

ENGLISH FOR SPECIFIC PURPOSES

Ed Pegg



in company 3.0

SALES

STUDENT'S BOOK PACK



in company 3.0

SALES

B1-B2

in company 3.0

English for Specific Purposes at a glance

Sales Student's Book:

8 Sales-specific units covering different aspects of the sales profession

Learning objectives to track your progress

Sales communication skills in each unit, presenting language you need in your job

07 Customer retention

Warm up
Read the speech. What does Robert's feedback reveal the you agree with? Discuss with a partner.

Building relationships

1 Do you agree or disagree with the statements? Discuss with a partner.

- Retaining existing customers is more important than building new customers.
- New customers provide more revenue than retaining customers.
- Retaining customers is cheaper than building new customers.

2 Complete the table with the correct form of the words.

Verb	Noun	Adjective
follow up	delivery	follow-up
create	strategy	creative
	relationship	relationship

3 Complete the text with words from 2.

How to make a lifelong customer

When you complete the sale, you hope the customer will be a "lifelong customer". How can you ensure this?

After the sale, get in touch and check that your product/service is what you promised. Your new "lifelong customer" is there, so you can get repeat business.

This content will help the customer and you and build a strong relationship. Then you can rest easy about how good your product/service is.

4 Do you agree with the idea in the text in 3? Discuss with a partner.

5 Complete the table with the words and phrases in box B and box C to make coherent sentences.

A	B	C
build customer relationship	follow up	request
create a relationship	strategy	throughout
ensure customer loyalty	relationship	relationship

Real-life output tasks on every page to activate and personalize the target language

01-02 Video

Before you watch

Discuss the questions with a partner.

- What do you think of "social media"? How is it connected to sales?
- Do salespeople need to manage customer expectations? How can they do this?
- Who should decide sales targets? Why?

While you watch

1 Watch the section on Lead generation and tick the things they talk about.

old calling word of mouth a personal approach advertising
social media referral marketing

2 Watch the section on Thwarting sales and match the advice (a-f) to a speaker. Write it for Lisa, Elise Robert and Phil.

- Find out if you're talking to the person who can make decisions.
- Have clear goals.
- Ask yourself if the customer is a time-waster.
- Check they can afford your product or service.
- Make it clear how your company compares to the competition.
- Inspectors lead to sales.

3 Watch the section on Following up and answer the questions.

- What does Robert think is the best way to follow up a sale?
- What does Lisa suggest focusing on when following up?

4 Watch the section on Sales targets and decide if the statements are true (T) or false (F). If they are wrong, correct them.

- What's the sales manager's best way to set sales targets? T / F
- What's the manager's best way to set sales targets? T / F
- Robert sets sales targets usually. T / F
- Robert sets sales targets to set targets. T / F

5 Watch the section on Thwarting prospects. Make notes and work with a partner to read Robert's story.

Natural speech

1 Watch the extract of Lisa discussing Lead generation. Why does she emphasize the words in bold?

My company generates leads by doing a lot of networking and relationship building. So, to generate a good relationship, we build the credibility.

2 Watch the extract of Robert talking about Following up and circle the words he emphasizes.

Once you've met a prospect, the best way I found to follow up is to stay human, to give them a call and to build up that relationship.

3 Underline the stressed syllable in the words with two or more syllables that Robert emphasizes.

4 Take turns to practice saying Lisa's and Robert's sentences in 1 and 2 with a partner.

After you watch

Discuss the questions with a partner.

- Do you use social media to generate leads? Does it work?
- Do you agree with Phil that there are no time-wasters? Why / Why not?
- How do you "stay human" with clients? Is it important?

4 Videos involving interviews with real-life sales professionals

Comprehension activities to check understanding

Vocabulary and pronunciation activities to allow a focus on aspects of fluency

Follow-on discussion questions to motivate and enable personalization

4 Reviews

allowing revision and recycling of target language after every two units

Exercises to practise sales-specific vocabulary and collocations

Review of functional phrases needed in a variety of sales situations

Practice of the language used in emails

Review 05-06

05 Pitching

Writing presentation slides

- 1 Rewrite the presentation bullets, cutting unnecessary words.
 - The most reliable product on the market
 - A proven track record of 20 years
 - Your satisfaction is guaranteed.
 - We offer support 24 hours a day, seven days a week.
 - Lots of large discounts on offer.

Interacting with slides

- 2 Complete the text with the words in the box.

as a result of due going back to this means

So, this slide ¹_____ the key features. From ²_____ we pointed out technology we can offer the highest levels of durability. ³_____ our product has 100 hours longer than our competitors'. Secondly, ⁴_____ our lifetime guarantee, you only have to buy each component once. ⁵_____ our durability, we know they won't break so we won't have to replace them.

Pitching benefits

- 3 Rewrite the statements as questions and answers.
 - a I've been to talk about our new product. Why are I here? / I've been to talk about our new product.
 - b The product will help you by reducing your costs. The key benefit is the time saved.
 - c That means you can keep producing all the time. The key benefit is the time saved.
 - d The map shows our locations. Can the map show our locations.

Dealing with questions

- 4 Complete the replies to questions with the words in the box.

concerns difficult presentation that

a As I said in the _____, we have 15 other reasons the company.

b I understood your _____, but I can assure you the product's safe.

c Thanks for _____ We can normally respond within two hours.

d I'm afraid it's a bit _____ to answer that now. Can I send you an email?

06 Closing

Dealing with customer objections

- 1 Complete the conversation with the words in the box.

problem add understand would

Customer: We can't do it this quarter - the budget's too tight.

Salesperson: What if I _____ you we could start saving you money right now?

Customer: We just don't have the money.

Salesperson: I _____ your concerns. The _____ in the price will change next quarter. If I offered payment in instalments, _____ that solve the problem?

Negotiating terms

- 2 Rewrite the sentence using If + will, can, would or could.
 - a We'll think about discounts, but you must agree to pay for delivery.
 - b So you sign first and I'll sign after you.
 - c Where you make a long-term agreement, we can offer large discounts.
 - d What about giving a 1% discount for cash payment?

- 3 Add the words in brackets to the correct place in the sentences.
 - a There's one thing we're unhappy about. (not)
 - b I'm interested, but we're not happy the wording. (with)
 - c Can the contract be changed to reflect that? (be)
 - d We've agreed on the contract apart payment. (from)
 - e On condition that the clause updated, we can sign next week. (if)

Sales skills checklist

- ☐ I can write clear presentation slides.
- ☐ I can interact presentation slides.
- ☐ I can use questions to structure a presentation.
- ☐ I can deal with customer objections.
- ☐ I can negotiate deals.
- ☐ I can close deals.

Extra material to provide support throughout the course

Unit 02: It's my job to make a decision, not necessarily the right decision!

You are the sales team of Petrus Taylor, a global management consultancy. The partners have asked you to make your final decision and the team is meeting to discuss possible options. Read the agenda and prepare for the meeting.

- Agenda**
- Discussing general trend expenses
 - Discussing hotel accommodation from last year to this year
 - Having budget advice for rights less than four hours
 - Meeting more clients in a virtual environment

Your student should start the meeting. Think about the agenda and the objectives the meeting needs to achieve, and prepare a short introduction. During the meeting, listen to ideas and discuss the best one. At the end, summarise what the team has decided.

Other students: Think about the items on the agenda and prepare to give your opinion.

Unit 04: After the meeting ...

Student B

1 Read the information and prepare to replay the meeting with your partner.

Situation 1
You want to organise a new management training course for your company. You have just finished a meeting with the sales representative of a training company. The sales rep will tell you about the new course to the present. Listen to them and ask questions. If necessary, ask for more information.

Situation 2
You are the sales representative for a management skills training organisation. You have just finished a meeting and have agreed the following:

- to provide a 15-hour individual coaching course for six senior managers
- to make a survey of the meeting
- to email a summary of the meeting

Tell the client what you're going to do after the meeting. Write the information you discussed in Situation 2 to write a follow-up email to the client.

Unit 04: Clarifying needs

Student B

Read the information and prepare to replay the meeting with your partner.

Situation 1
You are the HR manager of a company. You have just finished a meeting with the sales representative of a training company. The sales rep will tell you about the new course to the present. Listen to them and ask questions. If necessary, ask for more information.

Situation 2
You are the sales representative for a management skills training organisation. You have just finished a meeting and have agreed the following:

- to provide a 15-hour individual coaching course for six senior managers
- to make a survey of the meeting
- to email a summary of the meeting

Tell the client what you're going to do after the meeting. Write the information you discussed in Situation 2 to write a follow-up email to the client.

Unit 06: Resolving objections

Student B

Read the information and prepare to replay the meeting with your partner.

Situation 1
You're meeting a sales rep to discuss updating your selling management information system. You don't have enough left in the budget to buy it this quarter. Explain you would have to wait until next quarter to purchase the update unless a large discount was offered.

Situation 2
You are going to meet a prospect to discuss installing new selling software. Think about how you could respond if:

- the prospect says they have insufficient budget
- the prospect says they have insufficient staff
- the prospect says they have different priorities.

Now listen to the prospect's objections and try to resolve the issues.

Additional material for communicative activities

Answer key to enable independent learning and to facilitate any catch-up work

Listening scripts

01 PROSPECTING

Conversation 1

A: Hi, how did you get on about it?
B: Well, we've got your products before, about the price.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 2

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 3

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 4

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 5

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 6

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 7

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 8

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Conversation 9

A: Hi, I can help you.
B: Oh, well, maybe. I was just looking at these slides.
A: Oh, yes, but we're not changing anything. The price is really good.
B: Yes, we are, but we're not changing anything. The price is really good.

Answer key

Unit 01 Prospecting

Lead generation

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

Qualifying customers

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

Unit 02 Planning

Another quarter, another target

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

The planning meeting

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

On the road

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

The follow-up email

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

Video 01-02

While you watch

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

Answer key

Unit 01 Prospecting

Lead generation

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Qualifying customers

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Unit 02 Planning

Another quarter, another target

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The planning meeting

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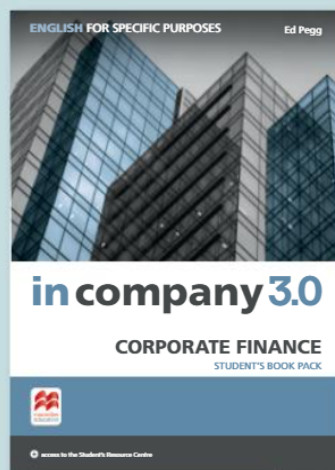
On the road

1 a 1 b 2 c 3 d 4 e 5 f 6 g 7 h 8 i 9 j 10 k 11 l 12 m 13 n 14 o 15 p 16 q 17 r 18 s 19 t 20 u 21 v 22 w 23 x 24 y 25 z

Complete listening scripts to allow a focus on language and to provide opportunities for controlled speaking practice

About the course

The *In Company 3.0 English for Specific Purposes* series offers an in-depth look at specialized English for a variety of business areas. The material is relevant to people working in the particular area of specialization in any industry. Students learn how English is used in their specific professional context through realistic audio and texts as well as through videos of interviews with real business people who work in the specific business area. There is plenty of opportunity for students to use this language and draw upon their own experiences through discussions and roleplays. Each title complements the *In Company 3.0* syllabus and can be used with the *In Company 3.0* coursebooks or on its own for specialized/focused practice of functional language and skills. This all makes the *In Company 3.0 English for Specific Purposes* series the ideal choice for people who want to take their business English to the next level.



About the author

Ed Pegg

Ed teaches the International Business Communication programme at the London School of English in London, specializing in English for international management and cross-cultural pragmatics. In 2013, Ed was presented with the inaugural Excellence in Business English Training award by Business English UK in acknowledgement of his innovative, client-focused approach to Business English training. Ed is an experienced coursebook writer and wrote the Starter level of *In Company 3.0*.



Contents

Unit	Sales communication skills	Reading	Listening	Language
01 Prospecting	Qualifying prospects Following up prospects by email Following up prospects by telephone	Trade show information A follow-up email	Qualifying prospects at a trade fair A follow-up telephone call	Lead-generation methods Indirect questions Phrases for following up
02 Planning	Predicting customer behaviour Planning future appointments Setting objectives	A blog post about how to extend sales Emails organizing travel plans	A meeting discussing sales prospects for the new sales period A meeting to delegate responsibilities	Phrases and collocations to talk about targets Modals for possibility Future forms Emphatic phrases to talk about future plans/action
Video	Interviews with sales professionals talking about prospecting and planning with exercises			
Review	Revision exercises for Units 1 and 2			
03 Product development	Describing trends and changes Describing features and benefits Influencing	A report on market trends An email on market changes An article about push and pull communication	A discussion about market trends A product briefing	Phrases to describe trends Phrases to describe features and benefits
04 New business	Presenting a company Clarifying customer needs Confirming next steps	A follow-up email	Presenting a company Clarifying customer needs Closing a sales meeting	Phrases to describe a company Present Perfect for track records Phrases to check understanding Expressions for following up meetings
Video	Interviews with sales professionals talking about product development and new business with exercises			
Review	Revision exercises for Units 3 and 4			
05 Pitching	Writing presentation slides Interacting with slides Pitching benefits Dealing with questions	Presentation slides A blog post about bullet points in slides	A presentation to explain features Pitching benefits A Q&A session	Presentation phrases Phrases to give reasons Common business collocations
06 Closing	Dealing with customer objections Negotiating terms Closing deals	Article giving advice on dealing with objections Extract from a contract	Customer objections Resolving objections Explaining contract terms Raising contract problems	Phrases to deal with objections Conditionals for negotiating Phrases used in contracts
Video	Interviews with sales professionals talking about pitching and closing with exercises			
Review	Revision exercises for Units 5 and 6			
07 Customer retention	Building customer relations Getting a meeting Getting a referral	Article giving advice on customer retention Emails asking for a meeting	A telephone call following up a sale A meeting asking for a referral	Word families and collocations for customer relationships Phrases to get feedback on a sale Phrases to show politeness
08 Customer care	Managing complaints Investigating complaints Following up on complaints	A blog post giving advice on dealing with complaints An email investigating a complaint	A customer complaint on the telephone Reporting solutions to customers	Collocations for handling complaints Phrases for apologizing Phrases for investigating complaints Present Perfect with <i>already</i> , <i>just</i> , <i>yet</i> and <i>still</i>
Video	Interviews with sales professionals talking about customer retention and customer care with exercises			
Review	Revision exercises for Units 7 and 8			