

Customer

READ YOUR ROLE CARD AND ANSWER THESE QUESTIONS.

- 1 Who do you work for?
- 2 What does your employer do?
- 3 What do you need to organise?
- 4 Who are the students?
- 5 Why do they need to study?
- 6 What level(s) do they have?
- 7 What is the average price of English lessons?
- 8 What organisations have you got appointments with?

Role card 1

You are the training manager for White & Landgre, an industrial design company with its headquarters in New York. In your local offices you have 35 people, most of whom have some need for English. Right now you need to organise English courses for several senior people who need to communicate with headquarters – by phone, in meetings and by fax – regularly. All have a good level of English.



- 1 The Managing Director wants lessons from 8:00am to 9:00am on Tuesdays and Thursdays.
- 2 A group of four senior managers want lessons from 8:00 to 9:00am on Wednesdays and Fridays.

You have appointments with three language schools:

- 1 The Barnes School
- 2 Executive Languages
- 3 Embassy English.

English lessons cost an average of £35.00 per hour.



Role card 2

You are the training manager for The Ministry of Health, the government department concerned with the health services.



You need to organise English lessons for 32 office staff in groups of five to eight students at various times through the day. Each group will take three hours per week. There are all levels. Most of them don't need English now, though they may in the future if they rise in the ministry. For now, you are mainly interested in creating a better working environment. If the courses are successful, you may have more in the future (you are responsible for training decisions affecting 2,500 people).

You have appointments with three language schools:

- 1 Executive Languages
- 2 Embassy English
- 3 The Barnes School

English lessons cost an average of £35.00 per hour.



Role card 3

You are the training manager for Galeries Forster, a large expensive department store which employs over 1,000 people.

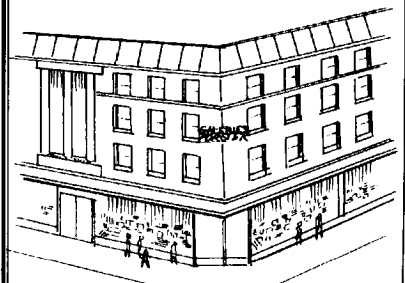


You have to organise English training for 18 buyers. All of them have to travel extensively buying clothes, luggage, perfumes... In much of the world they do all their business in English. Few of them really have the level they need for this demanding job – most are lower or mid-intermediate. You want to organise courses for four groups of four to six buyers in the evenings. If the initial training is successful you may organise intensive courses in the future or courses in the United Kingdom.

You have appointments with three language schools.

- 1 Embassy English.
- 2 The Barnes School
- 3 Executive Languages

English lessons cost an average of £35.00 per hour.





Salesperson

READ YOUR ROLE CARD AND ANSWER THESE QUESTIONS.

- 1 Who do you work for?
- 2 What does your company do?
- 3 Where do the courses take place?
- 4 What are the qualifications for teachers?
- 5 What is the average price of a language course?
- 6 What is your price?
- 7 Who are your competitors?
- 8 What is your main advantage?



Role card 4

You work for The Barnes School.



The Barnes School

Your company organises high-quality made-to-measure language courses for businesses, each designed for the needs of an individual client. The courses take place in your own centre or on the premises of the client. Your teachers are highly-trained native speakers with Masters degrees in teaching and many years of experience. You offer English, French and German. Your courses cost £45 per hour, compared to a market average of £30-£40. Your competitors are Executive Languages, a professional mid-priced operation, and Embassy English, an efficiently managed school which offers very low prices.

You have appointments with three potential clients:

- 1 White & Landgre, an industrial design company
- 2 Galeries Forster, a large department store.
- 3 The Ministry of Health



Role card 5

You work for Executive Languages.

Your company organises language training courses for companies on their own premises. You offer English and other languages. You offer good value for money: your prices are average (£30-£40 per hour depending on what you can negotiate) but you aim to provide a little extra quality. All your teachers are native speakers and you try to adapt your service to fit different clients' needs. Your competitors are The Barnes School, who offer high-quality made-to-measure courses at high prices and Embassy English, an efficiently managed school which offers very low prices. You have appointments with three potential clients:



- 1 The Ministry of Health
- 2 White & Landgre, an industrial design company
- 3 Galeries Forster, a large department store.



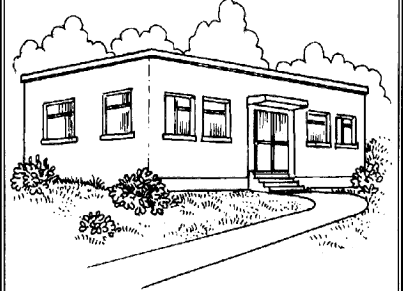
Role card 6

You work for Embassy English.

Your company organises English courses in its own centres around the world or on the premises of company clients. Your teachers are mostly native speakers. You believe that you offer the best possible deal to the client: a professional service at unbeatable prices. You charge well below the £35 per hour average of other language schools: your prices range from £20-£30, depending on what you can negotiate. Your competitors are Executive Languages, a professional mid-priced operation, and The Barnes School, who offer high-quality made-to-measure courses at high prices.

You have appointments with three potential clients:

- 1 Galeries Forster, a large department store.
- 2 The Ministry of Health
- 3 White & Landgre, an industrial design company



Selling English Worksheets **20b** and **20c**

NOTE: You need at least six students in the class to do this activity.

ACTIVITY

Pairwork and groupwork: speaking

AIM

To act out a series of sales visits and then report on them.

GRAMMAR AND FUNCTIONS

Exchanging information

Reported speech

VOCABULARY

Managing Director, senior managers, working environment, buyer, competitor, market average, mid-priced, made-to-measure, unbeatable prices

PREPARATION

For each group of six students, make one copy each of Worksheets 20b and 20c and cut them up as indicated.

TIME

35-45 minutes

PROCEDURE

- 1 Tell the students they are going to practise selling in English.
- 2 Ask them to divide a piece of paper into two columns with a vertical line down the centre.
- 3 Each column has a heading: the first is *do* and the second *don't*.
- 4 Explain that you are going to dictate some sentences. They must write each one in either the *do* or the *don't* column according to whether they think it is good or bad advice for a salesman.
- 5 Dictate the following sentences:
Ask for the sale at the end.
Criticise competing products.
Explain how your products can benefit the customer.
If the customer disagrees, argue.
Try to understand the customer's point of view.
Turn up on time.

- 6 Ask the students to compare their answers in pairs and to add another *do* and another *don't* to each column.
- 7 Discuss the answers with the whole class.
- 8 Divide the class into groups of six.
- 9 Divide each group of six into two groups of three: *customers* and *salespeople*.
- 10 Give out the worksheets. Each student should receive a set of comprehension questions and one role card. The customers get their questions and role cards from Worksheet 20b, the salespeople from 20c. Each student in a group of six has a different role. If you have only five students in your group, miss out one customer role.
- 11 Tell the students to work alone, reading the role cards and noting their answers to the questions. Go round checking answers individually.
- 12 Set up the meetings. Give the customers a fixed place to sit somewhere. The salespeople go round and see each customer in turn. The order of appointments on the role cards is:
 ROUND 1: White & Landgre/The Barnes School, The Ministry of Health/Executive Languages, Galeries Forster/Embassy English
 ROUND 2: White & Landgre/Executive Languages, The Ministry of Health/Embassy English, Galeries Forster/The Barnes School
 ROUND 3: White & Landgre/Embassy English, The Ministry of Health/The Barnes School, Galeries Forster/Executive Languages
 If they get out of order it doesn't really matter as long as all the customers meet all the salespeople.
- 13 When the meetings finish, ask the customers to decide which supplier they will choose. Then run a class discussion to talk about the decisions they made and what they told each other in the meetings.

FOLLOW-UP

Salespeople and training managers write memos to their bosses summarising the meetings.