

Review 5

Making deals

1 Complete these paragraphs about e-tailing using the words in the box.

approach browsers databank expectation
eyeballs merchandising purchase search ads
website web chats

- A Most visitors to a (1) _____ don't actually buy anything, so simply having lots of (2) '_____', doesn't mean there will be lots of sales. In fact, if the site attracts visitors through paid (3) _____ on Google or Yahoo!®, then bringing them actually costs money.
- B Customer service reps answer customer questions via live (4) _____ on the site. When a customer engages in live chat with a sales rep, the average (5) _____ doubles in value.
- C But instead of real customer service reps, many smaller e-tailers use animated characters that draw on a (6) _____ of answers to commonly asked questions. E-tailers hope that the animated characters will turn (7) _____ into buyers.
- D When someone is shopping at home, they have an (8) _____ of privacy. Ted Martin, senior vice-president for (9) _____ and operations at Overstock.com, said: 'We're taking the conservative (10) _____ right now, we don't want to be intrusive.'

2 Complete this sentence about e-tailing using these words: *consent, privacy, tracking, violation*.

Research shows that most online shoppers consider (1) _____ their navigation of a site without their (2) _____ to be a (3) _____ of their (4) _____.

3 In each set of four below, match a verb on the left with a noun on the right to make collocations about an e-tail transaction.

- | | |
|-------------|--|
| 1 look up | a) on a link to get to the seller's site |
| 2 pay | b) the product you want in a cart |
| 3 place | c) a product on a search engine |
| 4 click | d) by credit card |
| 5 browse | e) the customer's credit card |
| 6 debit | f) the product from the warehouse |
| 7 send back | g) the site to find any interesting products |
| 8 ship | h) a faulty product under guarantee |

4 The collocations below are useful in negotiating. Cross out the one verb in each group that does *not* collocate with the noun.

- fill / offer / place / take an order
- ask for / be entitled to / find / offer a discount
- discuss / go over / put on / sort out the details
- make / put forward / put back / reject a proposal
- extend / meet / miss / take a deadline
- look for / meet / seek / reach a compromise

5 Complete each sentence with a collocation from Exercise 4.

- If you fail to do something by the agreed time, you _____ the _____.

- If you tell a retailer you want to buy something from them, you _____ an _____.
- If you finally get agreement after both sides had different starting points, you _____ a _____.
- If you automatically have the right to a lower price, for example because of the quantity you are ordering, then you _____ a _____.

6 Look at the seven options below. Cross out the three that can never be used.

If we *increase / increased / will increase / would increase* our order, do you *give / will you give / would you give* us a discount?

7 Which version of the sentence in Exercise 6 is appropriate if you want to show you are unsure about increasing your order (it's just a possibility)? Write the whole sentence.

8 Which version of the sentence in Exercise 6 is the most common – you are just asking a simple question?

9 Complete the bargaining phrases in this dialogue using the pairs of words in the box.

providing + agree if + increased unless + guaranteed

- Supplier: I might consider reducing the price (1) _____ you _____ your order.
- Customer: It would be difficult for me to increase my order, (2) _____ you _____ the price for two years.
- Supplier: I might be able to guarantee the price, (3) _____ you _____ to a five-year contract.

10 Choose the correct option.

- What do you *recommend to me / recommend me*?
- What do you *advise to do / advise me to do*?
- I *suggest you / suggest* ordering 500 pieces initially, and then perhaps more later.
- I *advise that you / advise you to* order 500 pieces initially.
- I *suggested him / suggested to him* that he should order 500 pieces initially.

11 Complete the extracts from a business proposal using the words in the box.

agreed available below charges lowest
replacement require should unlikely wish

- As _____, please find _____ a proposal to install a series of photocopiers.
- _____ you require on-site support, our engineers are _____ seven days a week.
- In the _____ event of a breakdown, we would provide a _____.
- Our _____ are amongst the _____ on the market.
- If you _____ to place an order, we _____ a deposit of 25%.