

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 studyto 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