

Reading

- 2  Listen and read this flyer advertising a set of seminars for salespeople. Then, read the paraphrase of the article. Fill in the blanks with the correct words from the word bank. What will people learn during the seminar? Tell the class.



seminars customers process business

Lucrative Solutions offers tailor-made courses to salespeople. The aim of the 1 _____ is to help salespeople be more professional and bring in more 2 _____. The course covers all elements of the sales 3 _____, such as analyzing territory, handling resistance and approaching 4 _____.