SELLING ONLINE

A CD1.28 Listen to part one and match the three parts of these expressions.

1	We sell products	to	... the television and online
2	...we sell	through	a wide variety of categories ...
3	... we sell both	across	consumers in Germany, Japan, USA, UK and Italy

B CD1.29 Complete these statements with appropriate forms of verbs from part two.

If you ...

1 ..... a product, you show how it is used, etc.

2 ..... a sales presentation, you talk about a product or a number of products to an audience.

3 ..... with your audience, you understand their needs and talk to them in ways they can relate to.

4 ..... a sales pitch, you work on ways of talking about a product to possible customers in a way that will make them want to buy it.

5 ..... a product inside and out, you know it very well.

C CD1.30 Listen to this extract from part three and replace the eight mistakes in the transcript below with what Sue Leeson actually says.

We have many successful product areas. One of our most successful is beauty. Beauty works so well on TV for two reasons. First of all, each beauty brand has a terrific story behind it, and we can really bring life to the brand and to the sales pitch through telling that story in a very attractive way.

And secondly, each product is very easy to present. So if it's a skincare product, like a moisturiser, we can show how to apply it, the quantity to apply in order to give the best effects. Finally, we add another layer to our product presentation in that we always invite the expert behind that product to tell the story.

D CD1.31 Listen to part four and find words that mean the following.

1	on the Internet	o _ _ _ _ _
2	changed	a _ _ _ _ _ _
3	terrific	f _ _ _ _ _ _ _ _
4	chance	o _ _ _ _ _ _ _ _ _ _
5	product	i _ _ _
6	picture	i _ _ _ _
7	catalogue	r _ _ _ _

LIVEWORKSHEETS