



UNIT : BUSINESS

10

Prices



shipping costs



tax



price quote



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 valuable
B money that a government collects
C money that is paid for some service
D to leave out or not include
E an extra charge added to purchases that goes to a government
F the amount a product will cost before additional charges are added
G 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 A good value product is reasonably priced and good quality.
☐ B Customers pay shipping costs when picking up goods.
- 2 ☐ A The basic price of this chair includes all taxes and fees.
☐ B The table cost two hundred dollars before adding VAT.
- 3 ☐ A Consumers compare price quotes from different shops.
☐ B 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?
A changing the items in a furniture order
B researching the price of a piece of furniture
C describing price differences in types of furniture
D explaining why a price was higher than expected
- 2 What is the least expensive charge?
A basic price
B sales tax
C shipping costs
D price quote fee

Speaking

7 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

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

- B sales tax
- C shipping costs
- D price quote fee

6 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: _____

