

# Wholesaling

## Active Vocabulary

(Запишіть слова словник та вивчіть їх)

<b>sales trainee</b> - стажер з торгівлі	<b>gentlemen's agreement</b> - джентльменська угода
<b>to be-on commission</b> - отримувати комісійні з продажу	<b>verbal agreement</b> усна угода
<b>to reimburse</b> - відшкодувати	<b>purchase order</b> - замовлення на покупку
<b>to get a raise</b> - отримати підвищення	<b>to staple</b> - (тут) перевіряти
<b>toll</b> - мито, плата за послуги	<b>to file</b> - підшивати, зберігати
<b>quote</b> - призначення ціни	<b>stepping stone</b> - засіб для досягнення мети
<b>delivery</b> – доставка	
<b>to deliver</b> - доставляти	

### Task 1. Read and translate the text

#### Dialogue

*John is explaining his new job to his wife, Susan. He is a sales trainee for a company.*

**John** It's a great job, you know. The salesmen are paid salaries instead of being on commission.

**Susan** Why do you find it great? You can earn less money.

**John** Well, it's a regular weekly salary. And besides we get reimbursed for everything lunches and dinners even the football tickets, the car, gasoline, tolls.

**Susan** That's really great.

**John** And I'm going to get a raise in three months.

**Susan** And what are you going to see.

**John** Foam rubber.

**Susan** What is it used for?

**John** It is used to make couches and beds, generally ideal with furniture manufactures.

**Susan** So you will travel much won't you.

**John** No delivery is a part of our wholesaling operation. Foam is sold and delivered by the truckloads. It is rather bulky and it is expensive to have it shipped a big distance. We are going to deal with buyers who are in this region.

**Susan** That's fine. I don't want you to travel too much. By the way I want to know more about sales procedure.

**John** At first I go to see a buyer. We discuss what he needs. After that I send him a written quote. If our prices suit him, he'll call us and send an order.

**Susan** Do you take orders over the phone?

**John** Yes. The buyers are always in a hurry and a letter would take too much time to come. If it's a verbal agreement we call it gentlemen's agreement.

**Susan** And what happens after the verbal agreement?

**John** We receive a written purchase order. It is called p.o. - and it has a number that we use for all future correspondence on that order. The office then retypes the order form and the p.o. and order form are stapled together and filed.

**Susan** It sounds organized. Whom do you usually deal with in a company?

**John** Well, I'll deal with purchasing agents. But I could deal with any administrator from the president on down, in some cases.

**Susan** Good. Soon you'll get your raise.

**John** Yes. Selling is usually a stepping stone to higher positions in management.

**Susan** Don't worry, deal. If it doesn't work out, we still have my job.

**Task 2. Choose the necessary word and put it in the sentence.**

Wholesalers,	take title,	retailer,	stock,
channels,	assortment,	to receive,	middleman

1. They use both direct and indirect \_\_\_\_\_ of distribution.
- 2 Agent middlemen do not \_\_\_\_\_ to the goods they deal in.
- 3 Usually wholesaling \_\_\_\_\_ stands between the producer and the retailer.
- 4 a supermarket may \_\_\_\_\_ thousands of commissions items.
5. Usually a wholesaler handles a large \_\_\_\_\_ of items of numerous manufacturers.
6. Agent middlemen don't earn salaries, they \_\_\_\_\_...
7. A wholesaler doesn't deal with the customers, \_\_\_\_\_ does.
8. . \_\_\_\_\_ simplify the problems of manufacturers.

**Task 3. Translate into English.**

1. Оптова торгівля - важливий елемент ринкової системи.

2. Товари йдуть від оптового посередника до споживача через роздрібного торговця.

3. Непряма система збуту більш краща.

4. Оптові скупники отримують товар.

5. Посередник отримує відсотки від продажу.

6. Посередник зазвичай веде переговори з приводу купівлі або продажу.

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7. У цьому магазині хороший асортимент товарів.

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8. Менеджер з маркетингу скоро отримає підвищення.

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9. Ми змушені дорого платити за доставку.

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10.Наша фірма відшкодовує нам витрати за обід і проїзд.

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11.Це була джентльменська угода.

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