



## Week 2

# CONDITIONALS

Conditional clause is introduced by:

if, as long as, unless (if not)



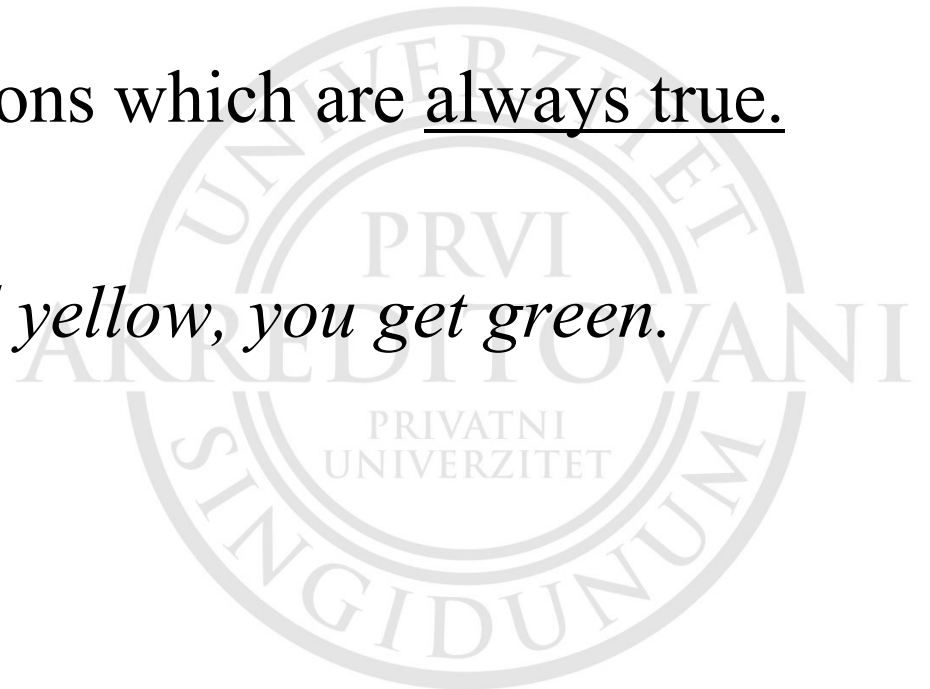
## Week 2

### 1. ZERO CONDITIONAL

**if + Present Simple / Present Simple**

We use it to talk about situations which are always true.

*Example: If you mix blue and yellow, you get green.*



## Week 2

### 2. THE FIRST CONDITIONAL

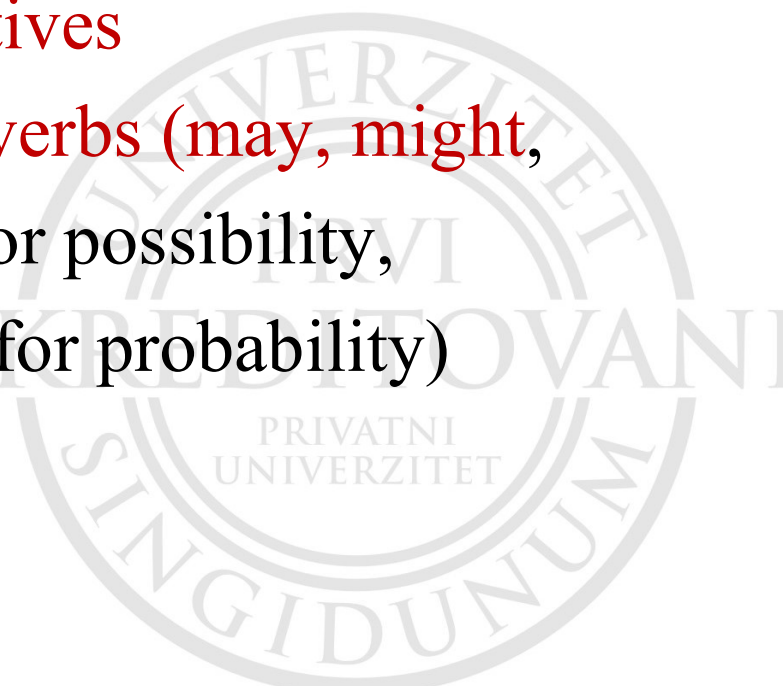
if + Present Simple / will + bare infinitive

/ imperatives

/ modal verbs (may, might,

could for possibility,

should for probability)



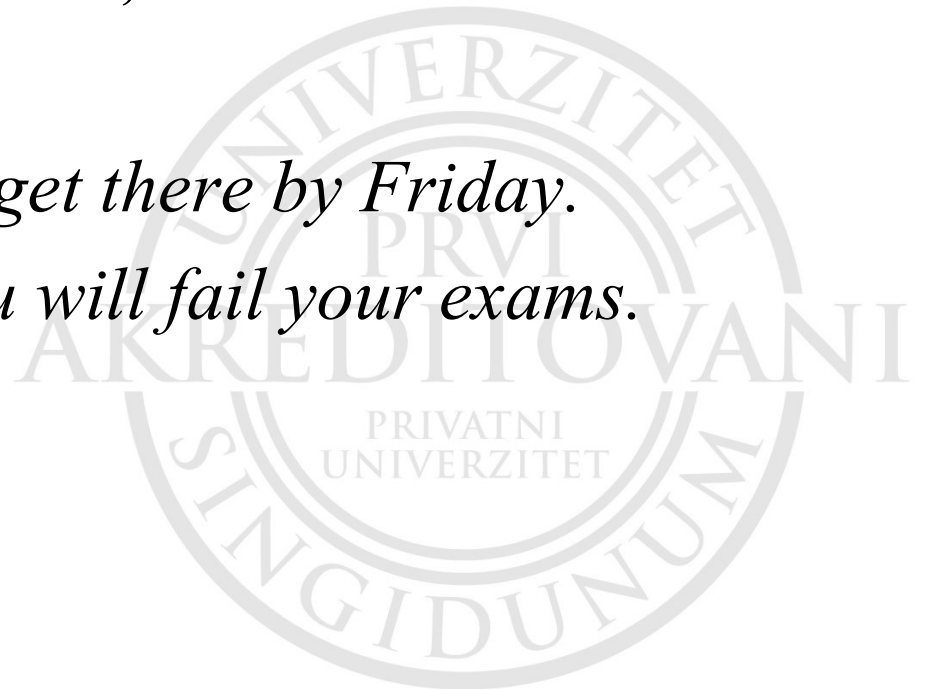
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We use it to talk about possible situations and their likely results in the future.

*Example: If I pass my driving test, I will take you out for a meal.*

*If you post it today, it should get there by Friday.*

*Unless you start studying, you will fail your exams.*



## Week 2

### 3. THE SECOND CONDITIONAL

if + Past Simple / would, could, might + bare inf.

We use it to talk about imaginary, unlikely or impossible situations in the present or future.

*Example: If I knew the answer, I would tell you.*

*If I were you, I would tell him the truth.*

## Week 2

### 4. THE THIRD CONDITIONAL

If + Past Perfect / would, might, could have  
+ past participle

We use it to talk about imaginary situations in the past.

*Example: If he hadn't taken a map, he would have got lost. (He took a map, so he didn't get lost.)*

## Week 2

# ESP – Customer relationships

Aspects of customer relations: after-sales service, loyalty, information about future needs, information about product updates, cost savings, personalised treatment

Reading: ***Giving people what they want***

Key words: *widget, helpdesk, nasty, curiously, chasm, long for, turn sour, frontline staff, pacify, distinguishing characteristics, retain, recruit, redundant, matching*

Customer Relationship Management (CRM) – definition:

Integration of marketing, sales and after-sales service within an organisation

How can CRM be used by companies?