

# 1

lesson

**attempt** [ə'tempt]  
**convince** [kən'vɪns]  
**scholarship** ['skɒləʃɪp]  
**allow** [ə'lau]  
**benefit** ['benɪfɪt]

**If you were a parent without enough money for your son's university education, what might you attempt to convince his math teacher to do?**

*I might try to convince my son's math teacher to give him a higher grade this term, which would allow my son to receive a scholarship to the University next autumn.*

**What kind of benefit would that bring to you?**

*The benefit would be that I wouldn't have to worry about financing my son's studies.*

**Do you think an attempt to convince your son's math teacher to give him a higher grade would be fair?**

*No, I don't think any attempt of a parent to influence a teacher is fair.*

**Could you explain why?**

*Students should be graded fairly, based on their knowledge and skills, and scholarships should be granted only to those who really deserve them.*

**raise (Am.E.)** [reɪz]  
**(pay) rise (Br.E.)** [raɪz]  
**value** ['vælju:]

**If you are an employee who is often late for work, how might you convince your boss to give you a raise this year?**

*I might convince my boss to give me a raise this year by promising to buy a newer, more reliable car so I can get to work on time each day.*

**When was the last time you got a pay rise?**

*The last time I got a pay rise was last month / last year / two years ago.*

**Can a very expensive store offer good value?**

*An expensive store can offer good value if the products are of very high quality, and therefore fairly priced for what you get.*

**Why do some people keep things that they should have thrown away?**

*Some people decide to keep old and used things only because of their sentimental value.*



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**selling** ['selɪŋ]

**entail** [ɪn'teɪl]

**perceive** [pə'si:v]

**obtain** [əb'teɪn]

**make a profit** [meɪk ə 'prɒfɪt]

**profit motive** ['prɒfɪt 'məʊtɪv]

## The essence of selling

Selling entails providing customers with something they either want or need, something, which will provide pleasure, comfort, or simply fulfilling a person's most basic needs. For salespeople a profit motive is important: they will call selling successful if they receive a price allowing them to make a profit.

To convince a person to buy, the person must perceive that he/she is obtaining real benefits in terms of quality and good value for money.

The real key to 'selling', whether it is a product, service, idea or simply getting an agreement to 'do things your way' is convincing people through a series of sensible and easily understood statements and explanations, that what you wish to achieve will eventually be of real benefit to the other party.

**What does selling entail?**

*Selling entails providing customers with something they either want or need.*

**How would you describe successful selling?**

*Successful selling is convincing people to buy your product or service at a price allowing you to make a profit.*

**When are people most willing to buy something?**

*People are most willing to buy something when they perceive that they are obtaining real benefits in terms of quality and value for money.*

**What is another definition of successful selling, this time, without an immediate profit motive?**

*Successful selling without an immediate profit motive is convincing other people to do things in a way which pleases you.*

**Can you give us an example of this type of successful selling?**

*If I love to ski, but my wife only likes to go to museums and theaters during vacations, I could try to convince her that there are beautiful museums and great theaters in Innsbruck, Austria.*

<p><b>Do you think that the profit motive is a good thing for society?</b></p>	<p><i>Yes of course. I think that the profit motive is good for society, as everyone needs to make a living, and selling things is a good way to earn money.</i></p>
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<p><b>proactively</b> [prəʊ'æktɪvli]  <b>passively</b> ['pæsɪvli]  <b>prospect</b> [prə'spekt] (Br.E.), ['prɑːspekt] (Am.E.)  <b>insurance</b> [ɪn'sʊərəns]  <b>life insurance</b> [laɪf ɪn'sʊərəns]</p>
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<p><b>When you are in a difficult situation do you usually proactively search for solutions or rather passively wait to see what happens next?</b></p>	<p><i>When I am in a difficult situation I prefer to proactively search for solutions rather than passively wait to see what happens.</i></p>
<p><b>If a proactive person lost their job, would they start prospecting for a new one or wait until one is offered to them?</b></p>	<p><i>A proactive person would certainly start prospecting for a new job.</i></p>
<p><b>What are some of the most popular types of insurance?</b></p>	<p><i>Some of the most popular types of insurance include life insurance, car insurance and home insurance.</i></p>
<p><b>Would you say buying insurance was an example of proactive or passive behaviour?</b></p>	<p><i>I'd say buying insurance was an example of proactive behaviour, as it means that you think about the future and act instead of waiting.</i></p>



<p><b>upgrade</b> [ʌp'ɡreɪd]  <b>insurance agent</b> [ɪn'sʊərəns 'eɪdʒənt]  <b>policy</b> ['pɒləsi]  <b>coverage</b> (Am.E.) ['kʌvərɪdʒ]  <b>liability</b> [laɪə'bɪləti]</p>
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## Idiom

### **prospecting for customers** [ˈprɒspektɪŋ fə ˈkʌstəməz]

Proactively searching for new customers rather than just passively waiting for them to decide to visit your shop or place of business.



**What is “prospecting for customers”?**

*Prospecting for customers is proactively searching for new customers rather than just passively waiting for them to decide to visit your shop or place of business.*

**If you were a life insurance agent, among what groups of people would you be “prospecting for customers”?**

*If I were a life insurance agent I would be prospecting for customers among people who had just had new babies, so I could upgrade their life insurance policies.*

**Why would they agree to that?**

*Because of their increased financial responsibility, they would need more protection for their family if something happened to one of the parents.*

**If you were an insurance agent selling policies to home owners, among which people would you be prospecting for customers?**

*If I was an insurance agent selling policies to home owners I would be prospecting for customers among people who had recently bought new houses or flats, so I could sell them more coverage.*

**Why would they need it?**

*They would need more coverage because of the additional value of their new house or flat.*

**As an auto insurance specialist, where would you look to start “prospecting for customers”?**

*As an auto insurance specialist, I would look among the list of new car registrations to start prospecting for customers, as these people would need increased liability and collision coverage.*

**unsolicited** [ʌnsə'li:stɪd]

**subscription** [səb'skrɪpʃn]

**Do people nowadays receive a lot of unsolicited mail or phone calls?**

*Yes, unsolicited mail and phone calls seem to be popular marketing tools nowadays.*

**What does it mean that mail is unsolicited?**

*If mail is unsolicited, it means that it is sent to large groups of people who didn't ask for it and may not want it.*

**What's the opposite of receiving unsolicited e-mails?**

*The opposite of receiving unsolicited e-mails is newsletter subscription, when you decide you want to be kept informed on a specific topic and ask for e-mails to be sent to your address.*





<b>If I offered you a subscription for “Beautiful Garden” magazine, would you accept it?</b>	<i>Yes, I would accept the offer of a subscription for “Beautiful Garden” magazine, as I'm interested in gardening.</i>
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<b>sales presentation</b> [seɪlz prezn'teɪʃn] <b>vacuum cleaner</b> ['vækjuəm 'kli:nə] <b>encyclopedia</b> [ɪnsaɪklə'pi:diə] <b>demonstrate</b> ['demənstreɪt] <b>random</b> ['rændəm]
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## Idiom

### **cold calling** [kəʊld 'kɔ:lɪŋ]

Selling activity including unsolicited visits to a person’s home or office or random telephone calls trying to convince people to buy.

<b>What is cold calling?</b>	<i>Cold calling is a selling activity including unsolicited visits to a person’s home or office or random telephone calls trying to convince people to buy.</i>
<b>Create a sentence using "cold calling" to describe tomorrow’s planned activities trying to sell magazine subscriptions to homeowners.</b>	<i>I will be cold calling all the houses on Elm Street tomorrow to try to sell subscriptions to Newsweek at very low prices!</i>
<b>Use "cold calling" in a sentence to explain your computer systems sales plan for next week.</b>	<i>Next week, I will be cold calling over fifty companies in the financial district to see if any of them would be interested in new printing systems.</i>
<b>If you were selling vacuum cleaners in an apartment building how might you begin your sales presentation to the woman who opened the door?</b>	<i>I would begin my sales presentation by saying: Good morning. Would you allow me to demonstrate how our new powerful vacuum cleaner is able to clean your apartment in just half the usual time?</i>
<b>What would you say if someone did not care about speed, but was worried about energy costs?</b>	<i>Madam, not only is this vacuum cleaner fast, but it has also been proven to use only two thirds the amount of electricity of your standard vacuum cleaner.</i>

**If you were an encyclopedia salesperson, what could you say to a father to convince him to buy your books?**

*Sir, this encyclopedia is filled with so many facts and so much information and knowledge that it is certain to make your son a better student.*



**authorised** ['ɔ:θəraɪzd]

**permission** [pə'mɪʃn]

**blender** ['blendə]

**purchasing agent** ['pɜ:tʃəsɪŋ 'eɪdʒənt]

## Idiom

### to get your foot in the door

To be granted permission to come inside a home or office for the purpose of demonstrating your product.

**Can you tell us what it means to “get your foot in the door”?**

*To “get your foot in the door” means to be granted permission to come inside a home or office for the purpose of demonstrating your product.*

**Could you use this idiom in a sentence?**

*I never thought I would be able to get my foot in the door of Mrs. Brown’s home until she saw my new high speed blender, which was exactly what she wanted!*

**Why is it often more difficult to sell to businesses than to people in their homes?**

*It is often more difficult to sell to businesses because you must first find out who the company’s purchasing agent is or who else might be authorised to buy your product.*

**Why is it so important to find out this information?**

*So that you do not waste your time trying to sell your product to someone not able to authorise the purchase.*

**As a copy machine salesperson cold calling a new company, what might you ask the receptionist who greets you?**

*When cold calling a new company I might ask the receptionist: Good morning, may I speak to your purchasing agent or the person authorised to purchase copy machines for your company?*





<p><b>If the receptionist replies that this person is not in the office, in a meeting or too busy to see you right now, how should you reply?</b></p>	<p><i>Yes, I do understand. May I please have his or her name and telephone number so that I can call ahead to arrange an appointment?</i></p>
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<p><b>promotional</b> [prə'məʊʃnəl]  <b>expire</b> [ɪk'spaɪə]  <b>initial</b> [ɪ'nɪʃl]  <b>owner's manual</b> ['əʊnəz 'mænjuəl] / <b>instruction manual</b> [ɪn'strʌkʃn 'mænjuəlz]  <b>terms</b> [tɜ:mz]</p>
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### Idiom

**follow up call** ['fɒləʊʌp kɔ:l]

A sales related activity after the initial sales presentation with a customer who has not bought, but might still be interested in purchasing your product or service.

<p><b>What is a follow up call?</b></p>	<p><i>A follow up call is a sales related activity after the initial sales presentation with a customer who has not yet bought, but might still be interested in purchasing your product or service.</i></p>
<p><b>Create a sentence using “follow up call” to describe your planned sales activity on Friday.</b></p>	<p><i>I will be making a follow up call with Mr. Smith at the Luxor Corporation on Friday.</i></p>
<p><b>Why?</b></p>	<p><i>Because Mr. Smith has requested more information about our current offer, and still seems quite interested.</i></p>
<p><b>While making a follow up call to a customer who does not completely understand how your product works, what should you do?</b></p>	<p><i>While making a follow up call to a customer who does not completely understand how the product works I should demonstrate the product as many times as necessary until the customer fully understands its operation.</i></p>