

Name:

Sales Talk

- ① **Match** the products in A to the typical customer expectations in B. **More than one combination is possible.**

**A**

mobile  
computer  
television  
refrigerator  
dryer  
car  
washing machine

**B**

after-sales service  
environmental friendliness  
style  
price  
user-friendliness  
dependability  
reputation

- ② **Add 2-3 other features** or benefits that a customer would expect from the above products.

- ③ **Use these sales ideas to finish sentences that involve the sales sequence.**

trial purchase    awareness    preference    loyalty    consumer behaviour

a.) First, you should research and study .....to get to know your customer base.

b.) Second, you can stimulate ..... , so the customer will pay attention to your product or service.

c.) Next, you can offer a ..... for 30 days to test the quality and performance of a product.

d.) Subsequently, buyers will give ..... to your products over your competitors.

e.) Finally, satisfied customers will show ..... to your business.

- ④ **Match A to B** to make sales collocations.

**A**

achieve  
close  
attract  
cultivate  
offer  
give  
recognise  
try out  
meet

**B**

personal contacts  
a sales presentation  
customer needs and demands  
a free trial period  
a sales quota  
new customers  
a deal  
long-term sales  
a new product or service