Internet research

Search for the keywords *How to close a sale*. Compile a class list of your top five tips for closing a sale.

Pronunciation

3 2:08–2:09 **Listen to the two questions below. Pay close attention to the intonation at the end. Which one asks for information? Which one suggests someone will agree?**

a) You don't happen to know how many you ordered last year, do you?
b) You don't really want to run out of components, do you?

4 2:10 **Questions with falling intonation are useful for persuading. Listen to eight questions from a training seminar about closing the sale. Decide whether each question is for getting information (*I*) or persuading (*P*).**

1 _____ 3 _____ 5 _____ 7 _____
2 _____ 4 _____ 6 _____ 8 _____

5 **Here are more questions from the sales seminar. Add suitable tags.**

1 Just a question. You couldn't possibly give me a discount, _____?
2 It's out of the question. We couldn't possibly sell at a loss, _____?
3 So we agree that you'll try to get approval for the budget, _____?
4 You don't happen to know the date of the next finance meeting, _____?
5 You didn't by any chance send me an email yesterday, _____?
6 Still no news from your purchasing department; we started to discuss delivery dates, _____?
7 It's already week five, so clearly, there's no way we could deliver before March, _____?
8 I don't suppose you could agree to postpone delivery until May, _____?

6 **With a partner, practise saying the questions in Exercise 5 with appropriate intonation. Invent suitable responses.**

Listening and speaking

7 2:11 **Listen to attendees at the sales training seminar playing a game, and complete the rules.**

One person is the customer.
The sellers have to persuade the customer to buy something by _____.
The customer mustn't _____.

8 **In small groups, play the game yourselves.**

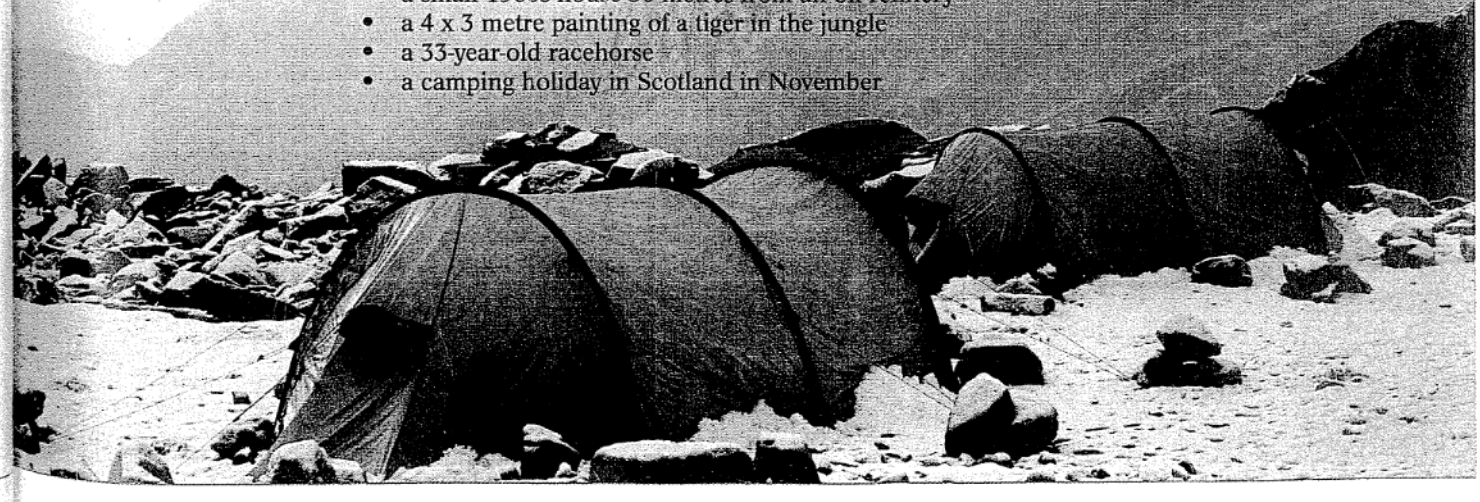
Glossary PAGE 155

cold calling
luncheon voucher
on the clock
tax-deductible

9 **Make these sales arguments more persuasive by changing them to negative questions, as in the example.**

After a hard morning's work, your employees need a good, healthy lunch.
After a hard morning's work, don't your employees need a good, healthy lunch?

1 They deserve more than grabbing a hamburger or eating a sandwich at their desks.
2 They've earned the right to sit down to a proper meal in a restaurant.
3 There's a better way to keep them satisfied and motivated all afternoon.
4 You know that not being able to eat properly is one of the main reasons staff quit their jobs.
5 Your staff would appreciate receiving luncheon vouchers as part of their compensation.
6 You'd like to actually save money because luncheon vouchers are tax-deductible.
7 It will be nice to do something positive for every employee.

10 **Using question tags and negative questions, persuade a partner to buy one of the following.**

- a 1975 Volvo with 650,000 km on the clock
- a collection of records of pre-war opera singers
- a small 1960s house 50 metres from an oil refinery
- a 4 x 3 metre painting of a tiger in the jungle
- a 33-year-old racehorse
- a camping holiday in Scotland in November