

UNIT 14 Sales and negotiation

Vocabulary

EXERCISE 1 Choose the best word to fit the gap.

- 1 Neither the customer or the salesperson wants to feel _____ over a deal.
A checked **B** changed **C** cheated **D** charged
- 2 The retailer was allowed to order the goods on a sale or _____ basis.
A return **B** revert **C** restore **D** retract
- 3 The service engineer was _____ to guarantee the work for six months.
A granted **B** conceded **C** accepted **D** prepared
- 4 It was agreed that the full cost would be refunded if the goods were returned in perfect _____.
A condition **B** state **C** situation **D** shape
- 5 We are willing to supply the goods _____ a discount of 5%.
A in **B** after **C** at **D** over
- 6 Before negotiating a deal make sure you know the strengths and weaknesses of _____ products.
A competing **B** conflicting **C** commanding **D** connecting
- 7 A good salesperson can _____ almost anybody to buy anything.
A satisfy **B** appeal **C** persuade **D** adapt
- 8 Once they had agreed terms the deal was pushed _____ very quickly.
A over **B** through **C** in **D** by
- 9 The goods will be delivered by Wednesday at the _____.
A last **B** longest **C** least **D** latest
- 10 The most effective sales technique is one which tells the customer how the product will _____ him or her.
A better **B** improve **C** profit **D** benefit

New International Business English

Reading

EXERCISE 2 Match the words on the left with those on the right.

1 after-sales	A offer
2 trade	B service
3 advertising	C discount
4 guarantee	D campaign
5 introductory	E period

Now fit these pairs into the following sentences.

- 1 The cost to the retailer is \$50 minus the usual _____ .
- 2 There is a special _____ of free film processing with this particular camera.
- 3 We are running a national _____ in all the Sunday newspapers next week.
- 4 All our electrical components carry a _____ of 12 months.
- 5 The company has recently taken on 6 engineers, so any problems we have had with our _____ will be a thing of the past.