



# UNIT :BUSINESS

## 10 Prices



### Horton's

Horton's is famous for offering high **value** products at excellent prices. Our competitors sell similar items of the same quality for twice as much!

We always deliver great products at a fair price.

Our new line of oak furniture, Britannia, is no exception. Our **basic prices (excluding tax)**, are listed on the back of this brochure. They are very reasonable and we ship anywhere in the world.

Call today to get a free **price quote** that includes all taxes, **fees** and **shipping costs**. Quotes for orders within the USA include **sales tax**, and we can calculate **VAT** for most orders outside the USA.

This new furniture is well **worth** the call!

### Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some things that can affect the price of a product?
- 2 How can you get the best price on a product?

### Reading

### Vocabulary

3 Match the words (1-7) with the definitions (A-G).

1	— exclude	5	— shipping cost
2	— tax	6	— sales tax
3	— fee	7	— basic price
4	— worth		

## Get ready!

1 Before you read the passage, talk about these questions.

- 1 What are some things that can affect the price of a product?
- 2 How can you get the best price on a product?

## Reading

2 Listen and read part of an advertisement from a furniture retailer. Then, mark the following statements as true (T) or false (F). Say three things you remember from the text.

- 1  Taxes have been added as a part of all listed prices.
- 2  The company lowered the price of its newest line.
- 3  Horton's ships its furniture internationally.

## Vocabulary

3 Match the words (1-7) with the definitions (A-G).

1 <input type="checkbox"/> exclude	5 <input type="checkbox"/> shipping cost
2 <input type="checkbox"/> tax	6 <input type="checkbox"/> sales tax
3 <input type="checkbox"/> fee	7 <input type="checkbox"/> basic price
4 <input type="checkbox"/> worth	

A <input type="checkbox"/> valuable	
B <input type="checkbox"/> money that a government collects	
C <input type="checkbox"/> money that is paid for some service	
D <input type="checkbox"/> to leave out or not include	
E <input type="checkbox"/> an extra charge added to purchases that goes to a government	
F <input type="checkbox"/> the amount a product will cost before additional charges are added	
G <input type="checkbox"/> the amount of money charged to a customer in order to deliver an item	

4 Check (✓) the sentence that uses the underlined parts correctly.

- 1  A good value product is reasonably priced and good quality.
- 2  Customers pay shipping costs when picking up goods.
- 3  A The basic price of this chair includes all taxes and fees.
- 4  The table cost two hundred dollars before adding VAT.
- 5  Consumers compare price quotes from different shops.
- 6  The salesman added a sales tax in order to increase his profits.

## Listening

5 Listen to a conversation between a salesman and a customer. Choose the correct answers.

- 1 What is the dialogue mostly about?
  - changing the items in a furniture order
  - researching the price of a piece of furniture
  - describing price differences in types of furniture
  - explaining why a price was higher than expected
- 2 What is the least expensive charge?
  - basic price
  - sales tax
  - shipping costs
  - price quote fee

## Speaking

6 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

### USE LANGUAGE SUCH AS:

*How can I help you?*

*I'm calling about ...*

*Do you want a price quote?*

**Student A:** You are a salesperson. Tell Student B the price of a product. Include:

- basic price
- price including tax
- any extra fees

**Student B:** Call Student A about a new product. Ask about the pricing. Make up a piece of furniture you would like to buy.

## Writing

7 Use the conversation from Task 7 to complete the sales receipt.

B sales tax  
C shipping costs  
D price quote fee

 Listen again and complete the conversation.

Salesman: Horton's Furniture, David speaking. How can I help you?  
Customer: Hi. I'd like a free 1 \_\_\_\_\_ on the oak furniture in your brochure.  
Salesman: Yes, the Britannia line. I just 2 \_\_\_\_\_ what furniture and where you're calling from.  
Customer: It's the dining table, and I'm in New York City.  
Salesman: Okay. Our 3 \_\_\_\_\_ is \$1,200, but with the 4 \_\_\_\_\_ it's about \$1,300.  
Customer: Does that include 5 \_\_\_\_\_ costs?  
Salesman: No. With shipping, it will be another \$6 \_\_\_\_\_.  
Customer: Got it, thanks.

## Writing

8 Use the conversation from Task 7 to complete the sales receipt.

### Horton's Sales Receipt

Product: \_\_\_\_\_

Basic price: \_\_\_\_\_

Price with tax: \_\_\_\_\_

Shipping Costs: \_\_\_\_\_

Delivery to: \_\_\_\_\_



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