



## UNIT 3.1

### Persuading people

- Modal verbs
- How to describe prices
- Learn to sell a service

**1** Lead-in activity: vocabulary. Fill the gaps with the correct modal verb. Choose the best option.

1. I think we \_\_\_\_\_ meet.

- a) Have      b) Should      c) Can

3. We \_\_\_\_\_ arrange a meeting.

- a) Can                      b) May                      c) Have

5. Do you think you \_\_\_\_\_ ask him to send us an e-mail?

- a) Shall      b) Could      c) Should

2. \_\_\_\_\_ It be possible to set another date?

- a) Would      b) Can      c) Have

4. \_\_\_\_\_ You offer us a discount if we order a large quantify?

- a) Might      b) Ought to      c) Can

6. \_\_\_\_\_ appreciate a quick reply.

- a) Have      b) Could      c) Would

**2** Describe the following prices in English.

There are two ways to describe a price. There is a long way that includes the words "dollars" and "cents", and a short way. For example:

1) \$2.50 = two dollars and fifty cents.

2) \$2.50 = two fifty.

Now, write the prices in the two ways:

\$15.75	
\$21.25	
\$49.95	
\$156.85	
\$200.55	
\$300.62	
\$1000.90	



## **Strategies to sell a service**

### 1. Be effective

Before taking the phone and call a number randomly, first investigate who is the person you will contact. If you prepare, people will notice and increase the chances of success. This way, you get important data, for example, who the person is, what he does, what industry develops and geographical areas in which your company operates. You can even give you an idea about what this person need or which are his areas of opportunity, where you could become your new business partner.

### 2. Learn more about your prospects

When you do you're the task means that you are interested in the individual or company you are looking for, and this, in the end, is showed. Put in the consumer side: when someone pays attention, most likely, without hesitation, in response you spend time to listen to the offer that you have prepared. Why? Simple. Because unfortunately few sellers do. Therefore, you must be proactive and define the characteristics of the candidates to become your customers. This is called profiling. The issue is to find all this information before making contact.

### 3. Pay attention to the details

"Shut up and sell" is the title of one of the best sellers of the item sales. In it, the author Don Shehaan advises readers to "shut up" and learn to listen, then ask intelligent questions to help determine why a prospect may become a future customer. Don't you focus only on the need, we must also know the expectations. To do this, you must ask once again to know what people expect from you in return for the money you will pay; you'd have to win.

#### 4. Achieve what you promise

If you dared to offer something just to bring the sale, that you'd better pay. Otherwise, do not. If you lie or exaggerate, in the end this will cost more than not close the deal. One lie leads to another lie; It is a snowball that grows and crashes. If you cannot solve the whole problem you raise, make it clear or gives options to achieve the objective.

#### 5. Work your intelligent questions

To get the most out of an interview with a prospect, all leave from a workout that you must do with your collaborators from the commercial area.

During this process, you define what intelligent questions that will help them verify, validate, verify and clarify all information received are. The aim is to close a deal today, but also project future transactions.

#### 6. Charge is part of selling

An example of intelligent question is: do you have the money to meet payment obligations I propose? There is nothing worse than a customer who cannot pay you. This is part of the profile, so you have to confirm it from the start. Now if you want to sell to sell, sure after you will face trouble collecting.

#### 7. To diversify is allow

How good you have a very good customer, but what will happen when he leaves or he doesn't need you longer? Rule: a single buyer must not exceed 20% of total sales. If so, you will face great pressure to sell and that's when mistakes come.

Devise a plan B where contemplate both go find more consumers, as diversify, expand or complement your catalogue of products or services.

Whit these seven step, you must be a wonderful seller.

**4** Correct the wrong sentences in the following dialogue.

- Good morning, I call you because I have understood that you are interested in giving private German lessons. I do not know who you are but I would be interested to offer our services.
- Good Morning. Yes, a few days ago I called to inform me about the courses available of your company. My name is...
- Ok ok, give me the data at the end, come to the point. Tell me what you need and from there on I will make the proposal.
- Okay ... My level of German is basic right now. I would like to reinforce grammar and start doing ear.
- In that case, we are able to offer mixed classes, that is, one with a native teacher and one other with a qualified one. The downside is that I don't know if both of them have availability for your lessons.
- Sounds good the mix option. Could check the availability for me, please?
- Yes, but first tell me what time suit you, to save work when check. I cannot guarantee that they can whenever you want, as many times they have busy, but tell me anyway.
- Monday and Tuesday morning I'm free, and Thursday and Friday afternoon as well. At the time that they would come better, no problem.
- Well let me a few minutes to check it all quietly and send you an e-mail with the entire proposal, including the budget, do you think?
- Okay, I wait impatiently your answer.
- Okay, I'm sure you will not regret our services.
- Bye bye.

**5**



**Task: with the information collected previously, write a dialogue where you are selling a service**



## UNIT 3.2

### Creating a proposal

- Likes and dislikes
- How to make a proposal
- Learn to say “no”

**1** Lead-in activity: we need to focus on what the customer needs, therefore we will emphasis in likes and dislikes.  
**Match the sentences.**

1. I hate unpunctual people.	a) Don't worry, you will have several kinds of food, that way you will enjoy the Chinese one, and the guest won't realize it.
2. I am interested on German culture. I love it!	b) I like it, but they did what they wanted, without asking.
3. I like the Chinese food, but it's a bit strange for a wedding.	c) Don't worry, our teachers are always on time.
4. I don't like the painting of our shop. It's awful!	d) They didn't ask even in what games children are interested.
5. Which kind of floor do you like more for your bedroom?	e) Yes, they listened the proposal about what we wanted, and they did it perfect! They are good business owner.
6. We love the design of the instrument for our band. It's wonderful!	f) In that case, we will arrange your trip around Germany. You won't regret!
7. The band played songs so ugly in my birthday party.	g) Yes, they didn't know what kind of music people liked.
8. The children are bored with that sport company.	h) I prefer the wooden floor. Thanks for asking me!

**2** Writing: create a proposal for a bakery that wants to sell its services, with the following conditions:

<b>KINDS OF BREAD</b>	<b>PRICES</b>	<b>DISCOUNT IN THE INVOICE</b>	<b>IVA IN THE INVOICE</b>	<b>OTHER SERVICES</b>
loaf of bread (0,5Kg)	1 €	The discount in the invoice is the profit that the sellers get.	0,04%	We bring the bread to stores that make us orders, and they sell it us.
Normal bread (250g)	0,60 €			
Whole wheat bread (200g)	0,50 €			
Bagel (300g)	0,80 €		0,10%	The bread that the stores don't sell, we take it back and we don't collect it in the invoice.
Chocolate cake	6 €			
Bagged products (sweet and salty)	2,20 €			

3



Listen the audio and write what is the proposal about. To listen the audio, go to [www.e-vet.eu](http://www.e-vet.eu)

4

**How would you say “no” to the following proposal? Give more than one option.**

You own a group of dancers, and they are going to use their old dresses to dance in the next performance, because they have an unconditional love to these ones, but a big company offer you a very good and cheap proposal to use new dresses. How do you say “no” to the company, and how would you react for getting the sell if you were that company.

5

**Game: tick the correct advices for make a good proposal.**

- Be concise, don't explain too much.
- Inform about the price in the last page.
- Focus in the results, not just in the process.
- Offer several options.
- Make a good presentation.
- Try to commit spelling mistakes in the composition.
- Make some kind of discount.
- Use a polite language.



## UNIT 3.3

### Body language

- Means of the body language
- Identify some of the signs
- Learn to control our own body language

1



#### Lead-in activity: reading part

#### Keys of the body language:

- 1. Facial expressions:** as in any interpretation of nonverbal language, you should be careful when evaluating the facial expressions separately, as they usually are part of a global emotional state and can lead to many interpretations. Here are some concrete examples: covering or touching your mouth, touching your ear or your nose, eye rubbing, scratching your neck, take a finger to your mouth.
- 2. Head positions:** understand the meaning of the different positions that someone can take with the head, is very effective to understand their desire to please, to cooperate or appear arrogant. Normally a very exaggerated posture means that the person is doing consciously to influence you in some way. Examples: Lift head and projecting chin forward, nodding, tilting his head, face support on the hands, supporting the chin on the hands.
- 3. Look:** Communication by the look has a lot to do with the expansion or contraction of the pupil, which greatly reacts to internal states you experience. When you speak, you usually maintain eye contact between 40 and 60% of the time. That's because your brain is busy trying to access the information. In certain social or work situations that lack of eye contact can be interpreted as nervousness or shyness, so if you pause before answering you gain the time needed to access information. Look straight in the eye when you make a request is also useful to

increase your persuasiveness. Examples: change in pupil size, raised eyebrows, head down and looking up, keep your eyes, blink repetitively, look sideways.

**4. Smile:** thanks to mirror neurons, is a tremendously contagious smile act capable of causing very positive emotions in others. It is actually possible to distinguish several types of smile: natural smile, false smile or a tight smile.

The biological function of the smile is to create a social bond promoting trust and eliminating any sense of threat.

**5. Arms positions:** arms, with hands, are highly mobile and they support the most of moves you make. They also allow defend the most vulnerable areas of your body in situations of perceived insecurity. Examples: cross your arms, crossing one arm in front holding the other arm, crossed with thumbs up arms, join hands behind his back.

**6. Hands signs:** the act of gesticulate is literally linked to speech, so, I do it while you express can improve your verbal ability. It's very useful in people with blockages in public speaking.

The act of strengthening a phrase with signs, helps you arrive prior to mind the words to use and it is also able to make your message much more persuasive and understandable. Examples: show open palm, hands in pockets, emphasize something by hand, interlacing the fingers of both hands, tips of the united fingers, hold the other hand in the back, showing thumbs outside pockets, take the hands on her hips.

**7. Legs positions:** Being farther from the central nervous system (the brain), our rational mind has less control over them and allows them to express inner feelings more freely. The way that someone positions the legs, can provide some of the most valuable clues about nonverbal communication to the extent that you know where it wants to go. Examples: the front foot, legs crossed, sitting with one leg over the other, legs wide apart, sitting with legs curled.

**2** We have some examples of body language in the previous text. Now, let's go to define some of them. Match the sign with its means.

SIGNS	MEANS
1. Touching your ear.	
2. Touching your nose.	a) It shows disagreement and rejection. People avoid do it precisely unless they want to send this message to others.
3. Support chin on hand.	b) In women, it denotes certain shyness and introversion.
4. Raised eyebrows.	c) If the palm of the hand is open, it can mean boredom or loss of interest.
5. Crossing arms.	d) It is a social greeting that means fearlessness and pleasure.
6. Interlace the fingers of both hands.	e) It transmits a depressed, anxious or negative attitude.
7. Sitting with legs twisted.	f) It may indicate that someone is lying.
	g) Your interlocutor wants you to stop talking.

3



**Look at the video and identify the signs you see. Write them in the box.**

4



**Working in group, play a scene where there are signs excess, and another one without them. Write a paragraph telling your experience.**

**5** Game: tick the tool when it make a sign.



- It touches its nose.
- It looks at the right side.
- It crosses its arms.
- It crosses its legs.
- It look at its watch.
- It put its hands into the pocket.
- It joins its hands behind its back.



## QUIZ TIME

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| <p>1. Which modal verb expresses obligation?</p> <ul style="list-style-type: none"><li>A) Must</li><li>B) Have</li><li>C) Might</li><li>D) Can</li></ul> <p>2. What is the right description for the amount \$3.75?</p> <ul style="list-style-type: none"><li>A) Three with seventy five dollars</li><li>B) Three dollars and seventy five cents</li><li>C) Three seventy five dollars</li><li>D) Three dollars with seventy five</li></ul> <p>3. When you investigate about the person with you are going to contact, this is the strategy...:</p> <ul style="list-style-type: none"><li>A) Pay attention to the details</li><li>B) Be effective</li><li>C) To diversify is allow</li><li>D) Achieve what you promise</li></ul> | <p>6. Which of the following advices is not a good one to make a proposal?</p> <ul style="list-style-type: none"><li>A) Explain a lot of details, don't be concise</li><li>B) Inform about the prices in the first page</li><li>C) Make a good presentation</li><li>D) Use a polite language</li></ul> <p>7. In women, it denotes certain shyness and introversion:</p> <ul style="list-style-type: none"><li>A) Raised eyebrows</li><li>B) Sitting with legs twisted</li><li>C) Touching your ear</li><li>D) Touching your nose</li></ul> <p>8. It transmit depressed, anxious or negative attitude</p> <ul style="list-style-type: none"><li>A) Support chin on hand</li><li>B) Crossing arms</li><li>C) Interlace the fingers of both hands</li><li>D) Raised eyebrows</li></ul> |
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4. Which of the following sentences is not a good one to sell a service?

- A) I don't know who are you but...
- B) What would you prefer...?
- C) I let you think about it and I'll call you back later.
- D) Would you like do it on that way?

5. When you sell a service, you should:

- A) Reach an agreement beneficiary for both
- B) Try to sell without any kind of discount
- C) Don't pay attention to the likes of the other person
- D) Offer just an option of that service

9. Your interlocutor wants you to stop talking

- A) Touching your ear
- B) Sitting with legs twisted
- C) take the hands on her hips
- D) Crossing legs

10. It is a social greeting that means fearlessness and pleasure

- A) Raised eyebrows
- B) Tips of the united fingers
- C) Natural smile
- D) False smile