Teaching Business English and ESP: Effective Sales

EFFECTIVE SALES

By Rosemary Richey

Aim
To practise and expand vocabulary and phrases associated with basic sales concepts and 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.
EFFECTIVE SALES

You are at an international sales conference. The following practice is based on highlighted points you have heard 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

**Success in Sales depends on**

* showing self-___________(confidence)

* building good ___________ (understanding) with people

* being _____________ (convincing) with new or regular customers

* showing ____________ (attention) with good listening skills

* being smartly dressed with neat______________ (care in appearance)

* providing ____________ (excellent) after-sales service

* ________________ (working well with others) within a sales team

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

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
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<tbody>
<tr>
<td>1. Follow-through</td>
<td>A. Say something that isn’t true or realistic</td>
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<td>2. Network the market</td>
<td>B. Visit or phone customers</td>
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<td>3. Make sales calls</td>
<td>C. Keep a record of customer contact</td>
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<td>4. Do cold calling</td>
<td>D. Set a goal</td>
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<td>5. Overcome objections</td>
<td>E. Make contact after the sale is finished</td>
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<td>6. Log visits and calls</td>
<td>F. Deal successfully with customer worries</td>
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<td>7. Establish a target</td>
<td>G. Research, profile and make contact with new customers</td>
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<td>8. Over promise, exaggerate</td>
<td>H. Do something 100% for the customer</td>
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<td>9. Follow-up</td>
<td>I. Make new contacts for potential clients</td>
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<td>10. Prospect a customer</td>
<td>J. Visit or call a customer unannounced</td>
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3 Write the full expressions for the highlighted acronyms.

- 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 in a logical order.

- ..... **Negotiate** with the customer.
- ..... **Clarify** features and benefits. Give the customer a GBS.
- ..... Give **alternatives**.
- ..... Don’t **rush** the sale.
- ..... **Recap** the agreement.
- ..... Identify and **analyse** needs.
- ..... Deal with **rejection**.
- ..... **Set up** an appointment with the client.
- ..... Write a **sales proposal**.
- ..... **Follow-up** on the SLA.
- ..... State your **sales pitch** with a USP.

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

___________________________________________________________________________
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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.
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Teachers Notes

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**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 5-6 sales tips and advice they could gain from attending the programmes.
- Hand out the worksheets. Have the participants work in pairs. Stop and check answers in each section, one step at a time. (Answers for 1: rapport – understanding, superior – excellent, cooperating – working well with others, assurance – confidence, persuasive – convincing, consideration – attention, grooming – care in appearance)
- In exercise one elicit from each pair another quality to be successful in sales. Ask them which is the most important or do a quick ranking task of the qualities. In any case, students explain why each is crucial to good sales.
- For both exercise 2 and 4, have the students expand on the answers in the exercises. (Answer for 2: 1 – H, 2 – I, 3 – B, 4 – J, 5 – F, 6 – C, 7 – D, 8 – A, 9 – E, 10 – G) Draw boxes on the whiteboard or flipchart where they categorise the answers into these steps:
  * Sales preparation
  * Starting the sale
  * During the sale
  * Finishing the sale
  * After the sale
- 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.
- Check the answers in exercise 4 (AIDA: Attention, Interest, Desire, Action. GBS: General Benefit Statement. USP: Unique Selling Point. WIIFM: What’s in it for me?) The pairs can give an example of each from their own jobs.
- For exercises 4, 5, 6, students come up with word formations for the focus vocabulary. Write their answers in a chart on the whiteboard or flipchart.

**Tips**
- 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 Asians, Europeans, Middle Easterners, etc from their own sales experience.