

# Sales and Marketing (Business)

In the advanced section of the course the learner is provided with extensive practice in more complex areas of business English such as negotiations, presentations, analyzing data and the business press.

The various lexical fields are presented through freer practice in simulations, telephone calls and general conversation; encouraging the student to draw from personal experience to give meaningful, contextual practice.

More complex structures such as the second conditional, narrative tenses and future forms are used to carry out tasks such as giving presentations, dealing with clients and expressing opinions. Throughout the course the emphasis is on learner independence through exposure to the correct usage of the target language with attention to practical situations and the use of idioms and phrasal verbs.

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### 1 **A trade fair - Watch out for your competitors**

In this lesson the student will learn about how to set up a stand at a trade fair and how competitors react to the company's product campaign.

In addition the student will practice the vocabulary related to this topic, which presents and consolidates the language of trade fairs and marketing stands, pros and cons, deciding tasks and responsibilities, standard procedure at trade fairs and unique selling points for the products they market and sell, in context using everyday language of definition and clarification.

You've got mail:

In this section the student will answer the spoken questions the tutor has prepared and plan and write an email following the tutor's written instructions.

The tutor will give feedback on this work.

### 2 **Presenting a company**

An introduction to the language of presentations, referring to graphics and charts.

Listen to an example of a short presentation.

Guided speaking practice: presenting a small company using given information.

### 3 **Dealing with clients**

Extended speaking practice. Making and dealing with complaints over the telephone.

Making suggestions: We could..., how about..? What if..?

Apologising: I'm terribly sorry, I'm afraid, I agree, I see your point.

### 4 **How much?!**

Practice using large numbers and saying complete dates.  
Role-play a face to face meeting to negotiate prices.  
Negotiating phrases: We could agree to that if..., would you be prepared to...?, that sounds fair enough, I think that's reasonable.

## 5 **Getting connected - Contracting services**

In this lesson the student will learn how companies out-source to provide more efficient services for their business.

In addition the student will practice this vocabulary to make offers and ask for and provide prices for products and services.

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## 6 **Would you buy it?**

Talking about advertising and using modal verbs to speculate about the product: could be, may be, might be and must be

Interpreting advertising language, giving reasons and opinions.

## 7 **Just a click away**

Discussing the positive and negative aspects of e-commerce and describing how to buy something on the internet.

Vocabulary: secure payments, sign in/out, refund, to send something back, P&P, shopping basket, checkout, feedback.

## 8 **Signposting**

How to guide an audience through a presentation.

Speaking practice: referring to charts and graphs, ordering and structuring a short talk from given information.

## 9 **The right media to promote your business**

In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each.

In addition the student will learn vocabulary related to marketing that includes the area of internet advertising and presents and practices the language of market campaigning in context to describe the effect of new technology on different medias such as television, radio or the internet.

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