

Review 5

Marketing and sales

1 Put the words in the right order to make meaningful questions.

- 1 comes do from branding you think where
- 2 you what seems marketing less than whose can strategy attractive offer
- 3 competition your brand differentiate strategy how from you does the
- 4 define or characteristics group socioeconomic which a demographic
- 5 power is you when what strategy say do you mean
- 6 than strategic firefighting is why a choice better thinking
- 7 compete to you are how supposed then
- 8 you that succeed what can you would do ensure

2 Fill in the spaces with an appropriate preposition from the box.

across except in accordance with in the light of
on account of until without with regard to

- 1 The next step in our restructuring process is to make changes right _____ the board.
- 2 Trading conditions had been beginning to pick up, _____ recently that is.
- 3 Your concerns over safety, let me reassure you, are entirely _____ foundation.
- 4 You shouldn't use company premises, _____ to conduct company business.
- 5 Our regional offices are to be closed _____ the increasingly dangerous civil war there.
- 6 Your role is to make sure we operate strictly _____ current regulations.
- 7 I propose we now redesign our brochures _____ the recent logo and website changes.
- 8 _____ the latest sales figures, exactly how bad do you think they are?

3 Find six matching pairs of words from the box below which have similar meanings.

adapt additional concerns constitutes create
devise forms hikes increases supplementary
tailor worries

1 Choose the word or phrase from the box which collocates with all the words in each set. Two words are not needed.

a brand an impression appeal a solution prices
question text

- 1 tailor market endorse develop _____
- 2 give foster create make _____
- 3 premium inflated all-inclusive competitive _____
- 4 emotional youth national financial _____
- 5 supplementary closed trick leading _____
- 6 coherent academic promotional predictive _____
- 7 find evaluate provide develop _____

5 In each group of five match the sentence beginnings with the correct endings.

- 1 OK, ladies and gentlemen, step one is to elicit
 - 2 And the ultimate aim, of course, is for you to close
 - 3 When formulating a strategy, choose the one which is best suited
 - 4 At some stage during the conversation you should confirm
 - 5 If possible without them realizing it, bring
 - 6 Along the way keep thinking of ways of overcoming
 - 7 One useful technique which can prevent misunderstanding later is to paraphrase
 - 8 You may not wish to, but you may have to compromise
 - 9 By listening more effectively you can gain
 - 10 You may find your potential customers recommending
- a) your customers round to the idea that they need your product or service, even if they don't.
 - b) to the desired purpose.
 - c) from the customer their perception of your brand.
 - d) that what you believe you have been told is what the other person actually believes they said.
 - e) the sale on the best possible terms.
 - f) on price, especially in the toughest markets.
 - g) what the person has said using your own words.
 - h) that the product be modified.
 - i) a valuable insight into your client's mindset.
 - j) the main obstacles to closing the deal.

6 Match each response technique 1–7 with its function from the box below.

clarifying echoing focusing on the next step
not saying anything paraphrasing
reflecting what the other person feels summarizing

- 1 I'm not too clear about this. What sort of revision did you have in mind?
- 2 As you say, too quickly, too carelessly and too pointlessly.
- 3 If I understand correctly, you're saying that basically we've got the strategy wrong.
- 4 OK then, what I would say is that we now go for a whole new marketing plan.
- 5 I see. My guess is that you'll find joining even harder than leaving.
- 6 Right, could I just recap? What we've established so far is that you're unhappy with your line manager.
- 7 Mmm. Uh-huh. Yeah.