



TRƯỜNG ĐẠI HỌC THƯƠNG MẠI
THUONGMAI UNIVERSITY



Unit 5: SALES



Read these headlines. Which one talk about (1) better sales (2) worse sales

START-UP

A **Fall in retail sales getting worse**

B **MP3 PLAYERS SALES INCREASING**



C **Despite marketing, cigarette sales fall**

D **ONLINE MUSIC BLAMED FOR FALLING SALES**

E  **Audio CD sales set to decrease**

F **Fairtrade sales rise by 1%**

G *Net adverts show rising sales*

H **Rise in organic food sales**





VOCABULARY

Work in groups of 3 – 4. Discuss the sales of the products

Products	Your ideas	Reasons
Mobile phones 	decrease	Everybody has one already.
DVDs 	fall	Youtube becomes more popular.
Desktop 	go down	Laptops are more convenient.
Radios 	decline	Radios become obsolete.
Organic food 	increase	People care more about health.
LC air tickets 	go up	More people want to fly.
Fast food 	rise	Children love fastfood.



VOCABULARY

Read the headlines and complete the table

		
	sales up	sales down
adjective		<i>falling</i>
verb	<i>to increase</i>	
verb	<i>to rise</i>	
noun		



READING

*Work in pairs and discuss
the questions*



What persuades
people to buy
something?

Have you ever bought
more than you
planned to from a
shop? What were the
reasons?

An advert

A friend's advice

A magazine/
Internet article

A sales person

A sales promotion
programme

The trend

The display of
products



A
Sell benefits, not features

When you are selling, the customer doesn't want to know about the features of a product. They want to know how it is going to benefit them. Is it going to make them more attractive? Or save time? Or help them to work more efficiently?

B
Differentiate your product

You must come up with at least three ways in which your product is different from the competition. These are called USPs – Unique Selling Points. For example, your product could be faster, cheaper, and smaller than the competition.

C
Meet your customer face-to-face

You need to meet your customers, especially if you are new. It is not worth spending a fortune on newspaper advertising or direct mailing for first-time entrepreneurs.



Sales techniques

D
Let the customer tell you what they want

You need to understand your customer before you can sell him or her something. Don't start 'selling' something until your customer has talked about themselves.

E
Learn to listen
Sales people who do most of the talking usually lose the sale! Listen carefully and don't jump to conclusions. Take notes and concentrate on what your customer is saying. Find out what your customer really wants by asking lots of questions.

F
Sell to people who buy
If you are trying to sell a product, don't try and sell it to someone who has never bought it before. Sell your product to someone who already has one. Show your clients how yours is superior to the competition.

G
Turn your customers into salespeople
If your customers are happy, they are going to tell other people. Nearly 85% of sales are the result of word of mouth. So think about how you can create satisfied customers. They will do your advertising for you!



READING

Decide if the sales pitches are effective (E) or not effective (NE). Explain why.

The sales pitches	E/ NE	Why
1. This product has a camera, an alarm clock, and a calculator.		
2. This machine is going to help you organize your life.		
3. This product is smaller, cheaper to run, and has a longer battery life than our major competitor.		
4. Right, let me tell you all about our products.		
5. I see. Can you give me an example of what you mean?		
6. Tell me about the product you are using at the moment.		



READING

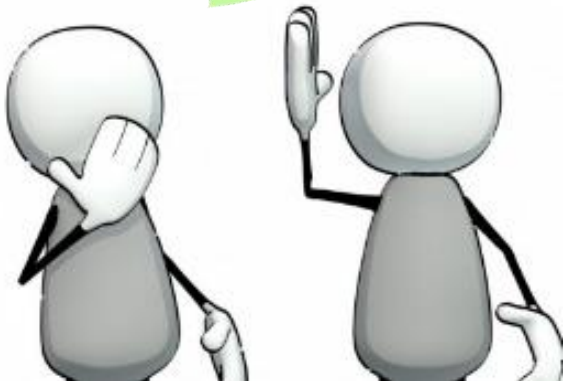
Find words and expressions with similar meanings

MEANINGS	WORDS/ EXPRESSIONS
1. Distinctive parts or aspects of something (Paragraph A)	
2. To make something different from other things (B)	
3. Sending adverts through the post (C)	
4. To decide too soon that something is true (E)	?
5. Better than (F)	?
6. Being told about something, rather than reading about it (G)	?



READING

Work in pairs. Try to sell your product. Use the techniques from the article.



SALES TECHNIQUES

Sell benefits, not features

Differentiate your product

Meet your customers face-to-face

Let the customers tell you what they want

Learn to listen

Sell to people who buy

Turn your customers into salespeople



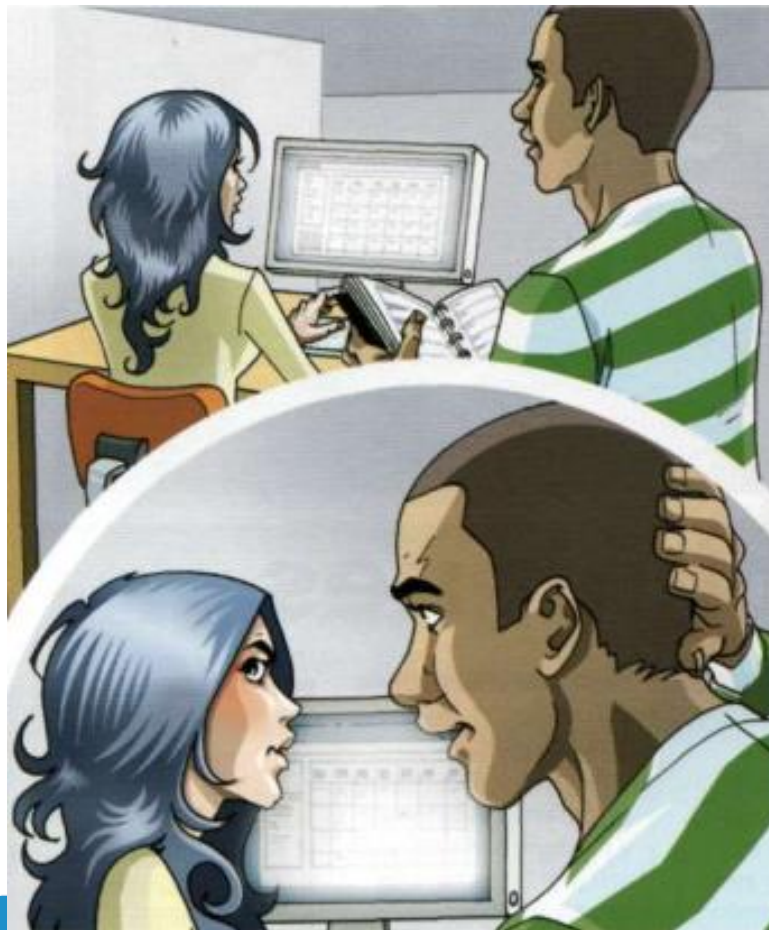
9 TO
5

INVITATIONS

What do you think Joe and Lisa are doing?

What is happening?

What do you think Joe is asking Lisa?





**9 TO
5**

INVITATIONS

Listen and answer the questions

1. Why does Joe need a meeting with Richard?

.....

2. Can Richard and Joe meet up?

.....



9 TO 5

INVITATIONS

Listen and complete Richard's appointments

Monday	
11.30	show visitors around the studio
2.00	_____ of Talent
3.15	_____ to New York office
3.30	_____
Tuesday a.m.	
8.30	_____
10.30	_____ director from Fab Films



9 TO 5

INVITATIONS

Listen and answer the questions:

1. What does Joe invite Lisa to do after work?

.....

2. Why can't she go?

.....

3. Why can't Lisa go out with Joe on Thursday?

.....

4. What is happening on Friday?

.....

5. Can Lisa go?

.....



9 TO
5

INVITATIONS

Let's ...!

How about ... ?

What about ... ?

Can you make ... ?

I'm afraid I can't.

I'm sorry. I'm busy.

EXPRESSIONS



LANGUAGE SPOT

Present Continuous for future, *Be going to*

Present continuous for future

- *To talk about things we have arranged in the past to do in the future*

I.....Clare for dinner tomorrow evening.

- *Often used with expressions like next week, in May, tomorrow, etc.*

We're leaving for Marid.....

Be going to

- *To talk about decisions and intentions*

Who this afternoon?

- *To predict the future based on information we know now.*

DVD sales



LANGUAGE SPOT

Present Continuous for future, *Be going to*

Look at Juan's diary and complete the dialogue

12 MONDAY

9.30 Meeting Steve Irvine

13 TUESDAY

11.00 a.m. Brief IT Administrator

14 WEDNESDAY

Prepare sales report

15 THURSDAY

10.00 a.m. Group meeting: present sales figures

2.30 p.m. Call Madrid office

16 FRIDAY

12.30 p.m. Lunch with Sales team

Juan What's next week looking like, Alicia?

Alicia Well on Monday you _____¹ a meeting with Steve Irvine. (have)

Juan What time _____ he _____²? (arrive)

Alicia At 9.30. And on Tuesday you _____³ the IT Administrator. (brief)

Juan Oh, I forgot about that! Do you have the documents?

Alicia Yes, don't worry.

Juan What _____⁴ on Wednesday? (happen)

Alicia You _____⁵ the sales report. (prepare)

Juan Oh, yes. Of course.



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16 FRIDAY

12.30 p.m. Lunch with Sales team

Alicia And on Thursday you _____⁶ the group meeting at 10.00 a.m. and you _____⁷ the sales figures. (attend / present)

Juan Fine. _____ I _____⁸ Lisa Fuentes in the afternoon? (see)

Alicia No, you _____⁹ (not). But you _____¹⁰ the Madrid office. (call)

Juan What about Friday? _____ I _____¹¹ anything exciting? (do)

Alicia Well, you _____¹² lunch with the Sales team. (have)

Juan That's not bad!



LANGUAGE SPOT

Present Continuous for future, *Be going to*

Work in pairs. Talk about things you have arranged to do in the future. Ask and answer questions

What are you
doing
tomorrow?

I'm going on a
PowerPoint
training course.





LANGUAGE SPOT

Present Continuous for future, *Be going to*

Write sentences about Holly's business trip next month?

Activities	Sentences
Use the gym in the hotel ✓	<i>I'm going to use the gym in the hotel.</i>
Meet a lot of key customers ✓	<i>I'm going to meet a lot of key customers.</i>
Eat in some good restaurants ✓	<i>I'm going to eat in some good restaurants.</i>
Visit factories X	<i>I'm not going to visit factories.</i>
Negotiate some new contracts X	<i>I'm not going to negotiate some new contracts.</i>
Call the office every day ✓	<i>I'm going to call the office every day..</i>
Check email every morning	<i>I'm going to check email every morning.</i>



PRONUNCIATION *going to*

Listen to the sentences. Notice that the word “to” is shortened. This is very common in English.

He's *going to* take the job in New York.

Are they *going to* change your computer?

He's *going to* take the job in New York.

He's *going to* take the job in New York.

Work in pairs. Practice saying the sentences.



SPEAKING

Arrange a meeting

You are going to arrange a meeting. Work in groups of three. Use the expressions in "9 to 5"

9.00 a.m. free	9.00 a.m. free	9.00 a.m. 8.40 flight from Amsterdam - arrive in London 9.40
10.00 a.m. interview candidate for new administration secretary	10.00 a.m. free	10.00 a.m. get back in office about 10.30
11.00 a.m. Meeting with Mr Watanabe	11.00 a.m. discuss new contract with IPC (important client)	11.00 a.m. free
12.00 p.m. free	12.00 p.m. have conference call with Paris office	12.00 a.m. plan new computer system with IT Manager - very important!
1.00 p.m. have lunch with head of Spanish sales team	1.00 p.m. free	1.00 p.m. have lunch with ex-colleague
2.00 p.m. contact suppliers	2.00 p.m. free	2.00 p.m. free
3.00 p.m. interview candidate for new administration secretary	3.00 p.m. free	3.00 p.m. free
4.00 p.m. free	4.00 p.m. discuss costs with Production Manager	4.00 p.m. write report on business trip
5.00 p.m. meet new clients	5.00 p.m. meet wife in Central London	5.00 p.m. meet secretary to discuss her poor performance
6.00 p.m. free	6.00 p.m. have pre-theatre dinner	6.00 p.m. take children to swimming pool

Student
A

Student
B

Student
C

Expressions

Let's ...! / How about ... ? / What about ... ? /

Can you make ... ? / I'm afraid I can't. / I'm sorry. I'm busy.



Business know-how

I would like to start a business selling brilliant yoghurt and fruit drinks. I love smoothies!

Kamran Feroz



Talents I don't use? I'm artistic but I don't paint, and I can dance but I don't have time!

Inge Samms



Write the answers to the quiz:

- *What excites you in the world?*
- *What angers you in the world?*
- *What business would you like to start?*
- *What would you write a best-selling book about?*
- *Write down five talents that you have.*
- *Write down two talents that you don't use.*
- *Who lives the life you most envy and what is it like?*



Company profile

Work in pairs. Discuss the questions

2. If you have, how did you do it?

3. Have you ever been to an auction?

1. Have you ever sold anything in person?

4. Have you ever bought or sold anything online?





Company profile

Read the company profile of QXL



QXL Europe's online marketplace

A It is one of Europe's leading electronic commerce businesses. You can auction almost anything, including tickets for concerts, computer software and hardware, electronics, jewellery, books, and sports equipment. It was founded in 1997, by Tim Jackson.

B It was originally called Quixell – pronounced 'quick sell', but it changed the name in its second year of trading to give it a European focus.

C It had a group turnover of £7.17 million in 2005 and it had 3.75 million transactions.

D He is a business specialist, writer, and public speaker. His books include a history of Intel and a study of Richard Branson and Virgin. He is considered one of the fifty most influential people in Europe.

E People living in the UK, France, Italy, the Netherlands, Norway, Denmark, Poland, Sweden, or Switzerland can buy and sell on QXL.

F It claims to be easy to use and provides an efficient service. Safety during payments and delivery, and privacy are top priority.

G It raises money for charity through its auctions. In Norway it held an art auction to help victims of the 2004 tsunami.

H At the time it merged with its biggest rival – a German company, it was worth \$3 billion. After the merger it lost 99% of its value! But by 2005 its market position had improved radically.



Company profile

Match the questions and answers

1. What figures did QXL achieve in 2005?
2. What do you know about its founder, Tim Jackson?
3. What is the value of QXL?
4. What does QXL do to help the world?
5. What are the key features of QXL's service?
6. What is QXL?
7. Who can use QXL?
8. What was QXL's original name? **B**



PROJECT

2. Compare your information with another pair and write a short report



1. Work in pairs. Go online and research eBay, the hugely successful global auction site





WRITING

WRITING AN EMAIL

You are going to a sales conference in London. You have a morning sightseeing tour and the conference starts in the afternoon. Read your itinerary, then write an email to a friend about it.

Itinerary

- 10.00 a.m. Go on the London Eye
- 11.00 a.m. Go on a boat trip on the Thames
- 1.00 p.m. Have lunch at the Gallery restaurant
- 2.30 p.m. Attend Sales Director's presentation on last year's sales
- 3.30 p.m. Discuss sales strategies in regional groups
- 6.00 p.m. Have pre-theatre dinner in Chinatown
- 7.45 p.m. See the musical Billy Elliot

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Send [Icons] Options... ?

From: _____ Sent: July 16 20__

To: _____

Subject: London Sales Conference

Hi _____

Guess what! I'm going to London next week for a sales conference. The timetable for the first day is really good. We're going sightseeing in the morning and not starting the sales conference until the afternoon! First we're going ...



**HAVE FUN
LEARNING!**