

Vocabulary

Sales terms

- 1 Match the words in the list with their definitions.

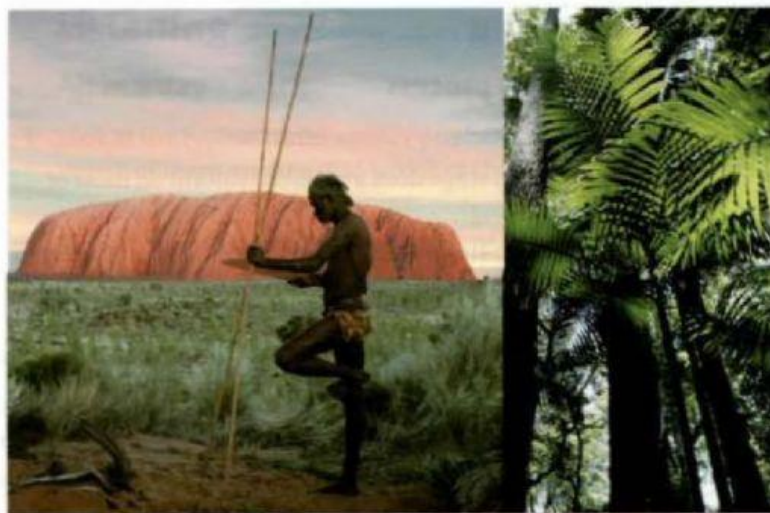
advantage	benefit	consultant
awareness	browse	convince

- 1 a person who gives information or advice in business
- 2 a useful, positive effect that something has
- 3 knowing about something and probably being interested in it
- 4 something that helps or that gives a better chance of success
- 5 to spend time looking at something without a clear idea of what you want
- 6 to succeed in making somebody believe something

- 2 Which words are nouns and which are verbs?

- 3 Complete the sentences using the words in the list.

- 1 A good _____ does not necessarily know the answers to every question, but does know where to find the answer.
 - 2 Adverts on TV and in magazines are used to create _____ of new products.
 - 3 The _____ of using a travel agent is that they can help you to find the best holiday.
 - 4 The main _____ of learning English is that most people in tourism speak it.
 - 5 There is so much information to _____ through on the Internet that it is easy not to find what you want.
- 4 Use your dictionary. Find three more terms in the article. For each one write out the definition from your dictionary. Ask your partner to find the word in the article.



Listening

A new customer

- 1 Listen. Karl and Anita want to go to Australia. They go to a travel agent's for advice. Listen to their conversation and answer the questions.

- 1 Which two stages of the sales process do you hear?
- 2 Does the sales consultant finish the second stage?

- 2 Listen again and write T (true) or F (false).

Karl and Anita want

- 1 to travel around Australia with their daughter
 - 2 a package holiday for the three of them
 - 3 to fly to Adelaide
 - 4 to travel out to Australia in July
 - 5 to stay for longer than three weeks
 - 6 to stay in Melbourne for twelve hours.
- 3 Do you think the sales consultant did her job well in these stages? Why / Why not?

Language spot

'Open' and 'closed' questions

- 1 Listen again and complete the following questions.

- 1 Can I _____ you?
- 2 Were you _____ about a _____?
- 3 Where is _____ daughter, by the _____?
- 4 When _____ did you want to _____?