



# MARKETING Club 164<sup>th</sup>

164<sup>th</sup> Marketing Club  
120<sup>th</sup> Business Club  
34<sup>th</sup> Cairo Club

## English Hacks for Managers

أسرار الإنجليزية للمديرين

JOIN FREE



LIVE WEBINAR

Date

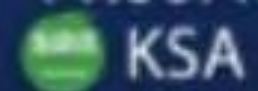
25-11  
2024  
Monday

9 pm



Egypt

10 pm



KSA

11 pm



UAE

Place  
Online  
Zoom

CLUB FOUNDER, HOST  
**DR. MAHMOUD BAHGAT**  
LEGENDARY DIRECTOR



Instructor  
**Mr. Mohamed AlMalky**  
English Mentor



**Elmalky**

# BUSINESS HACKS FOR MANAGERS

**Presented by: Mohamed Elmalky**





## ABOUT OUR ACADEMY

Blended English: Empowering Language Learning Since 2022  
Founded in 2022, Blended English has quickly become a trusted name in language education. Our academy has proudly supported nearly 2,000 students in enhancing their English skills through innovative teaching methods, personalized learning experiences, and a commitment to excellence.

# GET TO KNOW US

## PROFILE OF CEO

With over 10 years in teaching English. Taught more than 6000 students in many countries. CELTA/ TESOL/ TtT certified and also teacher trainer and supervisor for 5 years.



# **Our agenda**

- 1. Illusions about English**
- 2. Why I get bored when I start learning English and reasons for stop learning**
- 3. Language used in meetings with clients**
- 4. Using AI in dealing with the English language**

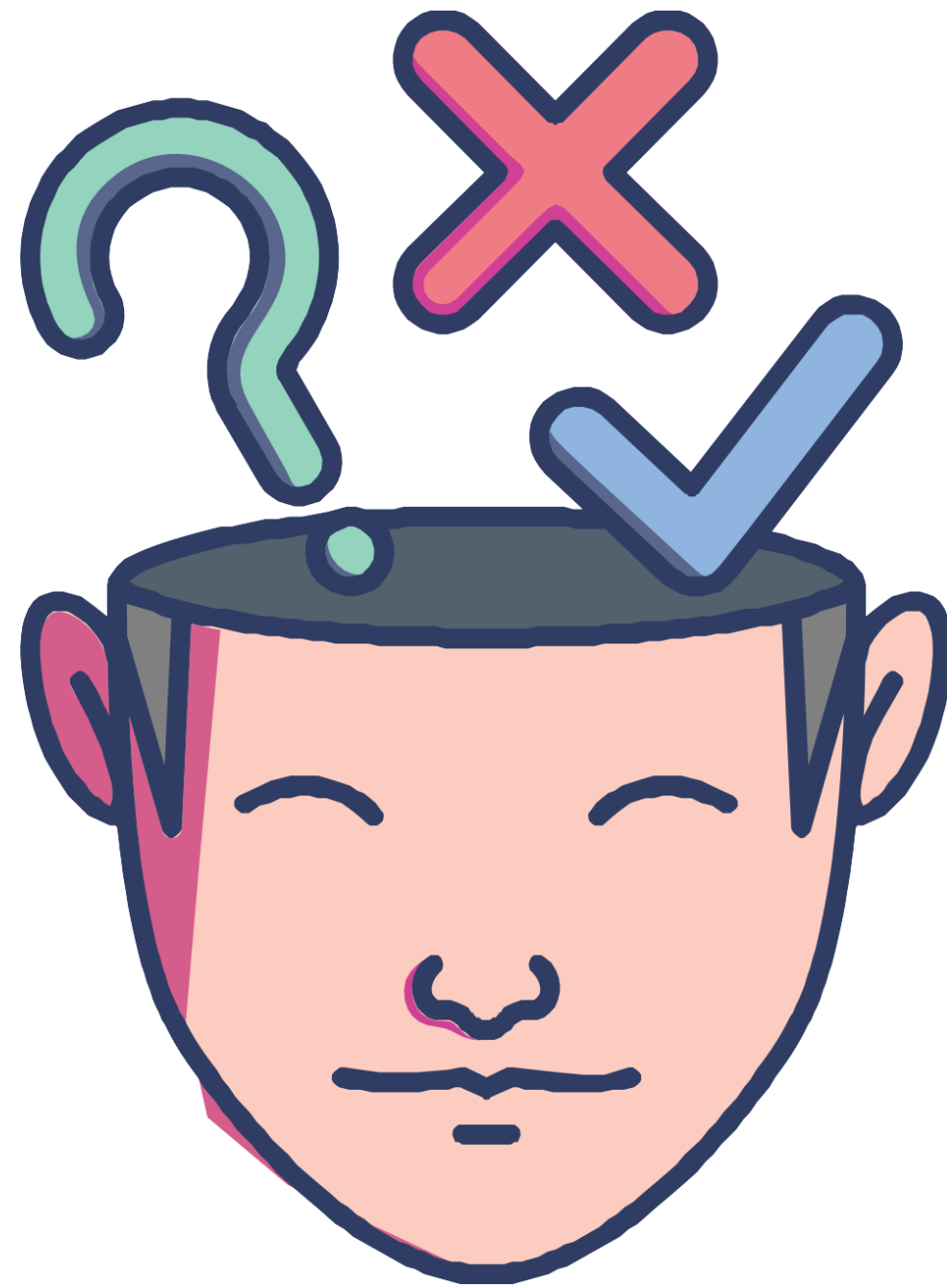




# HEY MANAGERS AND LET'S START OUR WEBINAR



# ILLUSIONS ABOUT ENGLISH



# REASON 1: YOU THINK YOU CAN'T MASTER ENGLISH



# REASON 2: YOU THINK YOU HAVE TO GO TO A NATIVE-SPEAKING COUNTRY TO SPEAK ENGLISH

English is the native language in:



Canada



GREAT BRITAIN



NEW ZEALAND



USA

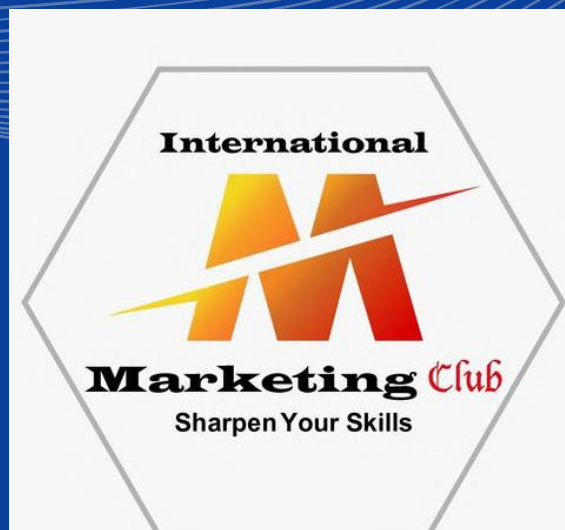
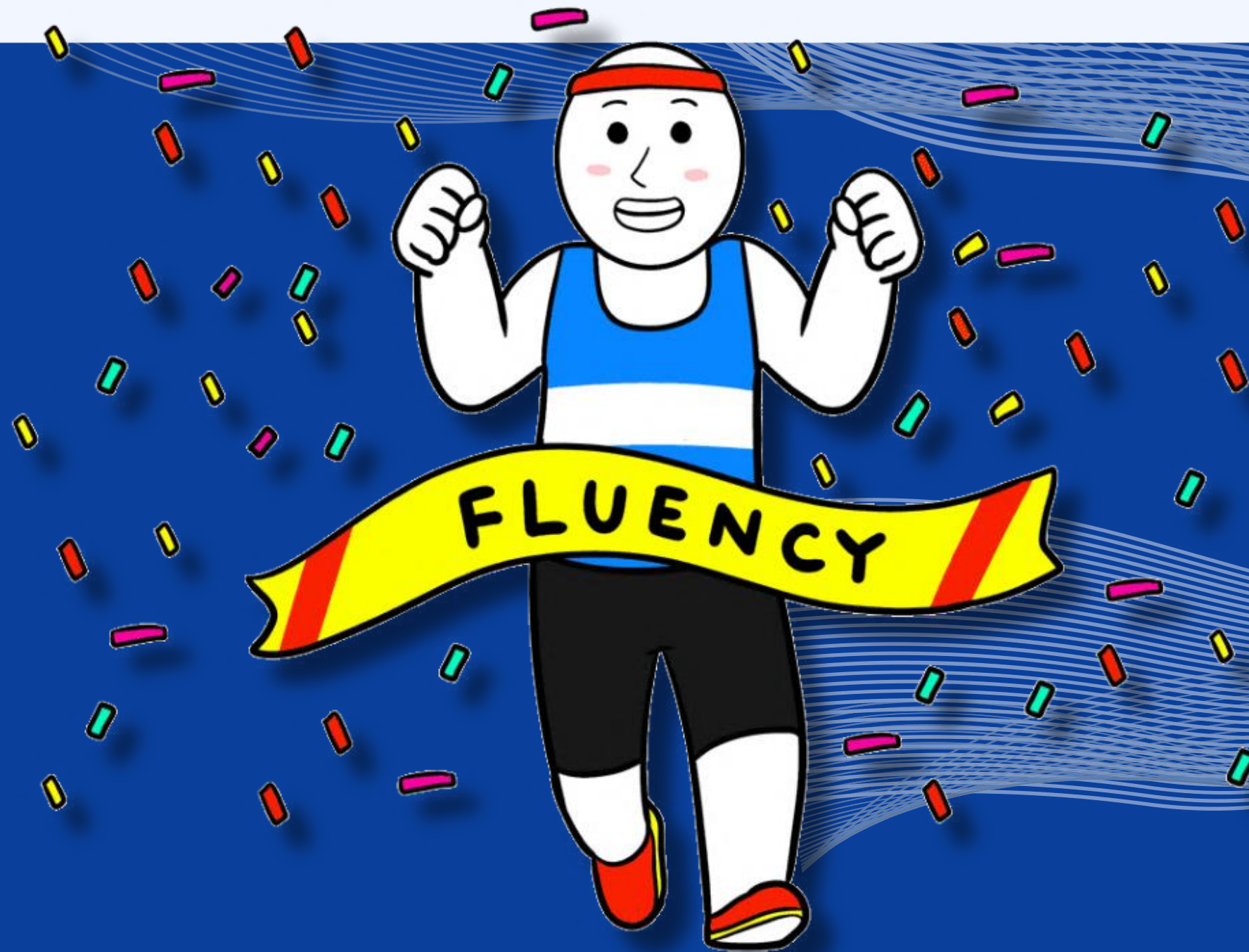


Australia





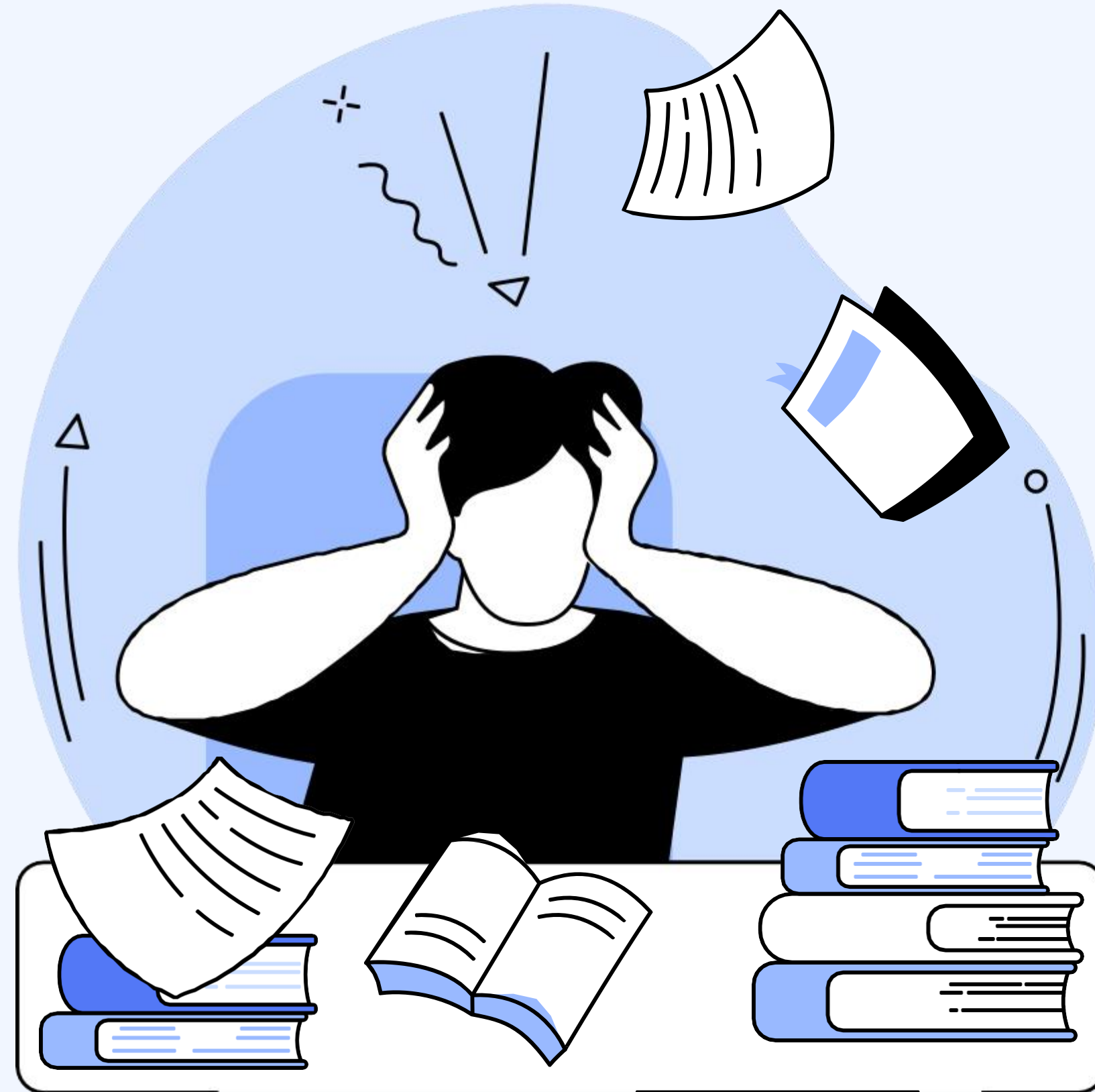
# REASON 3: YOU THINK YOU CAN LISTEN TO YOUR FLUENCY



# REASON 4: YOU THINK YOU DON'T HAVE TIME TO MASTER ENGLISH



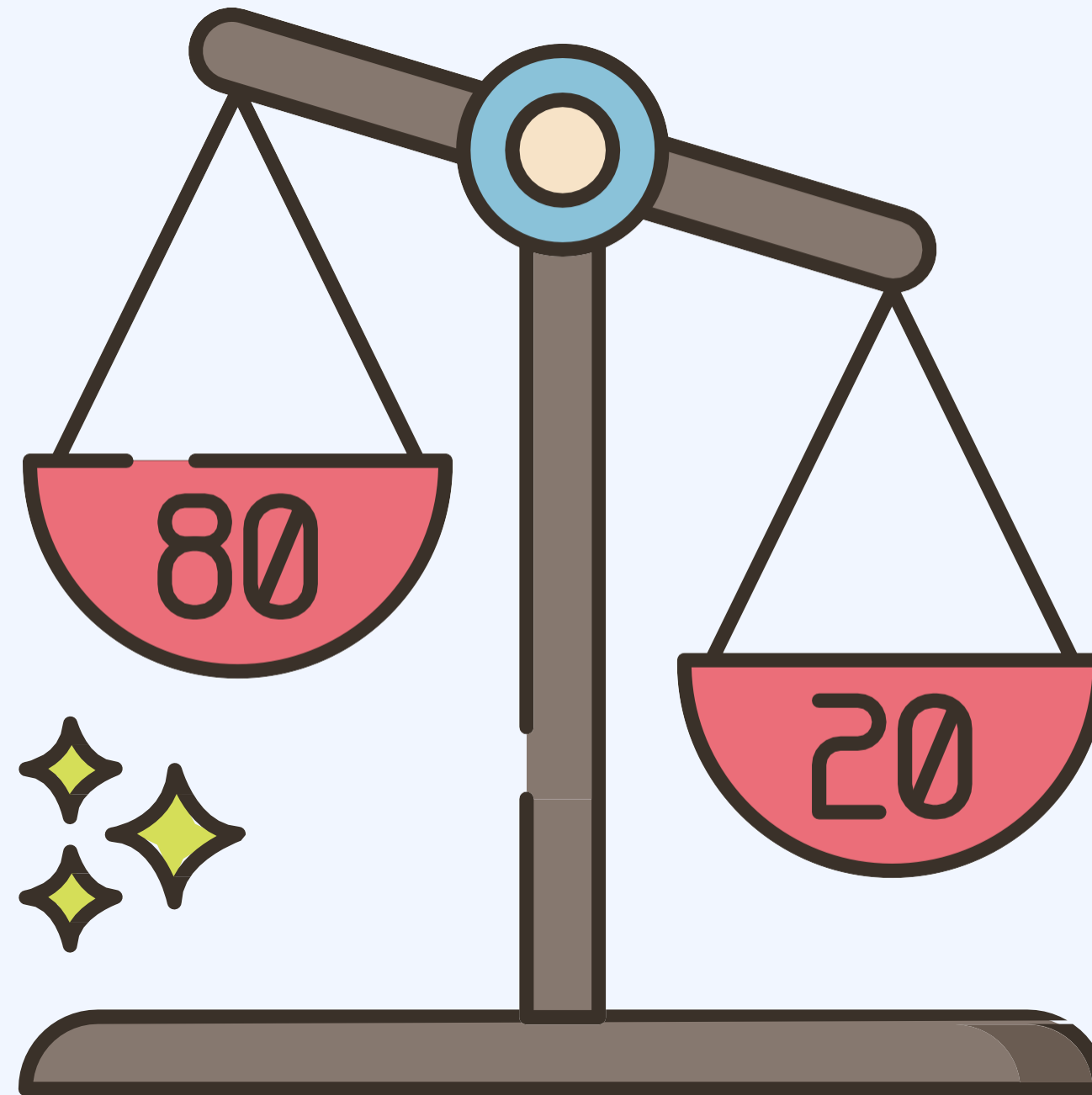
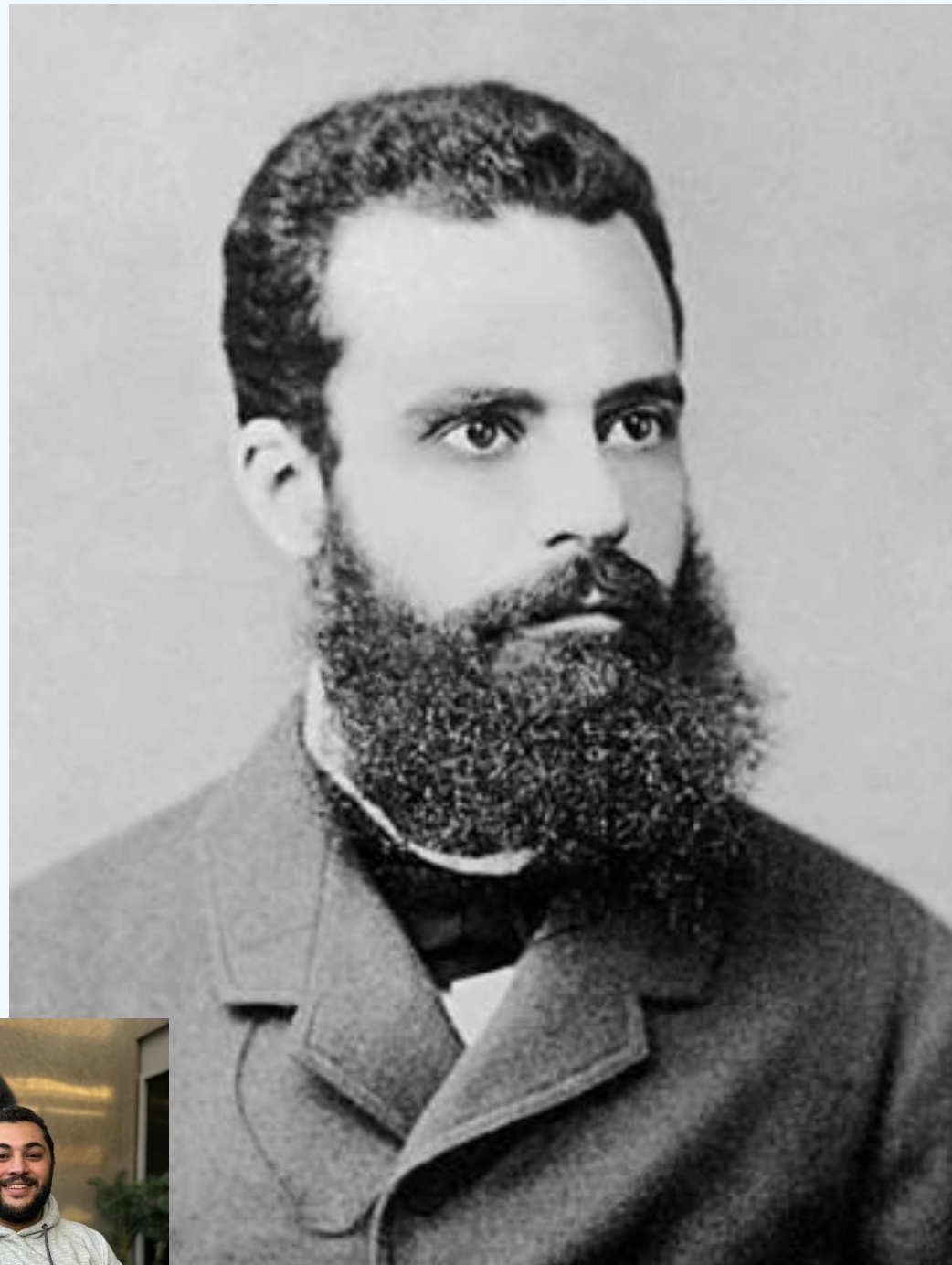
# REASON 5: I NEED TO MEMORISE A LOT OF WORDS AND USE CORRECT GRAMMAR



# WHY I GET BORED WHEN I START LEARNING ENGLISH AND REASONS FOR STOP LEARNING

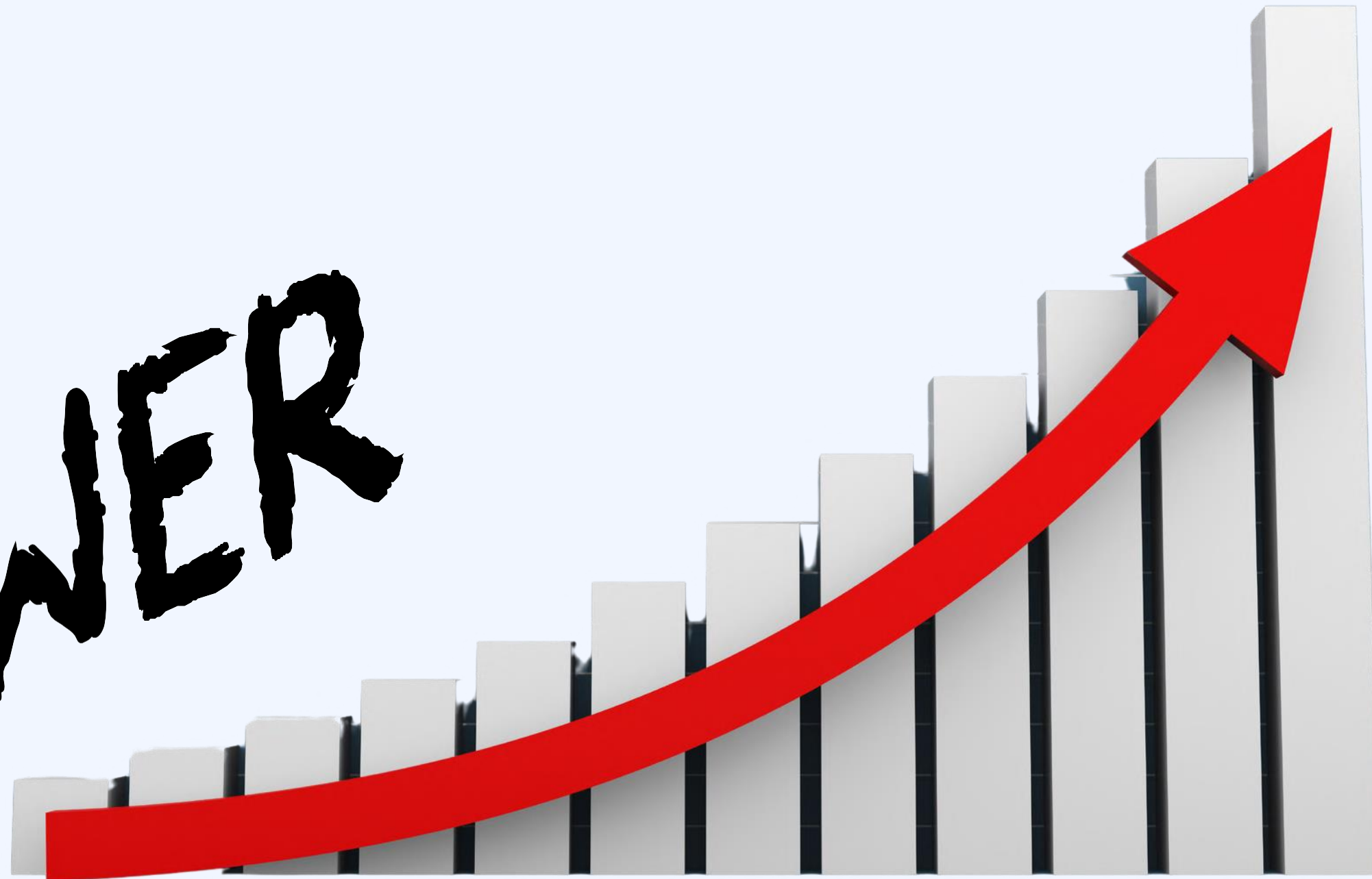


# WHY I GET BORED WHEN I START LEARNING ENGLISH AND REASONS FOR STOP LEARNING





# WHY I GET BORED WHEN I START LEARNING ENGLISH AND REASONS FOR STOP LEARNING

POWER



# WHY I GET BORED WHEN I START LEARNING ENGLISH AND REASONS FOR STOP LEARNING

*Habit Tracker*

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# WHAT WE OFFER IN OUR COURSES

- ✓ **Daily tasks**
- ✓ **Immersive technique**
- ✓ **Role-plays and simulations**
- ✓ **Feedback**





# LANGUAGE USED WITH CLIENTS FOR PROFESSIONAL COMMUNICATION



# MEETING THE CLIENTS

## Professional Greetings and Introductions

- **"It's a pleasure to meet you." (formal introduction)**
- **"Thank you for taking the time to meet with me today."**
- **"Let me introduce myself..."**
- **"How can I assist you?"**



# MEETING THE CLIENTS

## Establishing Rapport

- **"How's business on your side?" (casual and professional)**
- **"I understand your company specializes in... Can you share more about that?"**
- **"I've heard great things about your organization."**



# MEETING THE CLIENTS

## Understanding Client Needs

- **"Could you tell me more about your current challenges?"**
- **"What are your priorities for this quarter/year?"**
- **"How are you currently addressing [specific issue]?"**



# MEETING THE CLIENTS

## Offering Solutions

- **"Based on what you've shared, I believe our product/service can help by..."**
- **"One of the key benefits of our solution is..."**
- **"This aligns with what you mentioned about [specific client need]."**



# MEETING THE CLIENTS

## Negotiating and Clarifying

- **"Let's discuss what works best for your budget."**
- **"Can we revisit the terms to find a win-win solution?"**
- **"Just to clarify, you're looking for [specific goal], correct?"**



# MEETING THE CLIENTS

## Closing the Deal

- **"Shall we move forward with this proposal?"**
- **"Would you like me to draft the agreement for review?"**
- **"I'm confident this partnership will deliver great results for you."**



# MEETING THE CLIENTS

## Following Up

- **"I'm following up on our recent discussion regarding..."**
- **"Do you have any further questions or feedback?"**
- **"Looking forward to your response."**





# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Active Listening

- **What to do: Show genuine interest by paraphrasing what the client says: “So, if I understand correctly, you’re looking for...”**
- **Why it works: It ensures clarity and demonstrates attentiveness.**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Use Polite and Inclusive Language

- **Replace "You should..." with "Have you considered..."**
- **Replace "That's not possible" with "Let me explore alternative options."**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## **Be Culturally Sensitive**

- **Avoid slang or idioms that might confuse non-native English speakers.**
- **Speak clearly and use neutral expressions like "touch base" instead of "hit the ground running."**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Manage Expectations

- **Be upfront about timelines: “This typically takes X days to complete.”**
- **Set realistic goals: “While we can’t promise [X], here’s what we can ensure...”**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Email Etiquette

- **Use clear subject lines: “Proposal for [Project Name] – Action Required”**
- **Use polite closings: “Looking forward to your feedback” or “Best regards.”**
- **Summarize meetings: “As discussed in today’s meeting, we agreed on...”**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Handle Objections Gracefully

- **Acknowledge concerns: “I understand why that might be a concern.”**
- **Offer reassurance: “Here’s how we’ve addressed similar issues for other clients.”**



# TIPS AND TRICKS FOR PROFESSIONAL CLIENT INTERACTION

## Maintain Professionalism

- **Always keep a positive tone, even during disagreements.**
- **Be punctual for meetings and follow through on promises.**



# OUR COURSES

- **General English**
- **Business English**
- **ESP courses (English for specific purposes)**
- **Pronunciation courses**
- **Grammar courses**







# CONTACT US

Do you have questions or want to learn more? Reach out to us! Our friendly team is here to assist. Contact us via email, phone, or visit our website for further information and inquiries.



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THANK  
YOU

FOR YOUR ATTENTION

