In 2015, ISPRO created a new set of courses that consists of contents from the annual program, Business Benchmark Higher. Advanced level is the third and highest level in the BEC module courses that is part of the ISPRO program. These classes are geared towards professionals that can not make a yearly commitment to an English course but still want to improve their professional English skills. For these module courses, it is important that a student has an intermediate level of C1. Students use the Business Benchmark Advanced Student’s Book as a guide and materials for the class. Therefore students are receiving the same training as professionals in the annual course but at a more comfortable pace for their professional lives.

The “Competition and Getting Ahead” module is a 20-hour course that consists of four topics: Customer Relationships, Competitive Advantage, Proposals and Presenting at meetings. Each topic has up-to-date information and dynamic activities to make the class interesting and useful to the students. In addition, students practice all areas of English using real-life situations and scenarios that keeps students motivated to learn more.

The contents of the course helps students to relate to customers and improve their customer service skills and representation. As well, students learn how to keep that competitive advantage in their company and present new ideas by writing proposals. At the end of the course, students finish out learning how to make a presentation in a business meeting. With these contents, students learn and reinforce their professional English skills.

COURSE CONTENTS (20h)

BLOCK 1: Customer Relationships (5h)
- Customer Relationships Management
- Discussing customer-supplier relationships
- Helpdesk vocabulary

BLOCK 2: Competitive Advantage (5h)
- Preparing tenders
- Achieving competitive advantage and pricing
- Speaking hypothetically

BLOCK 3: A Proposal (5h)
- Requesting a proposal
- Proposals for Market Research
- Linking words and phrases

BLOCK 4: Presenting at meetings (5h)
- Market presentations
- Presenting information from charts
- Working on embedded questions