Sell it to me !

Activity One – practice selling with this dialogue :

Sales Assistant - Hello, how can I help you?
Customer - I'd like to buy a sofa please.
Sales Assistant - What kind of sofa?
Customer - A small cheap one
Sales Assistant - Well, this one is very good value for money
Customer - It looks good, do you have it in red?
Sales Assistant - Yes, would you like to order it?
Customer - Yes please

Activity two – now with your teacher change the type of product the customer is looking for and act out the dialogue.

Dining table	Good quality and modern, to seat eight
Computer table	Bright color and with shelves to match
Children's bed	Adaptable for different ages
Arm chair	Leather and really good quality

Sales Assistant - Hello, how can I help you?

Customer - I'd like to buy a ……. please.

Sales Assistant - What kind of ……..?

Customer - A …….. one

Sales Assistant - Well, this one is very ……

Customer It looks good, do you have it in ……..?

Sales Assistant - Yes, would you like to order it?

Customer - Yes please

Activity Three – Sales - Read the text aloud.

One way of being sure to sell something is to make the information relevant to the customer. To do this you should talk to them about how a fact about the product (or feature) is a general advantage and how that advantage can benefit them. For example you can sell a cheap but attractive lamp to a student by talking about how it's design will brighten up their room.

Feature – the lamp is attractively designed

Advantage – it looks good

Benefit – it will brighten up your student apartment

Another example – you can sell the most expensive leather sofa to a middle aged working couple by talking about how it is top quality leather and will last a long time.

Feature – the sofa is made of top quality leather

Advantage – It will last for many years

Benefit – you won't have to buy another sofa for a very long time.

Activity Four – Sales - Read the text aloud.

Now chose anything in the room and sell it to your teacher using a feature, advantage and benefit that suits them. Start by saying hello and asking what they want (you will tell them what object you have chosen.)

Activity Five – Sales – Different types.

When you are selling something you need to be able to describe it.
Pick something from the catalogue and describe it using the words below

Colors

Red	Pink	Grey	Scarlet
Yellow	Orange	Beige	Fuscia
Green	Black	Dark blue	
Blue	White	Light blue	
Purple	Mauve	Taupe	

Sizes

Big	Huge	Generous
Small	Tiny	Compact

Styles

Rustic	Practical design	Natural
Modern	Striking	Baroque
Old fashioned	Colorful	Unusual

Textiles/ materials/ textures

Plastic	Nylon	Steal
Cotton	Wood	Aluminum
Leather	Oak	Metal
Fur	Pine	Glass
Synthetic	Teak	Pvc

Activity Six – team game – Different types.

Describe as many different types (color, textile, size) of product as you can.