14 **Work with a partner. First look at the Useful Phrases below. Then use the information in the Partner Files (or make up your own) to role-play a conversation at a trade fair.**

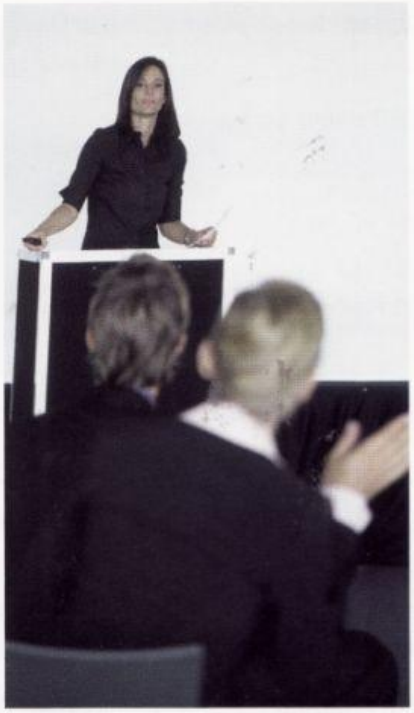
PARTNER FILES Partner A File 2, p. 58
Partner B File 2, p. 60

USEFUL PHRASES

Rep	Customer
Could/May I help you?	No, thanks. I'm just looking/browsing.
How can I help you?	I'm looking for/interested in ...
May I introduce myself?	My name's ...
Could I ask your name?	Nice/Pleased to meet you.
Please feel free to ask me any questions.	Thank you.
Could I offer you/interest you in ...?	No, not at all. Let me give you my card/address/number.
Would you mind if I phoned/emailed you?	Nice to meet you, too. I look forward to hearing from you.
It was nice to meet you.	Thanks, it was a pleasure. I appreciate your help.
I hope you enjoy the fair.	

AUDIO 9

15 **Paula Johnston is giving a presentation at a trade fair. Put a–e in the correct order. Then listen to check your answers.**



☐ a 'Before I finish, I'll just go over the highlights of this presentation again. Our product and service line includes ... . We stand out from our competitors with our excellent follow-up.'

☐ b 'With our impressive line of products and services, we offer special benefits that you can't find with our competitors. Follow-up is our top priority ... '

☐ c 'Thanks for your attention. I look forward to having you as a new customer.'

☐ d 'Hello, I'm Paula Johnston from Delta Systems. I'm here today to let you know about some great offers in customer care support services. I'll be speaking about our extensive range of products for tracking new and existing customers ...'

☐ e 'I hope you'll pick up one of our leaflets. Also, if you leave me your contact details, I'll be glad to send you our latest catalogue by the end of the week. And if you would like to order today, I'll make sure you receive our introductory price.'

USEFUL PHRASES

- Be natural in your trade fair talk. Do not use memorized speech.
- Follow up quickly. Do not delay in replying to your customers.
- Your customers will remember *you* more than your product or service!

LIVEWORKSHEETS