



# The sales meeting

Lesson code: 12GG-56CA-VI4S

INTERMEDIATE

 American English

## 1 Warm-up

What attracts customers to your product/service rather than to your competitor?

## 2 Unique selling points (USPs)

Put the following words and expressions in the correct categories below. More than one category per item is possible.

24-hour technical support

able to meet customers' needs

a multinational brand

central  
durable  
maintenance and servicing  
reliable

convenient  
guarantee  
option to pay in installments  
value for money

cost-effective  
handmade  
quality control procedures  
well-established

<b>Price:</b>	
<b>Customer service:</b>	
<b>Quality:</b>	
<b>Flexibility:</b>	
<b>Location:</b>	
<b>Credibility:</b>	



Now complete the following sales pitch with words from above:

1. Our service is extremely \_\_\_\_\_. You will save a lot of time and money.
2. We are a \_\_\_\_\_ company with a long tradition of success.
3. Help is always at hand - we offer \_\_\_\_\_.
4. We offer a 2-year \_\_\_\_\_ for your peace of mind.
5. Our product is very \_\_\_\_\_ - you can use it up to 5 years without replacement.
6. You don't have to pay for everything at once - we offer you the \_\_\_\_\_.
7. Our location is very \_\_\_\_\_. You won't need to travel too far.
8. If you have any particular requirements, don't worry - we are \_\_\_\_\_.

Which of the words above would you use to describe your product or service to a potential customer?

### 3 Successful selling

Complete the following rules for making a good sales pitch:

attention      incentive      needs      objections      solution      testimonies      touch

1. Get the \_\_\_\_\_ of your prospect with a good opening statement.
2. Listen carefully to your prospect's \_\_\_\_\_.
3. Demonstrate that you have a \_\_\_\_\_.
4. Give \_\_\_\_\_ from other customers.
5. Listen to and answer the \_\_\_\_\_ that your prospect raises.
6. Provide an \_\_\_\_\_ to take action.
7. Stay in \_\_\_\_\_ with your customer after the sale.

Look at the following extracts from a sales meeting between a small retailer and a representative of a paper company. Which rule does each sentence relate to?

- a. Yes, you are right. It's true that we cannot compete with our competitor's prices, but what we can offer is quality customer service. \_\_\_\_\_
- b. I'm looking for a reliable supplier. Our last supplier went bankrupt. \_\_\_\_\_
- c. Well, in that case, we are the right company for you. We have been operating in the market for over 10 years and we are trusted by over 20 large retailers. \_\_\_\_\_
- d. Take a look at the references of some of our main customers. \_\_\_\_\_
- e. We offer the largest range of stationary products on the market. \_\_\_\_\_
- f. Since you are a first-time customer, I'd like to give you a 10% discount if you buy today. \_\_\_\_\_
- g. Are you pleased with your first order? Thank you again for your business. \_\_\_\_\_



## 4 Role play

**Practise a sales meeting with your partner. Change roles when you have finished.**

**Student A:** Choose a product or service that you offer. Student B is your potential customer. Prepare for the sales meeting (your opening statement, your unique selling points, answers to possible objections, etc.)

**Student B:** You are interested in Student A's product/service. Prepare questions that you need to ask as well as your needs and possible objections that you may raise.



**2 Unique selling points (USPs)**

Price: cost-effective; value for money; option to pay in installments

Customer service: maintenance and servicing; 24-hour technical support

Quality: reliable; able to meet customers' needs; durable; guarantee; quality control procedures

Flexibility: able to meet customer's needs; 24-hour technical support; option to pay in installments

Location: central; convenient

Credibility: well-established; guarantee; a multinational brand

1. cost-effective
2. well-established
3. 24-hour technical support
4. guarantee
5. durable
6. option to pay in installments
7. convenient
8. able to meet the customer's needs

**3 Successful selling**

1. attention    2. needs    3. solution    4. testimonies    5. objections    6. incentive    7. touch

- a. 5
- b. 2
- c. 3
- d. 4
- e. 1
- f. 6
- g. 7

