



Unit 5

Personal Selling--Products

市场营销英语

English for Sales and Marketing

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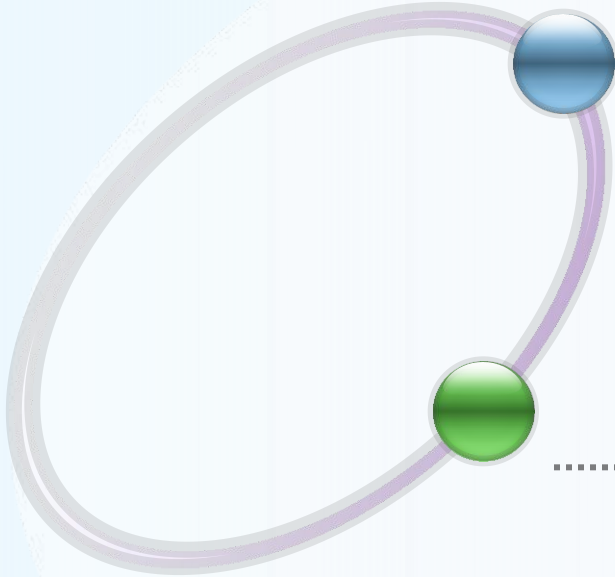
Speaking



Vocabulary and Structure



Warming-up



Warming-up Task 1

Warming-up Task 2



Warming-up: Task 1

Task 1 As a salesperson, Mike may experience the following situations. Match each situation with its corresponding picture.

1.

meeting customers

2.B

D Introducing a product

3.C

negotiating price

4.

closing a deal



Warming-up: Task 2

Task 2 Discuss with your classmates what qualities a successful salesperson should possess.

Confidence, honesty, optimism, integrity, good interpersonal skill, etc.



Reading A

Reading A: Task 1

Reading A: Task 2

Reading A: Task 3

Reading A: Task 4



For background information, click [HERE](#).



Reading A



翻译

Mastering Sales

- » “Everyone is selling something, but not everyone is buying.” The ultimate challenge for salespeople is to find a way to get their share of the market when companies have cut sales training and promotion budgets to the bone and there is more competition than ever.
- » To become a successful salesperson, you must develop skills. Whether you are just starting your sales career or have been closing complex deals for decades, you can always improve. The following Master Tips are a compilation of sales advice from the best in the business.



Reading A

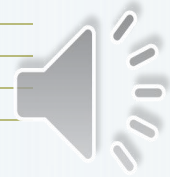


翻译

- » *Master Tip 1: Dig for sales opportunities.*
- » Today, sales professionals need to uncover opportunities themselves rather than wait for leads or for customers to come to them. The best performers recognize that even if there are many leads in their sales pipeline, they need to invest part of their time regularly in finding and developing new sales opportunities. Think of buyers as partners—partners who may be able to refer you to a steady stream of new business. Ask for a referral at the close of every sale. Contact individuals who have benefited from your products in the past. Become involved in organizations that may include prospective customers. In sales, it's who you know that counts.



Reading A



翻译

- » *Master Tip 2: Know what it means to be a sales star.*
- » *When you hear a boss talk about her best salesperson, she often refers to her as a star. It's high praise. Being a star means you have superior talent. Stars achieve their status by working hard and loving what they do, always being enthusiastic about their products, and always being ready to help their customers achieve a satisfactory deal.*



Reading A



翻译

- » *Master Tip 3: Sell with integrity.*
- » *The number-one tool in your sales arsenal is integrity. Belief in your products is essential but will be insufficient unless you build this belief on the foundation of integrity. Be honest with your customers, do not say that your products are better than they are, negotiate a fair price and never take backhanders.*



Reading A: Task 1

Task 1 Before reading the passage, discuss in groups the important roles played by personal sales staff.

Many people stereotype the average salesperson as a smooth talker who is adept at manipulating people into buying things they do not need. This image is not true. In fact, the average salesperson is hard-working, knowledgeable, and deserves our respect.

In every business, selling is absolutely vital. Personal selling plays a very significant role in the marketing of a product or service. Compared to any other form of promotional tools, personal selling allows the marketer to have personal interaction with the customers.



Reading A: Task 2

Task 2 Read the passage and answer the following questions.

- 1. Because buyers may be able to refer a salesman to a steady stream of new business.**
- 2. A salesperson achieve his or her star status by working hard and loving what they do, always being enthusiastic about their products and always ready to help their customers achieve a satisfactory deal.**
- 3. Be honest with his or her customers, do not say that his or her products are better than they are, negotiate a fair price and never take backhanders.**



Reading A: Task 3

Task 3 Decide whether the following statements are true (T) or false (F) according to the passage.

F

1. The ultimate challenge for a salesman is to become a sales star.

F

2. If a salesman finds many leads, he shouldn't waste time to dig for sales opportunities.

T

3. If a person wants to be a sales star, he should always be enthusiastic about the products.

F

4. To achieve a satisfactory deal, the salesman can say that his products are better than they are.



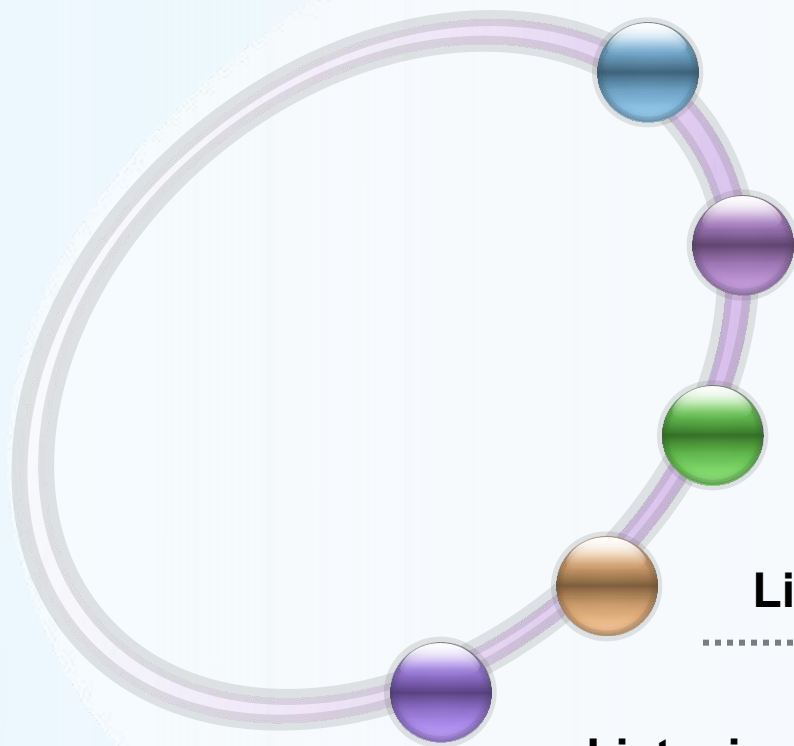
Reading A: Task 4

Task 4 Can you list other Master Tips for a personal product salesman? Discuss with your classmates.

(Open answer)



Listening



Listening Task 1

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Listening Task 2

.....

Listening Task 3

.....

Listening Task 4

.....

Listening Task 5

.....



Listening task 1



1. close a deal
2. concerned about
3. putting her off
4. delaying the decision
5. moving ahead

Li Ming: I have shown her 14 phones already, and all I hear is “I want to think about it.” How can I ever **1.** _____?

Emily: Well, in my experience, customers usually say that when they are **2.** _____ the price and unsure about the value. Can you tell what’s **3.** _____?

Li Ming: Not really. I think she had no intentions of buying in the first place.

Emily: Then maybe she truly wants to think about it before making a decision. Maybe it’s simply because there are so many colors to choose from and she wants to decide which one to buy. You could say, “Well, why don’t I give you a call next week?”

Li Ming: What if I wait for seven days and get the same reply?

Emily: Or, you could ask her what she wants to think about. She may tell you the reasons for **4.** _____. For example, she may simply need someone else’s approval before **5.** _____. Perhaps she’s buying for someone else or she just needs a second opinion.

Li Ming: Actually, she told me she has a boyfriend and she wants to get his opinion.

Emily: See, why not suggest she bring her boyfriend along with her next time? Don’t apply any pressure!



Listening task 2



Task 2 A customer approaches the counter where Li Ming sells cell phones. Listen to the conversation and answer the following questions.



1. What does Li Ming recommend to the customer?

Li Ming recommends a few models of Apple phones to the customer.

2. Why doesn't the customer want to buy what Li Ming recommends?

Because she's already using an Apple phone.

3. What useful feature of HUAWEI Mate 40 does Li Ming introduce?

A useful feature is that she can easily transfer contacts from her old phone through Bluetooth.

4. Why would the customer like a phone that is really smart?

Because she wants to save a lot of information in the calendar because of her work.



Listening task 3



Task 3 Li Ming is helping an elderly lady choose a cell phone. Listen to the conversation and choose the best answer to each of the following questions.



1. What kind of phone does the lady need?
» **1.C** A. A phone with a beautiful color. B. A phone with a bright screen.
C. A phone with a large display font.
2. Which of the following is NOT the feature of Xiaomi MIUI 11?
» **2.C** A. With a comfortable shape. B. With a lovely clear screen.
C. With a beautiful color.
3. How can the user switch on Xiaomi MIUI 11?
» **3.A** A. Press the button and hold for three seconds.
B. Press the button and hold for two seconds.
C. Press the button and hold for four seconds.
- » **4.C** 4. What is the advantage of Samsung Galaxy S20 over Xiaomi MIUI 11?
A. With a clear voice. B. With voice-to-text translation.
C. With an IP68 waterproof rating.



Listening task 4



Task 4 Li Ming is at the store greeting a lady who bought a phone from him a few months ago. Listen to the conversation and decide whether the following statements are true (T) or false (F).



- F** 1. The lady bought a battery charger last week.
- F** 2. The lady always recharges the battery via the AC adapter that's provided.
- F** 3. Li Ming thinks that the lady's battery charger has been damaged and she needs to buy a new one.
- T** 4. Li Ming tells the lady that before starting using the phone, she should fully charge the battery first.



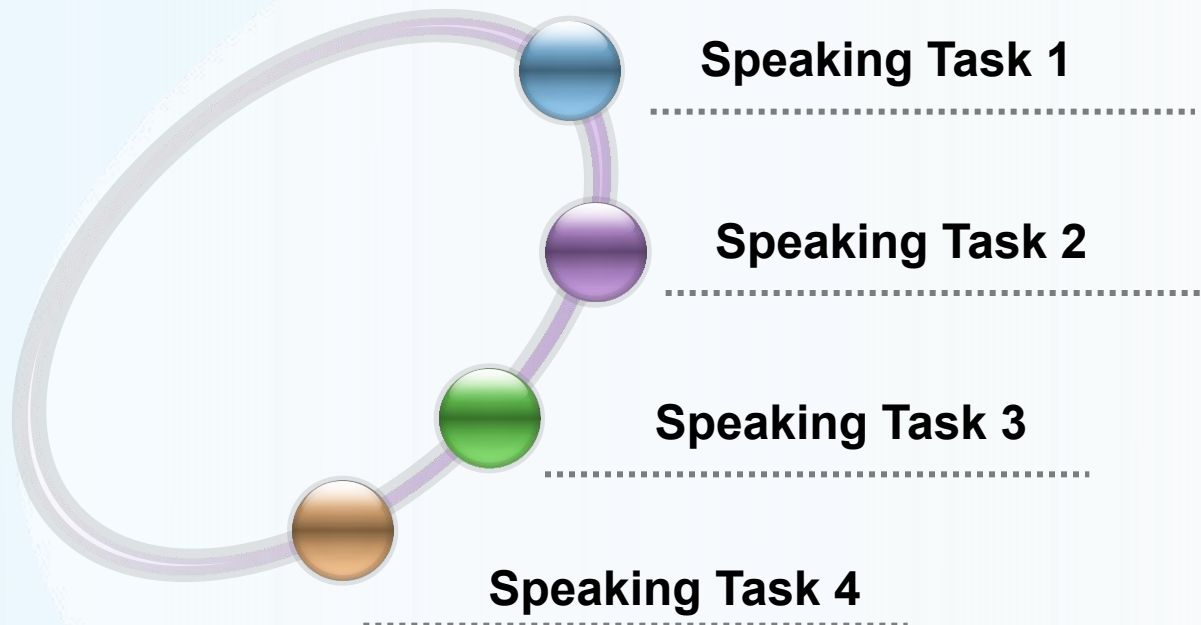
Listening task 5



- » 1. find it
- » 2. you don't sell the brand, but you have something similar
- » 3. you have the best chance of matching his need to something you do have in the shop



Speaking



Speaking task 1

» Sample

A: This is the first time I have a customer like this.

B: What's the problem?

A: She was too picky, having problem with everything. First the color, then the size...

B: How did you handle her problems?

A: Well, I showed her the best dress we have, just as usual, but she was still unhappy. I just want to know what I could do to make her satisfied.

B: But why don't you ask her what kind of dress she was looking for?

A: You're right! Thank you for your advice.

B: I hope you can listen more to the customers.



Speaking task 2

Task 2 Work in pairs. Suppose you are a salesperson of IBM and have made an appointment with the Purchasing Manager of a design company. Role-play the conversation according to the following instructions. Refer to the expressions below if necessary.



» Sample

A: Good morning. I've an appointment with the Purchasing Manager.

B: Yes. Mr. Black is waiting for you in his office.

A: Good morning Mr. Black. I'm Jack Smith, a salesman of IBM.

C: Good morning, Mr. Smith. What can I do for you?

A: We offer a new kind of software. May I interest you in it?

C: Yes, please.

A: Our new product can help you cut cost by 15 percent.

C: That sounds good.

A: Well, here is my business card. If you are interested in it, please contact me by email or by phone.



OK. Thank you very much.

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Speaking task 3

Task 3 Work in pairs. Practice making responses to the five customers' objections listed below. The tips are for your reference.

» Sample

1. Yes, I see. Here is my name card. You can call me anytime.
2. You can pay it in instalments.
3. I understand. What would your husband want?
4. I will send you more information by email?
5. I will call a technician to help you.

- Ask questions to clarify the objection.
- Answer it with a benefit: "Now I understand what you're saying and why it's so important. I think the following might help ..."
- Confirm it's handled: "Does that satisfy your concern?"



Speaking task 4

Task 4 Work in pairs. Practice addressing price objections of customers with the help of the following expressions.



» Sample

A: The price is far beyond what I can afford right now. Sorry.

B: Just a second. What if we could make arrangements so that little cash is needed?

A: What arrangements could you make?

B: If we spread the payment over five years, you only need to pay 125 dollars per month.

A: OK. I will buy it.



Reading B



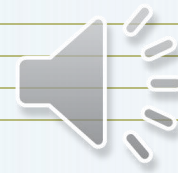
Reading B: Task 1

Reading B: Task 2

Reading B: Task 3



Reading B



translation

Selling a \$35,000 Watch During a Recession

- » When a man wearing a Cartier watch stepped into the IWC boutique, salesman Hua Huynh sprang into action. “Would you like to try it on?” asked Mr. Huynh.
- » After the gentleman replied “no” and left, Mr. Black closed in on the salesman. “Instead of asking a yes-or-no question,” he chided, “next time, you say, ‘I invite you to try on this watch. Please take a seat.’” Mr. Black is a former Xerox salesman, now training IWC’s sales force to sell IWC watches that cost between \$3,000 and \$300,000.
- » Mr. Black urges his students to say “value” rather than “price”, and to sell “romance” rather than “products”.



Reading B



translation

- » On the second day of training, the shop manager Arnaud White moved in to welcome a couple. He amiably showed them around the boutique. Then he put on black gloves and placed the gentleman's watch on a tray between two IWC timepieces. He strapped an elegant Big Pilot on the man's wrist.
- » Mr. Black, hovering nearby, sent Mr. Huynh over to offer the wife a watch. "It's not to sell her a watch. It's to occupy her," he whispered. "She's bored and she will soon say, 'OK, let's go.'" By flattering men, distracting their wives, the salesman can keep them around as long as possible. The longer they stay, the more likely they are to spend money.



Reading B: Task 1

Task 1 Read the passage and match the following characters with its corresponding information.

Characters	Information
A. Hua Huynh 2, 6, 8	1. shop manager 2. welcome the man wearing a Cartier
B. Mr. Black 3, 4	3. sales trainer 4. former Xerox salesman
C. Arnaud White 1, 5, 7	5. show the couple around the boutique 6. offer the wife a watch 7. place the man's watch on a tray 8. IWC's salesman



Reading B: Task 2

Task 2 Decide whether the following statements are true (T) or false (F) according to the passage.

- F** 1. The Cartier watch is taken to the IWC boutique for repair.
- T** 2. According to Mr. Black, it's improper to ask "Would you like to try it?"
- F** 3. Mr. Black asks Mr. Huynh to offer the wife a watch because he thinks the man want to send his wife a present.
- F** 4. Mr. Black does not believe women customers can afford an IWC.



Reading B: Task 3

Task 3 Translate the following passage into Chinese.

From the moment you first interact with a customer you must be in total control. You must tell the customer what to do and think. The hard part is doing this in a way that is unnoticeable. You can't just tell the customer to do something. You have to politely ask in a non-offensive way. If you don't have control from beginning to end it may be difficult to close the deal.

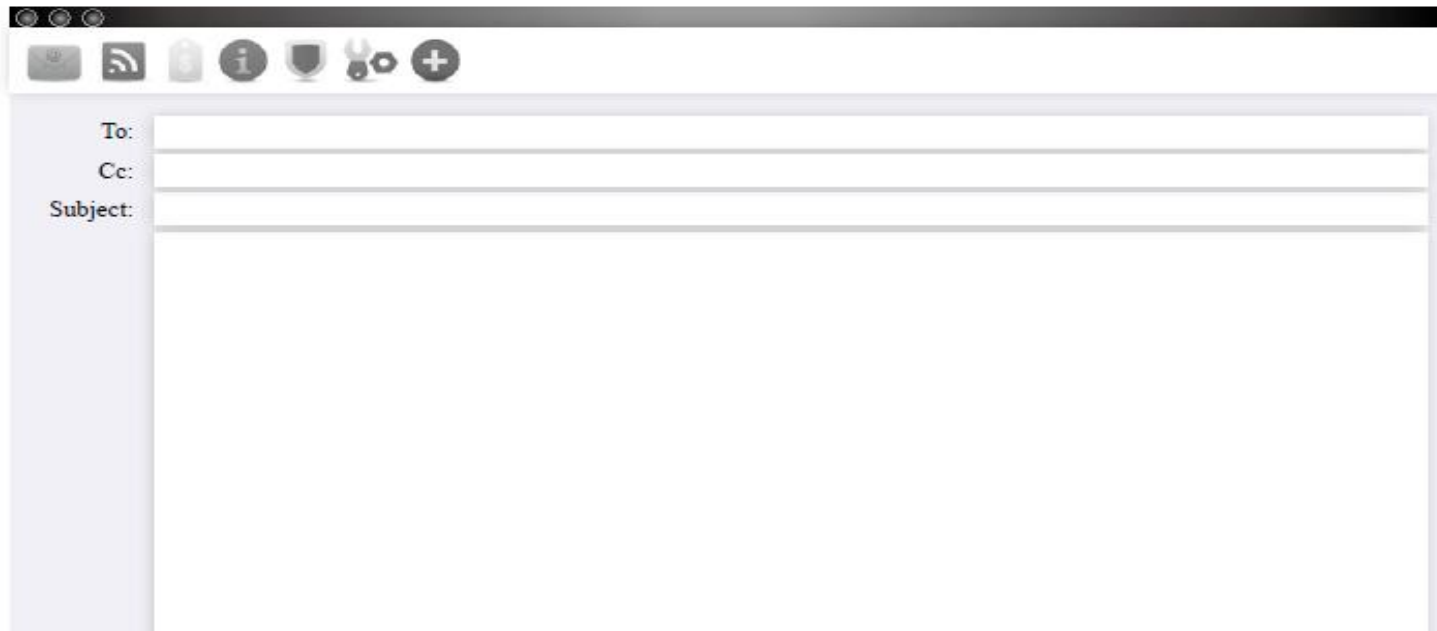
- » 从你第一次与顾客开始接触的那一刻起，你必须掌控全局。你必须告诉顾客要做什么和想什么。这里的难点在于如何做到不为顾客察觉。你不能直接对顾客指手画脚。你要有礼貌地请求，不能具有进攻性。如果你不能自始至终掌控局面，则可能难以达成交易。



Writing

Task As a salesman, you can approach your prospect by writing an email. Suppose you are Edward Johnson, the sales representative of Green IT company. Write an email to your prospect with the given aspects.

1. Introduce yourself and your company;
2. Inform the benefits of your products;
3. Leave phone numbers for further contact.



The image shows a screenshot of an email composition window. At the top, there is a toolbar with icons for various functions like sending, deleting, and undo. Below the toolbar, there are three input fields labeled 'To:', 'Cc:', and 'Subject:'. The 'To:' field is currently empty. The 'Cc:' field is also empty. The 'Subject:' field is empty and has a larger text area below it for writing the email body.



Project

Project Guidelines

This project aims to go through the whole process of selling products to prospective customers. The whole task is divided into three steps. Step One focuses on collecting information about prospective customers. Step Two concerns a formal marketing email to the prospects. Step Three focuses on meeting with the prospects and closing a deal.

Please follow the *Task Description* to complete the project.



Project

Task Description

Step One

- * Divide the class into several small groups of 4-6 students;
- * Choose a product you want to sell;
- * Research online for information about the prospective customers.

Step Two

- * Divide the group into two sides: side A acts as the salespersons, side B the prospects;
- * Side A sends an email to side B, introducing the product and suggesting a further meeting;
- * Side B replies the email and accepts the invitation.

Step Three

- * Two sides meet each other;
- * Have a detailed discussion on the interested product;
- * Reach an agreement and close the deal.



Vocabulary and Structure

Vocabulary: Task 1

Vocabulary: Task 2

Vocabulary: Task 3

Vocabulary: Task 4



Vocabulary & Structure: Task 1

Task 1 Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

- | | |
|-----------------------|---|
| 1. b outique | a small shop that sells fashionable clothes or other objects |
| 2. b ackhander | money that you pay illegally and secretly to get something done |
| 3. s tatus | your social or professional rank or position |
| 4. u ncover | to find out about something that has been kept secret |
| 5. t imepiece | a clock or watch |
| 6. t ray | a flat piece of plastic, metal, or wood, with raised edges, used for carrying things such as plates, food, etc. |
| 7. c hide | to tell someone that you do not approve of something that they have done or said |
| 8. l ead | a piece of information that may help you to solve a crime or mystery |
| 9. d istract | to take someone's attention away from something by making them looking at or listen to something else |
| 10. f latter | to praise someone in order to please them or get something from them, even though you do not mean it |



Vocabulary & Structure: Task 2

Task 2 Fill in each blank with the appropriate form of the word given in brackets.

1. Employers felt very **enthusiastic** (enthusiasm) about the new regulations.
2. Jack always spoke with an air of **superiority** (superior).
3. The **essential** (essence) difference between Sam and me was the fact that I took life seriously.
4. **Ultimately** (ultimate), the success of the product depends on good marketing.
5. Her latest album is a **compilation** (compile) of all her best singles.
6. The insurance company says that you need a written **referral** (refer) from your physician before seeing a specialist.
7. He is calling an **urgent** (urge) meeting for immediate action on the public relations crisis.
8. She was wearing a very **elegant** (elegance) hat at the party.
9. This small number of computers are **sufficient** (sufficient) for the students' needs.
10. Because the World Cup is going to be held in this city, the average **occupation** (occupy) rate of hotels in the city has greatly increased.



Vocabulary & Structure: Task 3

Task 3 Complete the following sentences with the words given below. Change the form if necessary.

chide uncover occupy count enthusiastic
distract integrity ultimate flatter superior

1. The **ultimate** solution to all ethics problems is treating others fairly and doing what is right to achieve what is good.
2. We must change our route to **distract** the attention of the enemy.
3. The principal of our school is a man of honor and **integrity**.
4. Mr. Sun is making an **enthusiastic** lecture to the students in the hall.
5. She **chided** him for not responding to her Christmas cards.
6. Customs officials **uncover** a plot to smuggle weapons into the country.
7. His overseas results **count** for nothing.
8. Xiao Gang's father is a high official in the court, so many people try to **flatter** him.
9. We are confident that a manufacturer with your reputation for reliable products and **superior** customer service will want to resolve this matter quickly.
10. Her time is fully **occupied** with her three children.



Vocabulary & Structure: Task 4

Task 4 Translate the following Chinese into English, using the words or phrases given in brackets.

1. I was chilled to the bone (冷到骨子里) after swimming in the cold lake. (to the bone)
2. We have come to the conclusion that most of our customers came as a result of word-of-mouth or were based on sales referral (由顾客推荐而来). (referral)
3. The whole town will spring into action (全镇的人都会突然活跃起来) at carnival time. (spring into action)
4. We have an interesting new database program in the pipeline (在规划中). It should be on sale early next year. (in the pipeline)
5. We negotiated the terms of the agreement, and this afternoon we may expect to close the deal (我们将达成交易). (close the deal)





Thank You !

市场营销英语
English for Sales and Marketing

Reading A Backdrop

» Personal selling

- ✔ Businesses always rely on people to sell goods and services in person. Salespeople need to know about the products and services they are selling so they can provide customers with any relevant information that will influence the purchasing decision. Personal selling requires learners to use a range of personal skills to close the sale.
- ✔ Some sales jobs emphasize selling to new customers. To convince prospects to purchase a product they have never used before, salespeople need to be especially self-confident and be able to deal with the inevitable rejections that occur when making initial contacts.

back



Reading A Translation

掌握销售秘诀

- ✔ “人人都在销售，但并非人人都在购买。”销售人员面临的终极挑战是当商家已将销售培训和推广预算削减至最低程度并且竞争日益加剧时，何以争取市场份额。
- ✔ 要想成为一名成功的销售人员，你必须练习技能。无论你是刚开始销售生涯，还是已经在业内摸爬滚打数十年，你都需要不断提高。以下是来自业内顶级大师的销售秘诀汇编。



Reading A Translation

掌握销售秘诀

- ✓ 销售秘诀1：挖掘销售机会。
- ✓ 如今，销售人员已不能坐等潜在顾客或客户找上门来，而是要去发现机会。最优秀的销售员也认识到即使他们现有的销售渠道中有很多机会，他们也需要定期投入部分时间，用来寻找和开发新的销售机会。要把顾客视为合作伙伴，因为他们可能为你推介源源不断的新业务。每次交易结束时，你都要请他们为你推荐客户。你要与曾经从你的产品中受益的每个人建立联系。你要参与可能拥有潜在客户的组织活动。在销售领域，你所认识的人决定着你的成败。



Reading A Translation

掌握销售秘诀

- ✔ 销售秘诀2：懂得销售明星意味着什么。
- ✔ 每当你听到老板谈及最优秀的销售人员，她通常称她为明星。这是一种高度赞誉。明星这一美誉表明你拥有出众的才能。明星之所以成为明星，就是因为他们努力工作，而且热爱自己所从事的工作。他们一直热衷自己所销售的产品，并随时准备令每一位顾客达成满意的交易。



Reading A Translation

掌握销售秘诀

- ✔ 销售秘诀3：销售以诚信为本。
- ✔ 诚信是销售致胜的第一法宝。相信你所销售的产品很重要，但还不够，这一信念必须建立在诚信的基础上。你要忠实于你的客户，如实介绍你的产品，与顾客谈妥一个公道的价格，永不收取贿赂。



Listening task 1 Script



- » **Li Ming:** I have shown her 14 phones already, and all I hear is “I want to think about it.” How can I ever 1. close a deal?
- » **Emily:** Well, in my experience, customers usually say that when they are 2. concerned about the price and unsure about the value. Can you tell what’s 3. putting her off?
- » **Li Ming:** Not really. I think she had no intentions of buying in the first place.
- » **Emily:** Then maybe she truly wants to think about it before making a decision. Maybe it’s simply because there are so many colors to choose from and she wants to decide which one to buy. You could say, “Well, why don’t I give you a call next week?”
- » **Li Ming:** What if I wait for seven days and get the same reply?
- » **Emily:** Or, you could ask her what she wants to think about. She may tell you the reasons for 4. delaying the decision. For example, she may simply need someone else’s approval before 5. moving ahead. Perhaps she’s buying for someone else or she just needs a second opinion.
- » **Li Ming:** Actually, she told me she has a boyfriend and she wants to get his opinion.
- » **Emily:** See, why not suggest she bring her boyfriend along with her next time? Don’t apply any pressure!



Listening task 2 Script



- » **Customer:** I'm looking for a phone mainly for business use. Can you recommend one, please?
- » **Li Ming:** Certainly, madam. We have quite a few models of Apple phones.
- » **Customer:** I'm already using an Apple phone. I think I'll go for a Huawei this time. My colleague told me great things about Huawei smart phones. Do you have one of those?
- » **Li Ming:** Yes, madam. We've received a lot of good reviews about HUAWEI Mate 40. A useful feature is that you can easily transfer contacts from your old phone through Bluetooth.
- » **Customer:** That's good. Can I also transfer other types of data such as calendar events and multimedia messages?
- » **Li Ming:** That depends on the model of your old phone, but our technical staff can help you with the transfer if there are any incompatibility problems.
- » **Customer:** Thanks. I save a lot of information in the calendar because of work and I'd like a phone that is really smart.
- » **Li Ming:** Well, HUAWEI Mate 40 is best known for its smart design and ease of use.
- » **Customer:** OK, thank you. I'll take it.



Listening task 3 Script



- » **Lady:** I need a phone with a large display font so I can see who is calling without putting my glasses on. Do you have one for me?
- » **Li Ming:** Sure. Xiaomi MIUI 11 has a lovely clear screen and also has easy-to-read text, a comfortable shape and better sound quality. You'll not be disappointed with this phone.
- » **Lady:** How do I switch it on?
- » **Li Ming:** Here, press this red button and hold for three seconds.
- » **Lady:** Yes, it's good. The screen is bright enough. What about the voice quality? I need voices that are loud and clear.
- » **Li Ming:** It is fitted with noise-canceling devices to make voices sound natural and any background noise gets almost completely filtered out.
- » **Lady:** Do you have other models to choose from?
- » **Li Ming:** Yes. Samsung Galaxy S20 is also one that fits your needs. With an IP68 waterproof rating, you can enjoy underwater activities with it.
- » **Lady:** Yes, I see. Does Xiaomi MIUI 11 have this feature?
- » **Li Ming:** No, but Xiaomi MIUI 11 comes with a voice-to-text translation feature.
- » **Lady:** Xiaomi MIUI 11 it is then!



Listening task 4 Script



- » **Lady:** My phone is experiencing problems; it seems to have stopped functioning normally. Sometimes it just stops working when I'm in the middle of a call.
- » **Li Ming:** Oh dear, let me have a look. The purchase date says your phone is only six months old so it's still covered under warranty. That's a help!
- » **Lady:** You can see the text on the screen is hardly recognizable, and you can tell from the pictures the colors are not bright enough.
- » **Li Ming:** Let me see. The power level seems very low. Where is your original battery pack?
- » **Lady:** I bought a new battery last week. I'm sure the battery is fully charged.



Listening task 4 Script



- » **Li Ming:** Do you recharge the battery via the AC adapter that's provided?
- » **Lady:** No, not always. My son brought me a battery charger from Japan. Why?
- » **Li Ming:** Only the AC adapter and USB sync cable provided with your phone may be used to charge the battery.
- » **Lady:** How come? The instructions on my AC adapter say it's compatible.
- » **Li Ming:** It seems your AC adapter is not compatible with Samsung 525 batteries. I think your battery has been damaged.
- » **Lady:** So I need to buy a new battery then? Do you stock them?
- » **Li Ming:** Sure. Remember that new batteries are shipped only partially charged. Before you start using your phone, it is recommended that you fully charge the battery first... but do only use the AC adapter that came with your phone.



Listening task 5 Script



- » **Li Ming:** What a pleasant surprise, Yang Fan!
- » **Yang Fan:** Li Ming, nice to see you! How's everything?
- » **Li Ming:** I was in Egypt for two weeks. You wouldn't believe what happened there.
- » **Yang Fan:** Try me.
- » **Li Ming:** OK. I was in town in a menswear store. The owner of the shop asked me if I wanted any help. "No thanks," I said, "I'm just browsing." As I was doing just that, another guy came in with his friend. They were smartly dressed and as they walked into the shop, the owner again said, "Can I help you?" The man smiled and said, in a very polite way, "I'm looking for a BOSS suit." "I like the brand BOSS. Do you sell BOSS?"



Listening task 5 Script



- » **Yang Fan:** I don't see where this is going.
- » **Li Ming:** Well, the shop didn't sell BOSS. So what would you do if you were the guy who owns it?
- » **Yang Fan:** I can think of three options: First, tell the customer that you don't sell BOSS but you know where he could find it. Second, say that you agree that BOSS is a fine brand and you can understand why he likes it. Although you don't sell it yourself, you have something similar. The third option is to say that you agree that BOSS is a fine brand and ask him what in particular he likes about it so that you have the best chance of matching his need to something you do have in the shop.
- » **Li Ming:** Not this shop owner in Egypt! He said, "We all like BOSS, sir, but can you afford their prices?" Guess what? The guy looked him straight in the eye and replied, "Yes, I can," and promptly walked out of the shop!



Reading B Translation

经济衰退期间销售价值3.5万美元手表

- ✔ 当一位配戴卡地亚手表的男士步入万国表专卖店时，一位名叫黄华的店员便马上迎上前去，问道：“您要不要试一下这块表？”
- ✔ 这位先生回答说：“不用了，”随后便离开了。布莱克先生走到这位店员面前，告诫他下次不要问些对方要用“是”或“不是”可以回答的问题，而应这样问：“想邀请您试戴一下这款手表。您请坐。”布莱克先生曾担任施乐公司的推销员，现正在训练万国表的销售队伍。万国表的售价在3000美元至30万美元之间。
- ✔ 布莱克先生力劝他的学生用“价值”代替“价格”，推销“浪漫”，而非“产品”。



Reading B Translation

- ✔ 训练进入第二天，店面经理阿尔诺·怀特上前迎入一对夫妇。他热情地带领这对夫妇在店内参观。然后，他戴上黑色手套，将这位绅士的手表放在托盘上的两块万国腕表之间，并将一块精致的“大飞行员”腕表戴上男子的手腕上。
- ✔ 布莱克先生在附近巡视，派黄先生把一款腕表拿到这位先生的妻子面前。“这样做用意不在向她销售手表，而是让她有事情做。要是她觉得无聊，很快她就会说：‘好啦，我们走吧。’”布莱克先生低声说。销售人员通过恭维男士，分散他们妻子的注意力，可以让顾客尽可能长时间地在店内逗留。他们逗留时间越长，就越有可能消费。

