

Review 5

Selling more

1 The words in bold are all in the wrong sentences. Move them so that the sentences make sense.

- 1 Michelle Hudson thinks dishonest digital marketers **bundle**.
- 2 'Get paid to **praise**' is a popular search on Google.
- 3 Users can receive a fee for following particular **sidelines**.
- 4 Dodgy companies can sell you a **double-edged sword** of 10,000 Twitter followers.
- 5 But does this damage a system which is based on **dashboards**?
- 6 Review sites are a **tweet** for the hotel industry.
- 7 Unsure how to react, hotels have been sitting on the **tracks**.
- 8 Revinate **suck** key words in blogs and discussion forums.
- 9 Medimix provides **Twitizens** for the medical industry.
- 10 These tools help companies respond to consumer complaints and **trust**.

2 Complete the text with the words in the box.

coherency convenience cycle environment
marketing mix place price product promotion

The marketing mix is often defined as being the 'four Ps'. But seen from the customer's point of view, these should perhaps be the 'four Cs'. So (1) _____ becomes customer solution, (2) _____ becomes cost, (3) _____ becomes communication, and (4) _____ (distribution) becomes (5) _____.

This basic (6) _____ can be expanded to include sub-mixes. For example, the promotion variable can be further broken down into advertising, sales promotion, personal selling, publicity, direct (7) _____ and e-marketing.

The elements of the mix have to blend together, and this is called (8) _____. Further, the mix has to be adapted to a changing business (9) _____, to changes in the organization's resources and to changes in the product life (10) _____.

3 Complete the text with the expressions in the box.

bring the product to market face a declining market
flood the market market leader market research
market segmentation market share niche market

Start with some serious study – do some (1) _____. Then you might discover how the market is divided up: the (2) _____. If you have an innovative but specialized product, don't worry, there will be a (3) _____ for it somewhere. Once you've found a manufacturer, it's time to (4) _____. Your aim initially will be to capture (5) _____. To do this, you might have to (6) _____ with a large number of cheap products – even below cost. But if your product is a good one, and your competitors weak, then hopefully you will soon become the (7) _____. However, here is a word of warning. Consumer tastes change very quickly and unless you continue to innovate you will soon (8) _____.

4 Add a question tag to the end of each sentence.

- 1 Sales are up again this quarter, aren't they ?
- 2 It's not just because of our new advertising campaign, _____?
- 3 Profit margins look good as well, _____?
- 4 The new line of products won't be available until April, _____?
- 5 She's told Mike about the delay, _____?
- 6 Let's break for coffee now, _____?

5 Change the statements to negative questions to make them more persuasive.

- 1 It's time you looked at some alternatives.
Isn't it time you looked at some alternatives?
- 2 You've been looking for a competitive edge.
_____?
- 3 Your customers ask for more functionality.
_____?
- 4 They would appreciate this model.
_____?

6 Read the customer's statement. Then fill in the missing letters to complete the salesman's possible replies (1–5).

Customer: The price is very high.

- 1 If I could po_____ne your first payment until next year, would you be r_____y to s_____ up today?
- 2 I'm g_____ you me_____ that. You're probably wo_____g why the price is higher than our competitors.
- 3 I understand how you fe____. A lot of our customers f____t that this was m_____ th____ they wanted to sp____. But after using the product they fo____d that the be_____s through increased productivity really justified the investment.
- 4 Is the price the o_____ re_____ you're not re_____ to sign up now?
- 5 Yes, I know ex_____y what you m_____. It's a big decision to make. But have you as_____ yo_____ why the price is set at that kind of level?

7 Match the sentences in Exercise 6 with the uses below.

- | | | |
|--|--------------------------|--------------------------|
| a) Welcoming the objection | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Finding out the customer's position | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Use 'Feel, Felt, Found' | <input type="checkbox"/> | |

8 Match the paragraphs from a mailshot with their descriptions below.

- | | | | | | |
|-----------|--------------------------|---------------|--------------------------|----------|--------------------------|
| 1 Hook | <input type="checkbox"/> | 3 Credentials | <input type="checkbox"/> | 5 Action | <input type="checkbox"/> |
| 2 Promise | <input type="checkbox"/> | 4 Benefits | <input type="checkbox"/> | 6 PS | <input type="checkbox"/> |

- a) saying what will happen if you use the product
- b) saying how you will get an advantage in your life
- c) finishing with a final reason to buy or act quickly
- d) saying what the reader should do next
- e) giving examples of existing users to establish credibility
- f) getting people interested in the product