In this unit

- Present Continuous for future
- *be going to*
- making plans and arrangements
- writing an email about your plans



Sales techniques

A
Sell benefits, not features
When you are selling, the customer doesn't want to know about the features of a product. They want to know how it is going to benefit them. Is it going to make them more attractive? Or save time? Or help them to work more efficiently?

B
Differentiate your product
You must come up with at least three ways in which your product is different from the competition. These are called USPs – Unique Selling Points. For example, your product could be faster, cheaper, and smaller than the competition.

C
Meet your customer face-to-face
You need to meet your customers, especially if you are new. It is not worth spending a fortune on newspaper advertising or direct mailing for first-time entrepreneurs.

D
Let the customer tell you what they want
You need to understand your customer before you can sell him or her something. Don't start 'selling' something until your customer has talked about themselves.

E
Learn to listen
Sales people who do most of the talking usually lose the sale! Listen carefully and don't jump to conclusions. Take notes and concentrate on what your customer is saying. Find out what your customer really wants by asking lots of questions.

F
Sell to people who buy
If you are trying to sell a product, don't try and sell it to someone who has never bought it before. Sell your product to someone who already has one. Show your clients how yours is superior to the competition.

G
Turn your customers into salespeople
If your customers are happy, they are going to tell other people. Nearly 85% of sales are the result of word of mouth. So think about how you can create satisfied customers. They will do your advertising for you!

3 Find words and expressions that mean the following

1 distinctive parts or aspects of something (paragraph A)
2 to make something different from other things (B)
3 sending adverts through the post (C)
4 to decide too soon that something is true (E)
5 better than (F)
6 being told about something, rather than reading about it (G)

4 Work in pairs. Invent a product. Choose from

- a chocolate bar or sweet
- a mobile phone
- a computer

Give it a name and decide on its benefits and USPs.

5 Work with another pair. Try to sell your product. Use the techniques from the article.

LIVEWORKSHEETS