

▶ question tags

▶ negative questions

Refresh your memory

Question tags

Positive statement + negative tag

You're a frequent flyer, aren't you?

Negative statement + positive tag

You don't want to arrive exhausted, do you?

Use the same auxiliary or modal in the tag

You can't afford failure, can you?

If there's no modal, use do.

You need First Class service, don't you?

Negative questions

In contractions, put *n't* with the auxiliary
Don't you agree?

In the uncontracted, formal form, put *not* after the subject

Do your sales team not deserve the best?

▶ Grammar and practice pages 130–131

5.3 Grammar Questions for persuading

Question tags for encouraging and persuading

1 With a partner, persuade each other that your sales skills are really not so bad, as in the examples.

- 1 A: (bad/cold calling) *I'm really bad at cold calling!*
B: (good/meeting) *But you're good at meeting clients, aren't you?*
- 2 B: (not good/English) *I'm not very good at speaking English!*
A: (can/Spanish) *But you can speak Spanish well, can't you?*
- 3 A: (terrible/remember faces)
B: (never/forget names)
- 4 B: (afraid/upset customers)
A: (never/a complaint yet)
- 5 A: (worried/forget something in my quotation)
B: (everything last time)
- 6 B: (concerned/give too many discounts)
A: (not give/next time)
- 7 A: (terrible/closing the sale)
B: (can't sell/every customer)
- 8 B: (not good/answer objections)
A: (have to/very patient)
- 9 A: (bad/asking for orders)
B: (not get/if not ask)
- 10 B: (pessimistic/exceed my objectives)
A: (like/get a bonus)



Negative questions

2 With a partner, take turns to make and answer customer objections using the negative questions in the box.

aren't you worried don't you ever don't you think
wouldn't it be better wouldn't you agree

- 1 A: I don't really need a new car because ... *I like my old one.*
B: I understand. But ... *aren't you worried that your old car will be expensive to maintain?*
- 2 B: I'm uncomfortable about investing in the stock market because ...
A: I see your point. But ...
- 3 A: I'm not interested in tablet PCs because ...
B: I know what you mean. But ...
- 4 B: I don't think buying a flat is a good idea because ...
A: I agree. But ...
- 5 A: We haven't budgeted for new software because ...
B: I see. But ...
- 6 B: I'm not ready to book a holiday now because ...
A: Point taken. But ...
- 7 A: I prefer to keep my old phone because ...
B: I see what you mean. But ...
- 8 B: We're unwilling to change supplier because ...
A: I take your point. But ...

