

4.1 About business Business leaders and success stories

Discussion

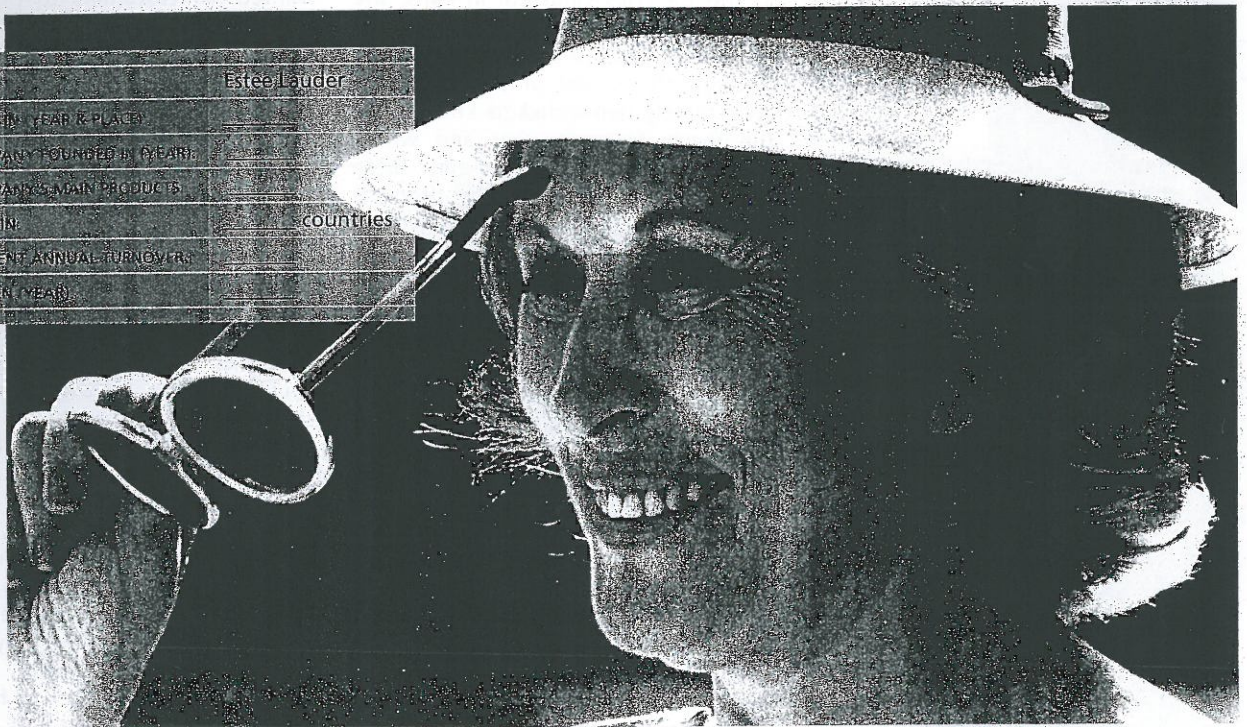
1 When you start up a business the following are all important. With a partner put them in order from the most to the least important.

financial backing · a sense of adventure · a business background · luck · ambition
a good marketing strategy · good contacts · original ideas · hard work & dedication

Listening and note-taking

2 1:45 Listen to a podcast about the cosmetics producer, Estée Lauder and fill in the profile.

NAME	Estée Lauder
1) BORN IN YEAR & PLACE	
2) COMPANY FOUNDED IN YEAR	
3) COMPANY'S MAIN PRODUCTS	
4) SOLD IN	countries
5) CURRENT ANNUAL TURNOVER	
6) DIED IN YEAR	



Listening for detail

2 Listen again and mark the sentences *T* (true) or *F* (false). If they are false, correct them.

- Estée was born Josephine Esther Mentzer.
- Estée's parents were Bulgarian immigrants.
- The first Estée Lauder counter was opened at Saks' on Fifth Avenue in 1938.
- The company started to sell beauty products for men in the 1960s.
- The Estée Lauder Company consists of many well-known names.
- The company went public at the end of the twentieth century.

Vocabulary

2 The following words are all used in the article about Estée Lauder. Match a word on the left to the correct definition on the right.

- | | |
|-----------------|--|
| 1 to spill | a) beautiful and well-designed |
| 2 fragrance | b) a nice smell |
| 3 to demand | c) changing a person's appearance so that they look better |
| 4 stylish | d) to accidentally pour a liquid out of its container |
| 5 makeover | e) to say that you want something very strongly |
| 6 to pioneer | f) better than everything else of its kind |
| 7 sample | g) completely new and different |
| 8 technique | h) a method of doing something |
| 9 revolutionary | i) a small amount of a product given to people for free |
| 10 unsurpassed | j) to be one of the first people to do something |

Internet research

Search for the keywords "habits of business success" to find out other tips for enjoying business success.

Reading for detail

5 With a partner, read the article and make a list of what you think the six secrets of Estée Lauder's success are.

Compare your answers with another group. Did you find the same six things?

THE SWEET *smell of success*

ESTÉE LAUDER knew how to make a sale. Once when she was refused a counter at the Galleries Lafayette in Paris, she 'accidentally' spilt one of her fragrances in the crowded store. The scent wafted through the crowd of shoppers who immediately demanded to know what the lovely fragrance was and where they could buy it. Very soon after, Estée Lauder got her counter and her products went on sale in the Galleries Lafayette.

**a culture of quality,
style and unsurpassed
customer service**

Estée Lauder attributed her success to her sales technique. 'If I believe in something, I sell it, and I sell it hard', she said. She was a brilliant saleswoman and she personally visited the staff on her counters to offer them sales tips. Her approach was very hands-on. She always believed that in order to make a sale, you must touch the customer. Even today the company's motto is 'Bringing the best to everyone we touch'.

Estée knew about the importance of image. She wanted to give her products a sophisticated look and personally chose the blue colour of the bottles which she believed would look stylish in every bathroom. She believed in secrecy

and didn't reveal much about her life or the ingredients used in her products. She wanted her customers to believe that they were buying not only 'beauty in a jar' but also the solution to looking and feeling eternally young. She said that 'In order to sell a cream, you sold a dream'. She put a lot of time and effort into building up that dream image.

When she began her business, she didn't have a marketing budget, but she believed that if you put the product into the customer's hands, its quality would speak for itself. She started by giving free demonstrations and makeovers using her own products anywhere she could: in hotels, beauty salons, subway stations and even on the street. Most importantly, she pioneered the idea of a 'gift with purchase'. No one had ever heard of this before, free creams, free lipsticks! She began by giving away free samples and then moved on to giving away extra products with a purchase. These days many companies use this marketing technique, but fifty years ago the idea was revolutionary.

With the combination of hard work, dedication, ambition, and belief in herself and her products, Estée created a culture of quality, style and unsurpassed customer service. This turned her company into the global cosmetics leader it is today. As she famously said, 'I never dreamed about success. I worked for it'.

6 Match a quotation from the text with the correct explanation on the right.

- | | |
|--|---|
| 1 'Beauty in a jar' | a) This stresses the personal approach. It makes customers feel that they are each important to the company, but also that they are getting the best quality available. |
| 2 'In order to sell a cream, you sell a dream' | b) The idea that you can buy beauty. |
| 3 'Bringing the best to everyone we touch' | c) The key thing is not the cream itself, but encouraging women to fantasize and want a certain lifestyle, so that there is then a market for the cream. |

Discussion

7 With a partner, look back at the article and your answers to 5 and answer the questions.

- Which of Estée's secrets of success do you consider to be the most important?
- Which of these secrets are still good business practice today?
- Do you think there is still a market for new cosmetics companies? In which way would they need to be different?

4

Success stories

4.2 Vocabulary Describing yourself and being successful

Adjectives

1 These adjectives can be used to describe people's personality and their behaviour. Put them into the correct place in the table below. Use a dictionary if necessary.

hard-working unhelpful generous hands-on dishonest
 disorganized ambitious uncooperative stressed

positive	negative
calm	
	mean
honest	
	lazy
helpful	
	lacking in drive
organized	
	hands-off
cooperative	

2 Use the adjectives above to complete the sentences.

- I never get angry. I'm a very _____ person.
- Junita can't find the files she needs. She's so _____.
- I don't really trust him. He seems to be a bit _____.
- Robert is working his way up the career ladder. He's very _____.
- Angela is a very _____ person. She gives 15% of her salary to charities.
- Craig just won't lift a finger. He's a very _____ man.
- Dieter never leaves the office until his day's work is finished. His colleagues all say he's the most _____ man in the company.
- Pat won't do anything for other people. She's the most _____ woman I know.
- Olaf likes his employees to make their own decisions. His style of management is very _____.
- Sandra has three small children and a full-time job. She's quite _____, although she doesn't show it.

