LISTENING

Selling on TV



Sue Leeson

A CD1.28 **Sue Leeson is Director of Marketing at QVC, the global shopping channel. Listen to the first part of the interview and answer these questions.**

1 What are the six product groups that she mentions?

2 QVC sells to consumers in which countries?

3 Which two media are used to sell QVC's products?

B CD1.29 **In the second part, Sue talks about the secret of a really good presentation and developing a sales pitch. Listen and complete this paragraph.**

Firstly, having a product that you can easily .....[1] and a product that has a good .....[2] behind it. Secondly, that the person who's actually giving the sales presentation can engage with their .....[3] in a credible fashion, can tell the story very clearly and can demonstrate the features and .....[4] of each product in a very .....[5] and easy-to-understand way.

C CD1.29 **Listen again and complete these notes.**

You need to know:

- the product ....[1]
- what the product can or can't .....[2]
- when the product is or isn't .....[3].

CD1.30 **Listen to the third part and answer these questions.**

1 Why are beauty products easy to sell on TV?

2 Which type of product is difficult to sell, and why?

LIVEWORKSHEETS

- personality
- honesty
- appearance
- confidence
- knowing your product
- organisational skills
- ability to close a deal
- ability to deal with people

Women on top in new sales industry survey



A new survey of the sales industry shows who sales professionals believe make the best salespeople and the qualities needed in order to succeed.

1 A new survey of over 200 sales professionals has found that two-thirds of women and over half of men believe that women make the best salespeople, underlining the growing reputation of women in the sales industry.

2 The survey was carried out for Pareto Law, a recruitment and training company. It questioned sales professionals on what they considered to be the most important qualities for a salesperson. It also asked who would be most likely to succeed.

3 Both men (53%) and women (66%) agreed that women do make better salespeople, with Hillary Clinton voted as the top female celebrity most likely to succeed in a career in sales.

4 When asked why women make the best salespeople, men believe the main reason is that women are better at actually closing a deal, while women stated they are better than men when it comes to dealing with people. Other female skills highlighted included being more organised and being able to handle more work, while male skills were identified as strong personalities and selling skills.

5 Jonathan Fitchew, Managing Director of Pareto Law, said: "Television programmes have increased people's interest in the sales industry, but have also highlighted the different approaches of men and women to the same sales issues."

6 When it comes to the individual qualities required to become a successful salesperson, men ranked honesty as most important (53%), while women placed most value on personality (47%). Both agreed that integrity was also key, coming third overall (41%). Good looks came at the bottom of the list, with only 3% of sales professionals ranking this as important.

7 This focus on professionalism, rather than the hard sell, supports the fact that over half of the sales professionals questioned believe that the reputation of sales has improved over the last 10 years, with 55% of men and 47% of women considering this to be the case.

8 Both men (87%) and women (86%) agreed that the top incentive for salespeople was money, with the average sales executive expecting to earn between £25–35k, including bonuses and commission, in their first year of work. Other incentives included verbal praise, overseas holidays and cars.

LIVEWORKSHEETS

1 Can you be a member if you earn $50,000? *No*

2 Is it necessary to sit through a timeshare sales presentation?

3 Is it necessary to stay for at least seven nights?

4 Can you play loud music after 10 p.m.?

5 Can you book 90 days in advance?

6 Is it necessary to go to members' welcome nights?

7 Can you be a timeshare member if you are 21?

PP rules for a timeshare vacation club

In pairs, write an advice sheet on how to be a good salesperson, including the qualities you need to succeed. You may use the reading texts on pages 25 and 137 to help you.

EXAMPLE: *You must sound and appear confident.*

LIVEWORKSHEETS