Inbound Calls: Sales 2

Name: _____

Subject: English for Call Center

Use the words below to fill out the memo from a manager to a team of sales representatives.

practice | trust | company | sales | pitch | product | customer | tone | contact | negotiate

Hello Everyone,

I've noticed a decline in sales lately. This note is a reminder of some sales tactics you can use on your calls. The most important thing is to _____ your sales _____. This is important because the _____ pitch is what sets the _____ for all further _____ with the customer. Another good tactic is to work on gaining customers' _____. This helps because a _____ who trusts you will believe what you say about _____ value. Finally, remember to _____ a price that is fair to both the customer and the _____. I hope to see our sales improving this month!

Andrew Olaf

Manager

Listening

Listen to this audio and complete the conversation.

Representative 1: Can I ask you for some advice?

Representative 2: Sure. Are you having a problem?

Representative 1: Sort of. I feel like I'm doing really well on all my calls. But at the end the customers **1)** _____ _____ to buy anything.

Representative 2: I see. So you're having **2)** _____ _____?

Representative 1: Yeah. But up until then I always feel like **3)** _____ _____ is going really well.

Representative 2: I understand. Have you tried **4)** _____ _____ customers?

Representative 1: A little, but I get a lot of **5)** _____ to negotiation.

Representative 2: Hmm. Well, you can always try to **6)** _____ _____ _____ seem urgent.

Representative 1: How can I do that?

Representative 2: Just tell them that the deal you're offering won't last very long.

Representative 1: That's a good idea. I'll try that.

Representative 2: It's okay to apply a little pressure before you let them off the phone.

LIVEWORKSHEETS

Vocabulary

Fill in the blanks with the correct words from the word bank.

value | resistance | price | pitch | contact | offer

1 A salesperson should inform customers of any special _____ that a company has.

2 Customers get a good deal when the _____ of an item exceeds the amount paid for it.

3 High prices are a common cause of _____ to sales.

4 Amy's sales _____ was always successful at convincing customers.

5 Telephones allow companies to make _____ with customers around the world.

6 Some salespeople are willing to negotiate the _____ of a product.

Vocabulary

Read the sentence pairs. Choose which word best fits each blank.

upsell | cross-sell

A) Cellular companies often try to _____ their latest services to their existing customers.

B) James attempted to _____ to a customer by encouraging her to purchase a more expensive phone.

negotiate | influence

A) Some customers will try to _____ prices to get better deals.

B) A good salesperson doesn't let negative customers _____ his or her attitude.

trust | close

A) A customer is unlikely to make a purchase if he or she doesn't _____ the salesperson.

B) The salesperson didn't _____ many deals when he first started in telemarketing.

LIVEWORKSHEETS

Recording: Listen to the article about Selling- Careers in sales. Then, record yourself saying what the article stated. Take notes for you will have to say every single word.

Mark the following statements as True or False: Watch the video and then go to the sentences below.

1 The students make these calls so they can raise money for their University.	True	False
2 In one year the students made eighty thousand phone calls.	True	False
3 The calls support mentoring programs but not scholarships.	True	False
4 The money raised also goes into research that allows students to apply what they learned in the classroom.	True	False
5 Most of the calls are memorable because they are made to family members.	True	False
6 The students are especially thankful to those who do not answer their calls.	True	False

LIVEWORKSHEETS