Active Selling



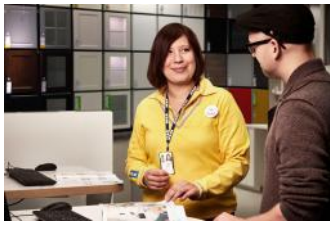
EAE Learning objectives for this lesson

Learn about active and passive verbs and practice using them. Comprehension activities. Improve your vocabulary regarding sales in the store. Practice sales dialogues. Learn and practice new verbs.

Activity One - Confusing words - consider the following:

- A sales assistant in IKEA is there to give advice and help to customers.
- A sailor is a person who sails a boat. The wine cellar is the place you store wine.
- When you go to IKEA it's sometimes hard to find a sales person. You have to stand by an information desk to see if someone will come and help you.
- Sales assistants in IKEA don't try to hard to sell. They just answer your questions.

Activity Two - Active Verbs…



1. Which of the following action verbs are linked to active selling?
2. Which are linked to selling in the Market hall?
3. Which are linked to selling in the Showroom?
4. Make a sentence about selling, with each of the verbs you choose.

To explain	***To ask***	***To prove***	***To inform***
To persuade	***To listen***	***To encourage***	***To enhance***
To force	***To suggest***	***To highlight***	***To increase***
To educate	***To inspire***	***To lie***	***To minimize***
To help	***To resolve***	***To fabricate***	***To satisfy***
To advise	***To motivate***	***To speak***	***To safeguard***
To decide	***To determine***	***To paraphrase***	***To hate***

Activity Three - Which of these paragraphs describes, the most closely, the reality of the way a customer is treated in your store? Which of the following scenarios reflects an active method of selling? What opportunities for sales were missed?

A/ A customer is looking around the textiles, they seem confused. A sales assistant notices and quickly walks over to offer assistance, asking if they can help in any way. The customer is relieved and asks about the different systems for fixing window blinds. The co-worker is very encouraging and makes some suggestions about what to buy. In the end they are so happy with the advice they get that they buy curtains, blinds and matching cushions. They pick up quite a few other things on their way to the cash till.

B/ A customer and his wife are looking around the textiles. They seem confused. They don't see any sales assistants anywhere. They try to read all the labels which are there to educate customers, to understand about how to fix the window blinds, but they don't really understand. They finally see a co-worker but they they are talking to another co-worker. They try to get the attention of these IKEA employees but they are deep in conversation.They don't want to help any customers and they don't ask what this one needs. In the end they just get frustrated and leave. They go to '*Alinea* ' where they find helpful staff and everything they need for their window blinds.

C/ A customer is looking around the textiles. They seem confused. They see a co-worker who is stocking shelves. The co-worker seems preoccupied by her work and the customer feels a little embarrassed about interrupting her but finally asks for some assistance. In order to determine what he needs to get he will have to ask. The co-worker quickly answers the customers questions.

He picks up the items he thinks he needs but feels a little offended that the co-worker clearly didn't want to help. He leaves and is happy enough with his window blinds but doesn't particularly feel like going back to IKEA.

Activity Four - Active and Passive verbs



When a verb is active the subject of the verb is doing the action.

For example:

The co-worker advises the customer.

When the verb is passive the subject undergoes the action rather than doing it. For example:

The customer is advised by the co-worker.

We talk about the **active voice and the passive voice.** We use the active voice more often and the passive voice is more formal. The passive voice is used often where an action or situation is regarded as more significant that who or what did or caused it. It's useful to use the passive voice when you want to avoid confrontation and not sound too accusing or aggressive. For example,

Active selling techniques are not being used.



- This is less confrontational than:

The co-workers are not using active selling techniques.

✳ **Which sentences are active and which are passive?**

- ✦ Lot's of plants are being sold in the market hall.
- ✦ We are selling a lot of plants in the market hall.
- ✦ The new layout is being admired in the showroom.
- ✦ Customers are admiring the new layout in the showroom.

Give some more examples of active and passive sentences with these words + parts of the store :

- **Kitchen area** - persuade
- **Restaurant** - minimize
- **Bistrot** - satisfy
- **Showroom** - highlight
- **Market hall** - enhance
- **Showroom** - inspire

Activity Five - Active Selling - Dialogue.. Read the dialogues and continue selling actively…

Dialogue 1:
Customer: Hello I'm thinking about changing my dining room furniture.
Sales Co-worker: Great idea, have you got any ideas about what you are looking for?
Customer: Not really. I was coming here for inspiration;
Sales Co-worker: Yes, well that's what we are all about! How big is your dining room and how many people usually eat there?

Dialogue 2:
Customer: Hello I am interested in buying a new sofa for my daughter's student apartment. She needs a convertible sofa. Can you give me some advice?
Sales Co-worker: Of course…

Dialogue 3:

Customer: Hello, I need some information about your storage solutions. My flat is really small and to be honest it's a mess.
Co-worker: Oh, I see. Well we do have some great solutions for small space living. What kind of thing were you thinking about?
Customer: I'm not really sure. Someone told me that you had all sorts of storage solutions so I came. But this place is so big and I'm totally lost.
Co-worker: Is it your first time here?
Customer: Yes.

Activity Six - Listen to the dialogue and answer the comprehension questions:
https://soundcloud.com/easyaccessenglish/active-selling-dialogue

1. What's the customer looking for and why?
2. What does the sales assistant ask about?
3. What does the sales assistant suggest?
4. How does the sales assistant enhance the sale?
5. How is active listening used?
6. What sales benefits does the sales person highlight?
7. Is this active selling?
8. What is the customer asking for at the end?

Activity Seven - Customers with these rooms in their house come to you for advice about re-decorating and re-furbishing these rooms. What would you suggest?





Activity Eight - Selling England By the Pound. Genesis. *(Do this at home before the lesson).*

Listen to the song and fill the gaps when you hear these sentences:

9. It's the time of your…..
10. There's a ……. old lady outside the saloon.
11. With a twist of the …. we go.
12. Follow on. Till the gold is…….
13. Knights of the Green Shield …….. and shout.

https://www.youtube.com/ watch?v=7Rn9tzirks4

