

Wholesaling

Active Vocabulary

(Запишіть слова словник та вивчіть їх)

sales trainee - стажер з торгівлі	gentlemen's agreement - джентльменська угода
to be-on commission - отримувати комісійні з продажу	verbal agreement усна угода
to reimburse - відшкодовувати	purchase order - замовлення на покупку
to get a raise - отримати підвищення	to staple - (тут) перевіряти
toll - мито, плата за послуги	to file - підшивати, зберігати
quote - призначення ціни	stepping stone - засіб для досягнення мети
delivery – доставка	
to deliver - доставляти	

Task 1. Read and translate the text

Dialogue

John is explaining his new job to his wife, Susan. He is a sales trainee for a company.

John It's a great job, you know. The salesmen are paid salaries instead of being on commission.

Susan Why do you find it great? You can earn less money.

John Well, it's a regular weekly salary. And besides we get reimbursed for everything lunches and dinners even the football tickets, the car, gasoline, tolls.

Susan That's really great.

John And I'm going to get a raise in three months.

Susan And what are you going to see.

John Foam rubber.

Susan What is it used for?

John It is used to make couches and beds, generally ideal with furniture manufactures.

Susan So you will travel much won't you.

John No delivery is a part of our wholesaling operation. Foam is sold and delivered by the truckloads. It is rather bulky and it is expensive to have it shipped a big distance. We are going to deal with buyers who are in this region.

Susan That's fine. I don't want you to travel too much. By the way I want to know more about sales procedure.

John At first I go to see a buyer. We discuss what he needs. After that I send him a written quote. If our prices suit him, he'll call us and send an order.

Susan Do you take orders over the phone?

John Yes. The buyers are always in a hurry and a letter would take too much time to come. If it's a verbal agreement we call it gentlemen's agreement.

Susan And what happens after the verbal agreement?

John We receive a written purchase order. It is called p.o. - and it has a number that we use for all future correspondence on that order. The office then retypes the order form and the p.o. and order form are stapled together and filed.

Susan It sounds organized. Whom do you usually deal with in a company?

John Well, I'll deal with purchasing agents. But I could deal with any administrator from the president on down, in some cases.

Susan Good. Soon you'll get your raise.

John Yes. Selling is usually a stepping stone to higher positions in management.

Susan Don't worry, deal. If it doesn't work out, we still have my job.

Task 2. Choose the necessary word and put it in the sentence.

Wholesalers,	take title,	retailer,	stock,
channels,	assortment,	to receive,	middleman

1. They use both direct and indirect _____ of distribution.
- 2 Agent middlemen do not _____ to the goods they deal in.
- 3 Usually wholesaling _____ stands between the producer and the retailer.
- 4 a supermarket may _____ thousands of commissions items.
5. Usually a wholesaler handles a large _____ of items of numerous manufacturers.
6. Agent middlemen don't earn salaries, they _____...
7. A wholesaler doesn't deal with the customers, _____ does.
8. . _____ simplify the problems of manufacturers.

Task 3. Translate into English.

1. Оптова торгівля - важливий елемент ринкової системи.

2. Товари йдуть від оптового посередника до споживача через роздрібного торговця.

3. Непряма система збуту більш краща.

4. Оптові скупники отримують товар.

5. Посередник отримує відсотки від продажу.

6. Посередник зазвичай веде переговори з приводу купівлі або продажу.

7. У цьому магазині хороший асортимент товарів.

8. Менеджер з маркетингу скоро отримає підвищення.

9. Ми змушені дорого платити за доставку.

10.Наша фірма відшкодовує нам витрати за обід і проїзд.

11.Це була джентльменська угода.
