

9 Selling

Learning objectives in this unit

- Talking about sales and advertising
- Talking about obligation and permission using modal verbs
- Interrupting and avoiding interruption
- Controlling the discussion in meetings

Case study

- Promoting to the youth market

Starting point

1 'Everyone is in sales. It doesn't matter what area you work in, you have clients and you need to sell.' Do you agree?

2 Which of these do you agree with?

'There is too much advertising on TV and the Internet.'

'Advertising is necessary in a free world.'

'There should be strict controls on what is advertised, and to who.'

Working with words | Sales and advertising

1 Read the text about Carrefour, the French supermarket group. Are these sentences true or false?

- 1 Carrefour is increasingly successful in China.
- 2 All of the Carrefour stores in China sell the same products.
- 3 Chinese consumers have always drunk wine with their food.
- 4 Chinese consumers can buy Carrefour products and pay later.
- 5 Internet shopping is now possible at Carrefour.

A global retailer

Carrefour is the second largest retail company in the world and was the first to open a hypermarket in China. It **entered the Chinese market** in 1995. It now has annual sales in the country of more than €2 billion and is opening an increasing number of stores to **improve its market share** (currently 5%).

Carrefour has **attracted customers** by adapting to and copying local customs. For example, Chinese consumers traditionally bought live fish at markets, so Carrefour introduced live fish at stores near the sea. However, in stores hundreds of miles from the sea, live fish would not be practical. Frozen fish was introduced instead and this **boosted sales** of fish by 30–40%.

Carrefour has tried to stay ahead of the customer by not introducing products and ideas that are so new and radical that they don't sell, but not being too late either. One way Carrefour has done this is by introducing Chinese consumers to the idea of drinking wine with a meal by selling a few wines which go well with fish and seafood. It has also **expanded its range of services**, introducing loyalty cards as a way to **offer discounts**, and providing consumer credit. In 2006 it **launched an advertising campaign** for online shopping. All of these have helped **promote the Carrefour name**, both in China and around the world.



2 Match verbs 1–8 to a–h to make phrases. Then look at the text to check your answers.

- | | |
|------------------|--|
| 1 to improve ___ | a ... sales |
| 2 to enter ___ | b ... new customers |
| 3 to attract ___ | c ... a discount |
| 4 to launch ___ | d ... a new market |
| 5 to expand ___ | e ... the company's name |
| 6 to offer ___ | f ... an advertising campaign |
| 7 to promote ___ | g ... your range of products or services |
| 8 to boost ___ | h ... market share |

3 Which verbs 1–8 in 2 mean to

- | | |
|------------------------------------|---------------------------|
| a make someone like something? ___ | d increase? ___, ___, ___ |
| b start selling in? ___ | e start an activity? ___ |
| c give publicity to? ___ | |

4 Which words or phrases a–h in 2 mean

- a series of advertisements using different media? ___
- the number of items sold? ___
- a lower price? ___
- your sales in comparison with your competitors? ___

5 Work with a partner. Complete the questions with verbs from 2. Then ask and answer the questions.

- When did Carrefour _____ the Chinese market?
- How did it _____ sales of fish in China?
- In what other way did it _____ more customers?
- How has it _____ its services?
- What did it _____ in 2006?

6 Match pictures 1–3 to three of the forms of advertising from the list.

press ads online adverts outdoor advertising
direct mailing word-of-mouth TV advertisements



7 Work with a partner. Word-of-mouth advertising is often described as the best form of advertising. Why do you think this is? When is it not true?

» For more exercises, go to **Practice file 9** on page 118.

8 Work with a partner and answer the questions.

- What can the companies below do to
 - attract new customers?
 - advertise their products or services?
 - clothes shops • mobile phone companies • computer manufacturers
- What does your company do to attract new customers? How does it advertise?

» Interactive Workbook » Glossary

Tip | ad, advert, advertisement, advertising

Advertisement is a countable noun. We see an advertisement for a product in the newspaper, on TV, etc. The short forms of the word are *an advert* or *an ad*.

Advertising is an uncountable noun. It's the general word to describe the action of promoting companies, products, or services.

There's a lot of advertising on TV.

He works in advertising.

Language at work | Modal verbs

1 Read the text and answer the questions.

- 1 How is São Paulo different from before?
- 2 What do you think of the mayor's idea?

São Paulo – the city that said 'no' to advertising

The residents of São Paulo in Brazil **don't have to** look at advertising in the street any more. Companies **can't** advertise outdoors any longer. That means an end to the city's 8,000 billboards.

The law was introduced by the Mayor of São Paulo, Gilberto Kassab, in January 2007. He said that the city authorities **need to** fight pollution, and that the 'visual pollution' of outdoor advertising is one of São Paulo's biggest problems.

Advertisers who don't respect the new law **have to** pay a fine. In the first nine months the city collected \$8 million from companies who continued to advertise. Shops **can** continue to put ads in their windows, but they **aren't allowed to** use more than 15% of their window space to promote their products and services.



2 Look at the text in 1 again and put the verbs in bold in the table below.

It's necessary		
It's not necessary	<i>don't have to</i>	
It's possible / permitted		
It's not possible / permitted		

3 Complete the table in 2 with *are allowed to* and *don't need to*.

4 43▶ Listen to four people talking about advertising. Which speaker thinks

- a some advertising laws aren't good? ___
- b online advertising is important? ___
- c outdoor advertising isn't attractive? ___
- d advertising laws are necessary? ___

5 43▶ Complete the sentences with verbs from 2. Then work with a partner and discuss your answers. Then listen and compare your answers.

- 1 Companies _____ advertise to sell their products.
- 2 You _____ have big billboards everywhere.
- 3 You _____ have laws on advertising.
- 4 You _____ stop companies advertising products which are bad for you.
- 5 In my country, you _____ advertise cigarettes.
- 6 You _____ advertise beer and alcohol on TV, but you _____ do it before 8.00 p.m.
- 7 When we use the Internet, we usually _____ pay to get the information we need.
- 8 Many website owners make their profits from advertising, so we _____ use their websites for free.
- 9 There are a lot of ads online, but you _____ look at them.



6 Work with a partner. Look at these sales and advertising messages. Say what they mean, using the verbs in 2.

Example: You can buy now, but you don't have to pay before next year.

1 Buy now
Pay next year

2 CARD PAYMENTS
ONLY

3 Reply before 31 October
to benefit from this
once-in-a-lifetime chance.

4 NB This ticket is non-
refundable. Click [here](#) for
cancellation insurance.

5 ALL MAJOR
CREDIT CARDS
ACCEPTED

6 NO ADVERTISING
PLEASE!

» For more information and exercises, go to Practice file 9 on page 119.

7 Work with a partner. Ask and answer questions about advertising laws in your country, using the language from the list and the prompts below.

Can you ...? Are you allowed to ...? Do you have to ...?

Do you need to ...? I'm not sure, but I think ...

- compare products with your competitors
- advertise credit cards and loans
- promote products directly to children
- have a health warning on certain foods
- advertise alcoholic drinks
- advertise slimming products

Practically speaking | How to interrupt and avoid interruption

1 44▶ Listen to two people talking about relocation and answer the questions.

- 1 What exactly are they talking about? 2 Do they agree or not?

2 44▶ Listen again and number these phrases in the order you hear them.

- 1 Can I just say something here? ____ 4 Can I just finish? ____
2 Please let me finish. ____ 5 Sorry, but ... ____
3 Sorry, go ahead. ____

3 Which phrases in 2 are used when you want to

- 1 interrupt someone who is speaking?
2 continue speaking?
3 tell the other person to continue speaking?

4 Work with a partner. Choose a subject from below and prepare a few ideas about it on your own. Then take turns to talk about it and interrupt each other.

- supermarkets
- producing in low-cost countries
- advertising to children

Business communication | Controlling the discussion in meetings

- 1 45▶** Three managers of Fitstart, a sports-shoe manufacturer, are discussing a new sales campaign in Central Europe. Listen and complete the notes.

ADVERTISING:	SALES:
• Money spent last year: _____	This year + _____ %
• Budget this year: _____	• Next two years: _____ %
• Extra money to be used for: _____	• Key markets: the Czech Republic, _____, _____

- 2 45▶** The sentences in B are the follow-up sentences to A. Match 1–6 with a–f and then listen and check your answers.

A	B
1 We're here today to talk about Central Europe. ____	a Can we sum up what we've agreed?
2 Sorry, I didn't catch that. ____	b Could you be more specific?
3 We're getting off the subject. ____	c What was that you said?
4 OK, I think we've covered advertising. ____	d Can we move on to the next point?
5 Sorry, I'm not with you. ____	e Can we come back to that later?
6 I think that's everything. ____	f We need to discuss our new marketing campaign.

- 3** Work with a partner. Put the phrases from 2 into these categories.

- introduce the subject ____
- say you didn't hear something ____
- say you didn't understand something ____
- keep to the right subject ____
- change to a new subject ____
- close the meeting ____

- 4** Work with a partner. You are in a meeting. Take turns to say the sentences and to think of different responses, using the phrases in 2.

Example: Sorry, I didn't catch that. What do you want to discuss?

- We need to discuss sales figures.
- We need a few more people in the department.
- Can we talk about the Christmas party now?
- The figures were 17.9% for May, 19.3% for June, and 18.8% for July.
- Does anybody have anything else to say on advertising?
- It's 12.30 now. Any other business?

» For more exercises, go to **Practice file 9** on page 118.

- 5** Work in small groups. You work for a small regional chain of six supermarkets. You want to boost sales. Have a meeting to discuss how you are going to do this, using the ideas below.

- expand all stores
- introduce new products
- have an advertising campaign

Key expressions

Introducing the subject

We're here today to talk about ...

We need to discuss ...

Saying you didn't hear

Sorry, I didn't catch that.

What was that you said?

Saying you didn't understand

Sorry, I'm not with you.

Could you be more specific?

Keeping to the right subject

We're getting off the subject.

Can we come back to that later?

Changing the subject

I think we've covered (this point).

Can we move on to (the next point)?

Closing the meeting

I think that's everything.

Can we sum up what we've agreed?

- ① » Interactive Workbook
» Phrasebank

- ① » Interactive Workbook » Email and » Exercises and Tests

Promoting to the youth market

Background

Companies target young people

Young people aged 14–24 spend between 21 and 31 hours online each week. The majority of them communicate with friends every time they go online. The average young person has 78 contacts in his or her 'digital community' (mobile phone, instant messaging, etc.). Interestingly, TV is one of the most common subjects of online conversations and watching TV is still the most popular pastime for young people.

These are statistics from the largest-ever global study on the youth market, undertaken by MTV and Nickelodeon. It is, therefore, no surprise that companies are having now to use all available new media to try and reach youth audiences.

To promote two new brands of sports shoe, Adidas created a dynamic online soccer game: 13 million games were played in the six-week campaign. Levi's advertised on Hotmail during the 9.00–12.00 a.m. and 6.00–9.00 p.m. time slots, when its target audience were usually writing emails. In addition, before the launch of the 'Chicken Little' movie, users of MSN Instant Messenger could download dancing chickens to send to their friends.

Discussion

- 1 Why are some companies advertising their products online?
- 2 Do the results of the study surprise you?
- 3 Which other forms of advertising can companies use to target young people?

Task

In six weeks' time your bank is launching a new credit card for a target audience aged 16–21: the 'Cool Cash Card', or the '3C'. You have to decide how you are going to promote the card in the six weeks preceding the launch.

- 1 Work in small groups. Student A, turn to File 18 on page 139. Student B, turn to File 43 on page 144, Student C, turn to File 55 on page 146.
- 2 Have a meeting to discuss the best ways to promote the '3C'. Your total promotional budget is €500,000.
 - 1 Choose the best ideas within your budget.
 - 2 Decide the best time to launch each promotion or advertisement.



Case study

Information files | 42–52

File 42 | Unit 8

Case study, Task, Exercise 2, page 53

Student B

Look at the information below about Stable & Sons.

Company history:	30 years in the business
Type of company:	National
Price:	€10 per package Discount starts at 500 packages
Collection:	Daily
Speed:	Four working days
Delivery options:	Daily delivery (including Saturdays) Early morning and late evening special service
First time delivery rate:	80%
Tracking facilities:	Via email

File 43 | Unit 9

Case study, Task, Exercise 1, page 59

Student B

These are the ideas that you have for promoting the 3C card and their costs.

- Outdoor advertising on buses taking young people to school and university. €80,000
- National competition for best photo taken by a mobile phone. Photos posted on your bank's website. 100 winners get a 3C card and \$300 in cash. €80,000
- Ten 30-second TV adverts on popular youth music channel. €90,000
- Free concert tickets for the first 1,000 people to take out cash with the card on a particular date. €60,000

File 44 | Unit 10

Business communication, Exercise 6, page 64

Student B

You work for a company of green consultants. Give a presentation to Student A about your service, using the notes below.

Advantages of using a green consultancy company

- expert advice from experienced consultants
- receive list of green contacts
- kept up-to-date on any changes in law
- improves company image – shows you are serious about environment.

File 45 | Unit 10

Case study, Task, Exercise 1, page 65

Group B

Your issue is resources. You think that the company could reduce its consumption of paper and water by 25%. These are some of the measures your company could take:

- cutting paper wastage – *how?*
- more recycling – *what?*
- conserving and recycling water – *how? where?*
- reducing waste in the canteen – *how?*

File 46 | Unit 11

Case study, Task, Exercise 1, page 71

Group B

The Boat Race

Guests are given the pieces of a full-size boat which they have to build and brand in teams using their own imagination. They then have the opportunity to race in their boat against the other teams to see whose boat is the fastest. At the end of the race, the winners celebrate their victory with a bottle of champagne. The day ends with a fantastic barbecue and buffet-style dinner with a free bar.

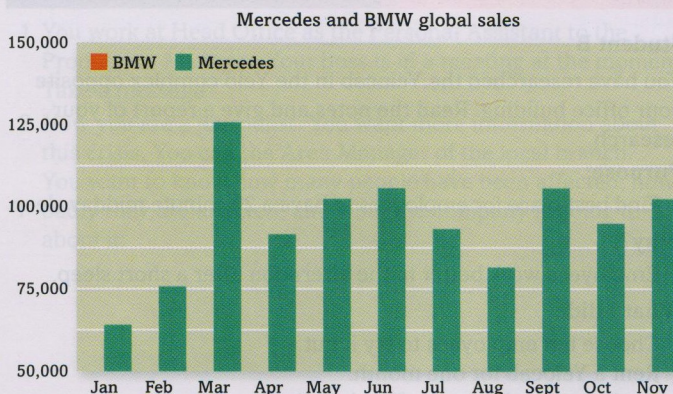
File 47 | Unit 12

Business communication, Exercise 6, page 76

Student B

- 1 Listen to your partner's description of BMW's sales, and mark them on your graph below.
- 2 Describe Mercedes' sales. Your partner will mark them on his / her graph.

Example: In January, sales were about 65,000. In February, they rose to just over ...



Information files | 53–58

File 53 | Unit 16

Business communication, Exercise 4, page 100

Student B

Look at the information on Asami Takahashi and prepare a short presentation about her.

Asami Takahashi <i>(female)</i>	Psychology degree – Tokyo University Master's degree in Human Resources Management
Previous employment	HR Department Sanyo 2001–2004 Assistant HR Manager Sony 2004–2007
Recent experiences	Gave courses on staff motivation Introduced procedures to improve employee-management relations
Present role	Head of HR Developing plan to restructure departments
Plans for the future	Discuss problems with heads of department Make changes to improve staff morale

File 54 | Unit 8

Case study, Task, Exercise 2, page 53

Student C

Look at the information below about Nova Solutions.

Company history:	Founded last year
Type of company:	National
Price:	€8 per package Discount starts at 100 packages
Collection:	On demand online
Speed:	Two working days
Delivery options:	Every day delivery (including Sundays) Notification of delivery service (by text to customer)
First time delivery rate:	90%
Tracking facilities:	On website

File 55 | Unit 9

Case study, Task, Exercise 1, page 59

Student C

These are the ideas that you have for promoting the 3C card and their costs.

- Adverts at bottom of emails at times when young people use email most (9.00–12.00 a.m., 6.00–9.00 p.m.). Users can click on a link to the 3C website. €60,000
- Adverts on most popular national TV channels between 9.00 p.m. and midnight. €80,000
- Direct mailing to all school and university students. €50,000
- Adverts on popular social networking site used by young people between 8.00 p.m. and midnight. €100,000

File 56 | Unit 10

Case study, Task, Exercise 1, page 65

Group C

Your issue is energy. You think your company should reduce its energy consumption by 40%. These are some of the measures your company could take:

- cutting electricity consumption – *how? where?*
- finding alternative renewable sources of energy – *what? cost?*
- motivating employees to save energy – *how? what?*
- replacing old systems and machines – *which?*

File 57 | Unit 14

Language at work, Exercise 8, page 87

Mostly 'a's Doing things on time is very important for you. You need to live in a 'clock time' culture.

Mostly 'b's You would probably be happy in a 'clock time' or 'event time' culture.

Mostly 'c's You're very relaxed! An 'event time' culture would be very good for you.

File 58 | Unit 11

Case study, Task, Exercise 1, page 71

Group D

MotoGP

Guests are invited to spend a day in the hospitality area of the MotoGP. They will enjoy a full day of delicious food and plenty of drinks in a marquee which is in the middle of the action. All marquees have a magnificent view of the start / finish line so that guests can see the most exciting moments of the race. The event includes a guided visit to the pit lane where mechanics will give a demonstration of a wheel change.