

Worksheet: EFFECTIVE SALES

You are at an international sales conference. The following exercise is based on notes you have made at the different programmes at the conference.

1 Choose a synonym from the list to complete the tip box on successful selling.

rapport superior cooperating assurance persuasive consideration grooming

<p><u>Tip box: Success in Sales depends on</u></p> <p>a) showing self-_____ (confidence)</p> <p>b) building good _____ (understanding) with people</p> <p>c) being _____ (convincing) with new or regular customers</p> <p>d) showing _____ (attention) with good listening skills</p> <p>e) being smartly dressed with neat _____ (care in appearance)</p> <p>f) providing _____ (excellent) after-sales service</p> <p>g) _____ (working well with others) within a sales team</p>

2 Match the sales ideas from A to their meaning in B.

A	B
1. Follow-through	a) Say something that isn't true or realistic.
2. Network the market	b) Visit or phone customers
3. Make sales calls	c) Keep a record of customer contact
4. Do cold calling	d) Set a goal
5. Overcome objections	e) Make contact after the sale is finished
6. Log visits and calls	f) Deal successfully with customer worries
7. Establish a target	g) Research, profile and make contact with new customers
8. Over promise, exaggerate	h) Do something 100% for the customer
9. Follow-up	i) Make new contacts for potential clients
10. Prospect a customer	j) Visit or call a customer unannounced



3 Write the full expressions for the highlighted acronyms, using words from the box below:

me action desire selling what's attention for interest in
general unique statement it benefit point

- Basic sales techniques centre on **AIDA** from the customer.
.....
- The sales manager can give a **GBS** to help convince the client.
.....
- Compared to the competition, the sales agent should be clear about his **USP**.
.....
- The customer needs to know **WIIFM** before he can decide on the contract.
.....

4 Number the sales tips and steps below in a logical order.

- a) Negotiate with the customer.
- b) Clarify features and benefits. Give the customer a GBS.
- c) Give alternatives.
- d) Don't rush the sale.
- e) Recap the agreement.
- f) Identify and analyse needs.
- g) Deal with rejection.
- h) Set up an appointment with the client.
- i) Write a sales proposal.
- j) Follow-up on the SLA.
- k) State your sales pitch with a USP.

5 Write a similar word or phrase for each underlined idea in exercise 4.

6 Choose the best word to finish each sentence.

- a. Good selling is all about (*friendship/ relationship/ connection*) building.
- b. Your product or service should be (*adaptable/ changeable/ variable*) to meet the needs of each customer.
- c. The sales manager and the customer have an intense (*conversation/negotiation/ discussion*) to agree on the details of the contract.
- d. We always aim to give a long-term (*promise/ decision/ commitment*) to every customer.

EFFECTIVE SALES: Teachers Notes

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Aim: To practise and expand vocabulary and phrases associated with basic sales strategy

Level: Upper Intermediate (groups)

Pre-lesson: This lesson is suitable for any sales staff needing to revise and expand their ability to function effectively in English for international business.

Procedure:

- As a preview elicit from the students who attends sales conferences. What do they hope to get out of these conferences? Brainstorm five-six sales tips and advice they could gain from attending the programmes at a conference.
- Hand out the worksheets and have the participants work in pairs. Stop and check answers in each section, one step at a time.
- After exercise 1, elicit from each pair another quality needed to be successful in sales. Then decide which is the most important or do a quick ranking task of the qualities, getting students to explain why each is crucial to good sales.
- For both exercises 2 and 4, have the students expand on the answers in the exercises by drawing boxes on the whiteboard or flipchart where they categorise the answers into the following steps. Their answers here may vary where the ideas can belong to more than one step. Each pair can add 1-2 other ideas from their own sales experience.
 - * Sales preparation
 - * Starting the sale
 - * During the sale
 - * Finishing the sale
 - * After the sale
- Check the answers to exercise 4 and get pairs to give an example of each from their own jobs.

Tips:

- If you are unfamiliar, look up basic sales procedure on the internet (basic sales skills/ techniques) or in any general business coursebook. Review the fundamental components to help you elicit more student input for each exercise.
- Elicit real-life, authentic examples from the participants throughout the practice and related brainstorming and/or discussion. Each pair can prepare and then give a 5 minute mini-presentation about general tips for successful sales. Suggest topics such as good listening, body language and eye contact, being organised/prepared.
- Invite comments on the cultural element of international sales. Students can talk about the impact of dealing with customers from other cultures using their own sales experience.

Answer key

Exercise 1

- a) assurance
- b) rapport
- c) persuasive
- d) consideration
- e) grooming
- f) superior
- g) cooperating

Exercise 2

- 1. h)
- 2. i)
- 3. b)
- 4. j)
- 5. f)
- 6. c)
- 7. d)
- 8. a)
- 9. e)
- 10. g)

Exercise 3

AIDA = attention, interest, desire, action

GBS = general benefit statement

USP = unique selling point

WIIFM= what's in it for me

Exercise 4

Answers may vary, but a suggested order is as follows:

- a) ..6... Negotiate with the customer.
- b) ...5...Clarify features and benefits. Give the customer a GBS.
- c) ...7...Give alternatives.
- d) ..8....Don't rush the sale.
- e) ...9...Recap the agreement.
- f) .1.....Identify and analyse needs.
- g) ..11....Deal with rejection.
- h) ...2...Set up an appointment with the client.
- i) ..3... Write a sales proposal.
- j) ...10...Follow-up on the SLA.
- k) ...4...State your sales pitch with a USP.

Exercise 5

Answers may vary, the following are suggestions for suitable answers:

negotiate = discuss

clarify = explain/define

alternatives = choices

rush = hurry

recap = review

identify = recognise

analyse = study

rejection = refusal

set up = start

sales proposal = advertisement

follow-up = check up

sales pitch = statement and promises

Exercise 6

- a. connection
- b. adaptable
- c. negotiation
- d. commitment