

from the company, for that matter. Other companies look after their dealers much better. I have to do everything myself. Everything!

1:64

Mrs Mohamed: Thank you for taking the time to see me, Mr Thorpe. I really need to talk to someone. I don't think I can go on much longer like this.

John Thorpe: That's what I'm here for, Mrs Mohamed. The more you can tell me about the problems, the better – and I promise I'll do my best to help.

M: Thank you. It's just – I always wanted to become a sales rep. But it's turned into a nightmare. Mr Wambugu, the District Manager, delegates everything to me and I just can't cope. He gives me impossible deadlines, then blames me when we fall behind schedule. And that means I have no time to visit the dealers, so they're not getting any support.

JT: Yes, I've just been speaking to Mr Mbugua in Witu.

M: Oh, don't talk to me about Mbugua! The way he treats his staff is a disgrace, especially the women!

JT: So how did he become a Young Dealer?

M: Didn't you know? He's Mr Wambugu's nephew! I tried to stop his appointment, but there was nothing I could do. I think Mr Wambugu got to hear about it and he's never forgiven me. I think he's giving me too much work because he hopes I'll quit.

1:65

Mr Thorpe, this is Mr Wambugu. One of my sales reps, Mrs Mohamed, has just handed me her resignation. I intend to promote Mr Mbugua, currently the Young Dealer in Witu, to the position of sales rep. He is a hard-working young man with energy, ideas and enthusiasm who will do well in the job. As you are no doubt aware, I need you to authorize this appointment with the HR department in Nairobi. Personally, I think Corporate should stop interfering, and let us Kenyans manage our own affairs. However, since that's the procedure, I would appreciate it if you could deal with this matter as soon as possible.

Unit 5 Selling more

5.1 About business: Social media marketing

2:01

Interviewer: Our guest today is Michelle Hudson, who blogs on *Social Media Monitor*. Michelle, you claim that digital marketers are using trickery and deception. What's made you so indignant?

Michelle: Well, social networking is an incredibly powerful way of sharing information and influencing people's opinions. Inevitably I suppose, some marketers are trying to exploit social media in ways that vary from, let's say, less than honest, to downright illegal.

I: Can you give us some examples?

M: Sure. Buying friends and followers, for instance; sponsoring tweets; guaranteeing YouTube views ...

I: But surely this is nothing new? I mean, these things go on in traditional advertising channels. What's wrong with paying to place your video somewhere people will see it? Or paying celebrities to endorse a product? They already do it on billboards and on TV, so why not on Twitter?

M: Well, the whole point about social media is that people share their opinions and links to the latest viral or whatever with friends

or followers, so the whole thing is based on trust and loyalty. But when a company starts paying people to push its products or to follow a particular Twitizen, the whole idea of social networking breaks down, because you no longer know whether you can trust people. I mean, let's say you're a well-known blogger on high-tech products, and you recommend the latest gadget; now, I know you have thousands of followers, so I'm inclined to believe what you say. But if I suspect you're being paid by the manufacturer, I can't trust your opinion any more, can I?

I: I see what you mean. So, can you really buy friends?

M: Oh, yes! And the more you have, the more you'll get paid for your sponsored tweets! It's forbidden of course, but there are companies that have ways of avoiding detection, and they'll happily sell you ten thousand followers!

I: And are these real people or just made-up names with fake accounts?

M: Oh, they're real people with real Twitter accounts. They're paid a fee to follow clients of a particular service. The phrase 'get paid to tweet' is one of the most popular searches on Google!

5.2 Vocabulary: The marketing mix

2:02–2:07

Speaker 1: Determining market segmentation is essential when using media like TV. Football matches guarantee a large, masculine audience: every four years, the World Cup attracts an average 90 million viewers per match. It's the perfect opportunity for advertisers to try to flood the market with razors, deodorants and sports shoes.

Speaker 2: Entering a new market often means a 'hard sell'. If you want to promote your new alarm system to companies in Eastern Europe, don't waste money on TV or newspaper advertising: conduct a market study to identify suitable targets, send out a mail-shot, then call any companies who show an interest in your product.

Speaker 3: New technology is providing new promotional tools. Sellers can use electronic databases to select suitable prospects, then address a personalized sales pitch by email or SMS. These techniques are often combined with telemarketing. Don't be surprised if the email you received about investing in a timeshare apartment in Spain is followed up a day or two later by a call on your mobile inviting you on a free holiday!

Speaker 4: In many western countries, tobacco and cigarettes are facing a declining market. Advertising is strictly regulated, so even market leaders have to resort to stealth tactics like getting their products in films. Smoking is all about image, and the subliminal messages delivered by Hollywood movie stars are strong motivators.

Speaker 5: A movie is a product with huge development costs. In order to guarantee successful box office, DVD and TV sales, it is crucial to capture market share in the first days after release. Producers encourage rumours about the love life of their stars in the weeks before they bring the movie to market – nothing attracts public interest more than a little scandal!

Speaker 6: A little market research soon demonstrates that one of the best ways to develop a niche market like skateboarding accessories is by releasing games or video clips featuring the products onto the net.

Teenagers circulate them to their friends – it's a perfect 'soft sell' by word of mouth – or word of electronic messaging, to be precise.

5.3 Grammar: Questions for persuading

2:08–2:09

You don't happen to know how many you ordered last year, do you? ↗

You don't really want to run out of components, do you? ↘

2:10

1 You don't happen to know how many you ordered last year, do you? ↗

2 You don't really want to run out of components, do you? ↘

3 You couldn't possibly give me an order today, could you? ↗

4 You can't afford failure, can you? ↘

5 You'd agree that everybody needs to know how to use the system, wouldn't you? ↘

6 You wouldn't have any idea how many people need training, would you? ↗

7 You really should upgrade your software regularly, shouldn't you? ↘

8 You haven't upgraded to the new version yet, have you? ↗

2:11

A: You'd enjoy driving a nice new car, wouldn't you?

B: I probably would enjoy it, that's right.

C: I imagine your old car is costing you a lot in repairs, isn't it?

B: It certainly is.

A: And I expect you're going on holiday soon, aren't you?

B: Y ... um, that's correct.

C: So this might be a good time to think about buying a new car, right?

B: Well, possibly ...

A: Because you wouldn't want to break down in the middle of your holiday, would you?

B: Of course not.

C: You didn't say 'no' then, did you?

B: No, I said 'of course' ... Oh, no!

5.4 Speaking: Dealing with objections

2:12–2:14

1 **Customer:** I want a 10% discount on my subscription.

Salesperson: Well, I might be able to give you 5% ...

C: 10%. Take it or leave it.

2 **Customer:** Listen, your proposal for the pool looks great, but I'm worried it'll be too much work.

Salesperson: Well, if you don't place the order, I'll have to bill you for the study.

3 **Customer:** \$32,000?! I've had a quotation from another software developer for less than half that!

Salesperson: Well, you know what they say: *you get what you pay for!*

2:15–2:17

1 **Customer:** I want a 10% discount on my subscription.

Salesperson: Well, I'm glad you raised that point. We feel that if we gave discounts, we'd have to compromise on quality and service. And I'm sure you'd agree that would be a mistake, wouldn't you?

C: Yes, I suppose so.

S: So, tell me, is the membership fee the only obstacle to signing up?

C: Well, yes. I've just bought a new car, you see.