

8.2

Selling your products

Business Builder
Teacher Resource Series

Worksheet

A Answer the questions and fill in the missing letters.

1 Match the words on the left with the definitions on the right. Be careful – some are very similar.

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|----------------------------|--|
| feature | a) the technical details of a product |
| requirement | b) an interesting and important part of a product |
| specifications | c) something that makes your product different to others on the market |
| characteristic | d) something a customer asks for, or needs |
| unique selling point (USP) | e) a typical quality that makes a product recognizable |

2 Match the words on the left with the definitions on the right.

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|-------------|--|
| an estimate | a) a fixed price given by a supplier for a certain number of items |
| a quotation | b) 1 a plan of future spending
2 an amount of money given for a project |
| a budget | c) an approximate price (used for home repairs, servicing a car etc.) |

3 The relationship between quality and price is called v _ _ _ e f _ _ m _ _ _ y.

4 In American English, 'guarantee' = w _ _ _ _ _ _ y and 'stock' = inv _ _ _ _ _ y.

5 In the phrase 'payment within 60 days', 60 days is the cr _ _ _ _ p _ _ _ _ d.

6 Fill in the missing vowels in the words below.

Our normal (a) t _ rms for first-time customers are 50% (b) _ n order with the (c) b _ l _ n c _ payable within 60 days of delivery. We could offer an (d) _ d d _ t _ _ n _ l 3% discount if you (e) s _ t t l _ in full on (f) _ n v _ _ c _ _

B Discuss these points.

- In your business, do you give more emphasis to price or quality? Is it realistic to try to do both?
- In your business, which is more important for a good sales consultant: personality, sales technique or product knowledge? What else is important?
- It is said that when you talk to customers you should have 'big ears and a small mouth'. Do you agree? What does it depend on?
- What have you learnt in your career about how to sell effectively? What advice can you give?

C Work with a partner. Change roles when you finish.

Student A. Choose one product that you sell or one service that you offer. Student B is interested, but will not start a detailed negotiation. Talk about:

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|---|---------------------------------------|
| • your company and its experience in the market | • the minimum order |
| • the features of the product | • the availability and delivery times |
| • the price | • the after-sales service |
| • the quality of the product | • the packaging and transport |
| • guarantees | • the terms of payment |
| | • any other relevant information |

Student B. In the future you might buy some of Student A's products or use one of his/her services. Ask lots of questions, but don't start a detailed negotiation.