Vocabulary Influencing customer behaviour

5 **Work in pairs. Match definitions 1–9 with the words from the video in the 'magic table'. Write the correct number in each box. If your answers are correct, the columns and rows will all add up to 15.**

☐ mislead	☐ paradox	☐ well-being	= 15
☐ be positioned	☐ be inclined	☐ persuasive	= 15
☐ tactic	☐ inviting	☐ reasonable	= 15
= 15	= 15	= 15	

1 be put in a particular place for a reason
2 the state of feeling comfortable, healthy and happy
3 offering an experience that is enjoyable and makes you want to be near it, try it, taste it, etc.
4 fair and sensible
5 be likely to do something or behave in a particular way
6 make someone believe something that is not true by giving them information that is false or not complete
7 a situation that is difficult to understand because it has facts that contradict or are opposite to each other
8 a method that you use to achieve something
9 able to make other people believe something or do what you ask

LIVEWORKSHEETS