

Lesson 05 Sales

Text 1

Reports of the death of the salesman have circulated since the first dotcom boom. Consumers are doing their own research. Businesses are opting for automated purchasing where all that matters is price. These changes have prompted many firms to change their tunes. Drug firms cut their salesforces by a whopping 30% between 2006 and 2011. Yet for all this, selling is as important as ever.

There are signs that companies are starting to pay attention to selling. Some are trying to turn it from an art into a science, which means standardising practices taken from the most successful salespeople.

However, in emerging markets, selling is still old-fashioned. Industrial sales in China, especially, depend on long, close relationships between salespeople and customers.

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Note-Taking

Vocabulary

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Note-Taking

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Text 2

AFTER months of grim figures, inflation fell to 4% in March, even though analysts had expected it to hold steady at 4.4%. The decline reflected attempts by retailers, notably supermarkets, to trim their prices and tempt consumers into spending a bit more. But those figures may overstate the costs to consumers. That is because retailers increasingly use promotions — discounts on specially displayed goods — to lure customers. Promotions accounted for 34.8% of grocery sales in the year to March 20th, up from 29.3% two years earlier.

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Vocabulary

Note-Taking

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Vocabulary

Say It like a Professional

Meaning

be burnt out

She decided to take a vacation because she _____ from working 7 days a week.

Meaning

be between a rock and a hard place

He's _____. If he does what his wife wants, his mother will be angry; but if he does what his mother wants, his wife will be angry then.