

The Sales meeting

Unique selling points (USPs)

1. Put the following words and expressions in the correct categories below. More than one category per item is possible.

24-hour technical support

a multinational brand

able to meet customers' needs

central

convenient

cost-effective

durable

guarantee

handmade

maintenance and servicing

option to pay in installments

quality control procedures

reliable

value for money

well-established

durable

able to meet customer's needs

24-hour technical support

option to pay in installments

guarantee

Price:	
Customer service:	
Quality:	
Flexibility:	
Location:	
Credibility:	

2. Now complete the following sales pitch with words from above:

1. Our service is extremely _____ .You will save a lot of time and money.
2. We are a _____ company with a long tradition of success.
3. Help is always at hand - we offer _____.
4. We offer a 2-year _____ for your peace of mind.
5. Our product is very _____ - you can use it for as long as 5 years without replacement.
6. You don't have to pay for everything at once we offer you the _____.
7. Our location is very _____. You won't need to travel too far.
8. If you have any particular requirements, don't worry - we are _____.

Successful selling

3. Complete the following rules for making a good sales pitch:

attention incentive needs objections solution testimonies
touch

1. Get the _____ of your prospect with a good opening statement.
2. Listen carefully to your prospect's _____.
3. Demonstrate that you have a _____.
4. Give _____ from other customers.
5. Listen to and answer the _____ that your prospect raises.
6. Provide an _____ to take action.
7. Stay in _____ with your customer after the sale.

4. Look at the following extracts from a sales meeting between a small retailer and a representative of a paper company. Which rule does each sentence relate to?

a. Yes, you are right. It's true that we cannot compete with our competitor's prices, but what we can offer is quality customer service. _____

b. I'm looking for a reliable supplier. Our last supplier went bankrupt. _____

c. Well, in that case, we are the right company for you. We have been operating in the market for over 10 years and we are trusted by over 20 large retailers. _____

d. Take a look at the references of some of our main customers. _____

e. We offer the largest range of stationary products on the market. _____

f. Since you are a first-time customer, I'd like to give you a 10% discount if you buy today.

g. Are you pleased with your first order? Thank you again for your business.
