

## 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**

<b>Price:</b>	
<b>Customer service:</b>	
<b>Quality:</b>	
<b>Flexibility:</b>	
<b>Location:</b>	
<b>Credibility:</b>	

**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.  
\_\_\_\_\_