

1

lesson

attempt [ə'tempt]

convince [kən'vɪns]

scholarship ['skɒləʃɪp]

allow [ə'lau]

benefit ['benɪfɪt]

If you were a parent without enough money for your son's university education, what might you attempt to convince his math teacher to do?

I might try to convince my son's math teacher to give him a higher grade this term, which would allow my son to receive a scholarship to the University next autumn.

What kind of benefit would that bring to you?

The benefit would be that I wouldn't have to worry about financing my son's studies.

Do you think an attempt to convince your son's math teacher to give him a higher grade would be fair?

No, I don't think any attempt of a parent to influence a teacher is fair.

Could you explain why?

Students should be graded fairly, based on their knowledge and skills, and scholarships should be granted only to those who really deserve them.

raise (Am.E.) [reɪz]

(pay) rise (Br.E.) [raɪz]

value ['vælju:]

If you are an employee who is often late for work, how might you convince your boss to give you a raise this year?

I might convince my boss to give me a raise this year by promising to buy a newer, more reliable car so I can get to work on time each day.

When was the last time you got a pay rise?

The last time I got a pay rise was last month / last year / two years ago.

Can a very expensive store offer good value?

An expensive store can offer good value if the products are of very high quality, and therefore fairly priced for what you get.

Why do some people keep things that they should have thrown away?

Some people decide to keep old and used things only because of their sentimental value.

selling ['selɪŋ]
entail [ɪn'teɪl]
perceive [pə'si:v]
obtain [əb'teɪn]
make a profit [meɪk ə 'prɒfɪt]
profit motive ['prɒfɪt 'məʊtɪv]



The essence of selling

Selling entails providing customers with something they either want or need, something, which will provide pleasure, comfort, or simply fulfilling a person's most basic needs. For salespeople a profit motive is important: they will call selling successful if they receive a price allowing them to make a profit.

To convince a person to buy, the person must perceive that he/she is obtaining real benefits in terms of quality and good value for money.

The real key to 'selling', whether it is a product, service, idea or simply getting an agreement to 'do things your way' is convincing people through a series of sensible and easily understood statements and explanations, that what you wish to achieve will eventually be of real benefit to the other party.

<p>What does selling entail?</p>	<p><i>Selling entails providing customers with something they either want or need.</i></p>
<p>How would you describe successful selling?</p>	<p><i>Successful selling is convincing people to buy your product or service at a price allowing you to make a profit.</i></p>
<p>When are people most willing to buy something?</p>	<p><i>People are most willing to buy something when they perceive that they are obtaining real benefits in terms of quality and value for money.</i></p>
<p>What is another definition of successful selling, this time, without an immediate profit motive?</p>	<p><i>Successful selling without an immediate profit motive is convincing other people to do things in a way which pleases you.</i></p>
<p>Can you give us an example of this type of successful selling?</p>	<p><i>If I love to ski, but my wife only likes to go to museums and theaters during vacations, I could try to convince her that there are beautiful museums and great theaters in Innsbruck, Austria.</i></p>

Do you think that the profit motive is a good thing for society?	<i>Yes of course. I think that the profit motive is good for society, as everyone needs to make a living, and selling things is a good way to earn money.</i>
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proactively [prəʊ'æktɪvli]
passively ['pæsɪvli]
prospect [prə'spekt] (Br.E.), ['prɑ:spekt] (Am.E.)
insurance [ɪn'sʊərəns]
life insurance [laɪf ɪn'sʊərəns]

When you are in a difficult situation do you usually proactively search for solutions or rather passively wait to see what happens next?	<i>When I am in a difficult situation I prefer to proactively search for solutions rather than passively wait to see what happens.</i>
If a proactive person lost their job, would they start prospecting for a new one or wait until one is offered to them?	<i>A proactive person would certainly start prospecting for a new job.</i>
What are some of the most popular types of insurance?	<i>Some of the most popular types of insurance include life insurance, car insurance and home insurance.</i>
Would you say buying insurance was an example of proactive or passive behaviour?	<i>I'd say buying insurance was an example of proactive behaviour, as it means that you think about the future and act instead of waiting.</i>

upgrade [ʌp'ɡreɪd]
insurance agent [ɪn'sʊərəns 'eɪdʒənt]
policy ['pɒləsi]
coverage (Am.E.) ['kʌvərɪdʒ]
liability [laɪə'bɪləti]



Idiom

prospecting for customers ['prɒspektɪŋ fə 'kʌstəməz]

Proactively searching for new customers rather than just passively waiting for them to decide to visit your shop or place of business.

<p>What is “prospecting for customers”?</p> <p>If you were a life insurance agent, among what groups of people would you be “prospecting for customers”?</p> <p>Why would they agree to that?</p> <p>If you were an insurance agent selling policies to home owners, among which people would you be prospecting for customers?</p> <p>Why would they need it?</p> <p>As an auto insurance specialist, where would you look to start “prospecting for customers”?</p>	<p><i>Prospecting for customers is proactively searching for new customers rather than just passively waiting for them to decide to visit your shop or place of business.</i></p> <p><i>If I were a life insurance agent I would be prospecting for customers among people who had just had new babies, so I could upgrade their life insurance policies.</i></p> <p><i>Because of their increased financial responsibility, they would need more protection for their family if something happened to one of the parents.</i></p> <p><i>If I was an insurance agent selling policies to home owners I would be prospecting for customers among people who had recently bought new houses or flats, so I could sell them more coverage.</i></p> <p><i>They would need more coverage because of the additional value of their new house or flat.</i></p> <p><i>As an auto insurance specialist, I would look among the list of new car registrations to start prospecting for customers, as these people would need increased liability and collision coverage.</i></p>
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unsolicited [ʌnsə'li:stɪd]
subscription [səb'skrɪpʃn]

<p>Do people nowadays receive a lot of unsolicited mail or phone calls?</p> <p>What does it mean that mail is unsolicited?</p> <p>What's the opposite of receiving unsolicited e-mails?</p>	<p><i>Yes, unsolicited mail and phone calls seem to be popular marketing tools nowadays.</i></p> <p><i>If mail is unsolicited, it means that it is sent to large groups of people who didn't ask for it and may not want it.</i></p> <p><i>The opposite of receiving unsolicited e-mails is newsletter subscription, when you decide you want to be kept informed on a specific topic and ask for e-mails to be sent to your address.</i></p>
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If I offered you a subscription for “Beautiful Garden” magazine, would you accept it?

Yes, I would accept the offer of a subscription for “Beautiful Garden” magazine, as I'm interested in gardening.

sales presentation [seɪlz prezn'teɪʃn]
vacuum cleaner ['vækjuəm 'kli:nə]
encyclopedia [ɪnsaɪklə'pi:diə]
demonstrate ['demənstreɪt]
random ['rændəm]



Idiom

cold calling [kəʊld 'kɔ:lɪŋ]

Selling activity including unsolicited visits to a person’s home or office or random telephone calls trying to convince people to buy.

What is cold calling?

Cold calling is a selling activity including unsolicited visits to a person’s home or office or random telephone calls trying to convince people to buy.

Create a sentence using "cold calling" to describe tomorrow’s planned activities trying to sell magazine subscriptions to homeowners.

I will be cold calling all the houses on Elm Street tomorrow to try to sell subscriptions to Newsweek at very low prices!

Use "cold calling" in a sentence to explain your computer systems sales plan for next week.

Next week, I will be cold calling over fifty companies in the financial district to see if any of them would be interested in new printing systems.

If you were selling vacuum cleaners in an apartment building how might you begin your sales presentation to the woman who opened the door?

I would begin my sales presentation by saying: Good morning. Would you allow me to demonstrate how our new powerful vacuum cleaner is able to clean your apartment in just half the usual time?

What would you say if someone did not care about speed, but was worried about energy costs?

Madam, not only is this vacuum cleaner fast, but it has also been proven to use only two thirds the amount of electricity of your standard vacuum cleaner.

<p>If you were an encyclopedia salesperson, what could you say to a father to convince him to buy your books?</p>	<p><i>Sir, this encyclopedia is filled with so many facts and so much information and knowledge that it is certain to make your son a better student.</i></p>
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<p>authorised ['ɔ:θəraɪzd] permission [pə'mɪʃn] blender ['blendə] purchasing agent ['pɜ:tʃəsɪŋ 'eɪdʒənt]</p>



Idiom

to get your foot in the door

To be granted permission to come inside a home or office for the purpose of demonstrating your product.

<p>Can you tell us what it means to “get your foot in the door”?</p>	<p><i>To “get your foot in the door” means to be granted permission to come inside a home or office for the purpose of demonstrating your product.</i></p>
<p>Could you use this idiom in a sentence?</p>	<p><i>I never thought I would be able to get my foot in the door of Mrs. Brown’s home until she saw my new high speed blender, which was exactly what she wanted!</i></p>
<p>Why is it often more difficult to sell to businesses than to people in their homes?</p>	<p><i>It is often more difficult to sell to businesses because you must first find out who the company’s purchasing agent is or who else might be authorised to buy your product.</i></p>
<p>Why is it so important to find out this information?</p>	<p><i>So that you do not waste your time trying to sell your product to someone not able to authorise the purchase.</i></p>
<p>As a copy machine salesperson cold calling a new company, what might you ask the receptionist who greets you?</p>	<p><i>When cold calling a new company I might ask the receptionist: Good morning, may I speak to your purchasing agent or the person authorised to purchase copy machines for your company?</i></p>

<p>If the receptionist replies that this person is not in the office, in a meeting or too busy to see you right now, how should you reply?</p>	<p><i>Yes, I do understand. May I please have his or her name and telephone number so that I can call ahead to arrange an appointment?</i></p>
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<p>promotional [prə'məʊʃnəl] expire [ɪk'spaɪə] initial [ɪ'nɪʃl] owner's manual ['əʊnəz 'mænjʊəl] / instruction manual [ɪn'strʌkʃn 'mænjʊəlz] terms [tɜ:mz]</p>
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Idiom

follow up call ['fɒləʊʌp kɔ:l]

A sales related activity after the initial sales presentation with a customer who has not bought, but might still be interested in purchasing your product or service.

<p>What is a follow up call?</p>	<p><i>A follow up call is a sales related activity after the initial sales presentation with a customer who has not yet bought, but might still be interested in purchasing your product or service.</i></p>
<p>Create a sentence using “follow up call” to describe your planned sales activity on Friday.</p> <p>Why?</p>	<p><i>I will be making a follow up call with Mr. Smith at the Luxor Corporation on Friday.</i></p> <p><i>Because Mr. Smith has requested more information about our current offer, and still seems quite interested.</i></p>
<p>While making a follow up call to a customer who does not completely understand how your product works, what should you do?</p>	<p><i>While making a follow up call to a customer who does not completely understand how the product works I should demonstrate the product as many times as necessary until the customer fully understands its operation.</i></p>