p>Read the following paper regarding PR strategies of a tour operator carefully, then explain the details to a staff member and discuss possibilities for improving certain aspects.</p>	<p>presentation telephone conversation negotiation</p> <p>report meeting briefing statement</p>

promotion / PR-activities

organising tours

c1_ls_ppr_ot

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) preparing and leading a tour	can orally summarise long and demanding texts and answer questions	can inform about the most interesting characteristics of a given tourist destination	Read the description of your region; then present a summary of then information to a group of journalists, also answering their questions.	report meeting briefing lecture

promotion / PR-activities

leading press conferences and media meetings

c1_ls_ppr_lpc

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) presenting a new product	can give detailed information and respond appropriately to questions, comments and objections	can present a new product to foreign journalists, explaining also details	Read the main features of a new type of travel. Pass the respective information to foreign journalists and answer their questions.	report presentation briefing statement
3) organising a press conference	can make public announcements and emphasise important aspects using stress and intonation	can welcome the audience of an international press conference in a spontaneous way and inform them about the programme of events	Read the programme for a press conference and the list of the participants. Welcome them in the name of your company and announce the single topics of the agenda and answer possible questions.	presentation
4) answering questions of journalists	can understand and exchange complex information	can explain strategies to deal with new competitors	During a press meeting, explain to the journalist your company's strategy to compete with a new contender (key words are provided).	report presentation statement

planning

possibilities for investment in a future destination

c1_ls_pl_pifd

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) explaining the advantages of an investment in a given tourist destination	can orally summarise long and demanding texts and answer questions	can summarise a technical text in broad terms, using an exposé written by him-/herself	Read a text about a tourist product (in L2) and inform your partner about the main aspects regarding possible investments.	report presentation summary
3) contacting investors and	can give detailed information and respond appropriately to questions,	can present and explain in detail the opportunities of business and incentives of investing in a given	After having read the following report, explain all the pros and cons of a possible investment in a golf course to your business partner. Give also comprehensive answers	report seminar lecture

presenting the destination	comments and objections	destination	to his/her questions.	statement
----------------------------	-------------------------	-------------	-----------------------	-----------

planning **information about economic, legal, political, and cultural issues** **c1_ls_pl_iel**

1) collecting, comparing, and analysing information about employment law	can understand and exchange complex information	can analyse and explain a legal text, using keywords	Read the text regarding employment law (in L2) and summarise it in broad terms.	report presentation summary
2) creating an (inter)cultural report	can orally summarise long and demanding texts and answer questions	can summarise information about (inter)cultural aspects of a given tourist destination	Present the main cultural and intercultural aspects of a given tourist destination with the help of a report written by yourself; also answer questions.	report presentation summary
		can understand and summarise similarities and differences between two cultures	Read an account of a specific tourist destination which could be of interest to your customers from an intercultural viewpoint. Propose this to your colleagues in a meeting and respond to any questions raised.	report seminar lecture summary

planning **participation in regular corporate meetings** **c1_ls_pl_prem**

1) gathering and presenting factual information	can orally summarise long and demanding texts and answer questions	with the use of keywords can present appropriately and completely a report about the reality in one's own sphere of competence	After having read the annual business report of a hotel, give a complete summary of the most important data and facts, answer questions and lead a discussion of how to improve certain details.	report statement summary
---	--	--	--	--------------------------

2) informing about a meeting and its preparation	can orally summarise longer information and respond to questions	can follow and then summarise a discourse about the activities of one's own company without difficulty even if it is not clearly structured	Prepare a record of a communication concerning the business plan for the coming year of a holiday village. Afterwards summarise it and give a comment, also answering all questions.	report seminar summary
		can discuss controversial issues, allowing for different cultural points of view to be expressed	Read a written report about co-operation with a foreign partner. Listen to the corresponding report by the potential partner and interrupt if appropriate, if you do not agree. Tactfully point out any differences of opinion and take the initiative to resolve them.	report meeting discussion
3) leading or attending a corporate meeting	can lead a meeting, open, preside over and close a discussion	can give precise information about the details of a meeting	Read the minutes of a business meeting, then discuss it with your colleague, answering any question.	report presentation telephone conversation
		can introduce and discuss specific proposals	Read the plan for a new type of incentive travel, prepared by some colleagues; then explain its details to the people present and answer their questions.	seminar report statement

planning analysis of projects regarding sustainable tourism

c1_ls_pl_apr

1) collecting, comparing and analysing different information	can lead a meeting, open, preside over and close a discussion	can discuss in detail how to develop and implement a planning strategy, regarding local sustainable tourism	After reading a text about sustainability regarding a given tourist project, give a short summary to a group of colleagues together with a personal comment; afterwards answer questions.	report summary lecture
--	---	---	---	------------------------

<p>2) presenting and justifying the sustainability of a given destination</p>	<p>can lead a meeting, open, preside over and close a discussion</p>	<p>with the help of a report, can give a complete summary of its contents and describe the shortcomings of the given tourist destination regarding sustainable tourism</p>	<p>Read (or write) a description about sustainable tourism in your region. Afterwards present this report orally to foreign business partners, discussing details with them.</p>	<p>meeting discussion statement</p>
---	--	--	--	-------------------------------------

customer relationship management

customer liaison / retention

c1_ls_crm_clr

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) preparing a tailor-made holiday	can conduct a conversation, explain aspects at different levels and respond to questions	can propose a tailor-made holiday to a client	Read the draft for a tailor-made holiday in your region and explain its details to a client in a convincing way, answering to his/her questions, trying to convince him/her about the value of your proposal.	briefing presentation
2) describing facilities/ services offered	can conduct a conversation, explain aspects at different levels and respond to questions	can explain to a client about his/her requirements for a business conference/reception	Ask a foreign manager what he/she needs for his/her conference (technical equipment; coffee break etc.; use the keywords given).	conversation briefing
3) offering relevant additional products/ services	can conduct a conversation, explain aspects at different levels and respond to questions	can inform key customers about possibilities and advantages of a given product	Explain to a client of your agency the advantages of a newly created membership card. Also answer to his/her questions (using the key words given).	report briefing

customer relationship management

dealing with complaints and problems

c1_ls_crm_dcp

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) acting as an intermediary	can conduct a conversation, explain aspects at different levels and respond to questions	can explain the special needs and requests of a customer to a foreign business partner	Call the representative of a foreign hotel and explain to your partner the special needs of a tourist group which will arrive there in a couple of weeks. Discuss possible organisational problems (using the keywords given).	discussion statement

2) responding positively to a customer's problem	can react appropriately to reproaches or objections	can react extremely well to an oral complaint	Familiarise oneself with the complaint of a guest, reading a letter he/she wrote and the report of one of your staff members. Then call him/her on the phone and explain the situation, reacting suitably to his/her criticism. Try to resolve the problem in a mutually satisfactory way.	discussion briefing statement telephone conversation
--	---	---	--	--

customer relationship management

customer insight

c1_ls_crm_ci

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) finding out what customers want and why	can conduct a conversation, ask differentiated questions and respond to statements	can inquire about the needs and desires of clients/ customers	A foreign tour operator has asked you to prepare a detailed programme for a round trip in your region. Call him/her on the phone and ask him about the special needs of the group, make proposals and react adequately to his/her response. Give also a final resumé.	briefing conversation smalltalk