



**A** Complete the sentences with words from the box.

brochure    made    calculated    saleswoman    client    make    team    sales

1. She's an excellent \_\_\_\_\_; she sold over 1,000 products last year.
2. There are fifteen people in our sales \_\_\_\_\_.
3. We need to set our \_\_\_\_\_ targets for next year.
4. I have already \_\_\_\_\_ our sales figures for last month.
5. We must contact that client. Can you \_\_\_\_\_ the call?
6. He \_\_\_\_\_ a presentation at the sales conference last week.
7. I need to meet the \_\_\_\_\_ to agree a price for the deal.
8. She sent out a \_\_\_\_\_ with prices and pictures of the products.

**B** Add the vowels to complete the collocations with *sale*.

1. **Sales gr\_wth** is an increase in sales.
2. If something is **\_n sale**, it means it is available to be bought.
3. A **sales f\_r\_c\_st** is the prediction of sales figures for a period of time in the future.
4. A **sales p\_tch** is a salesperson's speech to get someone to buy a product.

**C** Add the vowels to complete the collocations with *make*.

1. If you **make a s\_l\_**, it means you sell something.
2. If you **make a d\_c\_s\_n**, it means you decide what to do.
3. If you **make an \_pp\_ntm\_nt**, it means you formally agree a time to meet someone.
4. If you **make a pr\_f\_t**, it means you earn money.

**D** Use a collocation with *make* or *sale* to complete the sentences.

**Salesman**    I need to (1) \_\_\_\_\_ to see my client in her office. I'll give her the (2) \_\_\_\_\_ about our new software. She usually wants the latest technology, so I'm very hopeful I'll be able to (3) \_\_\_\_\_.

**Client**    It's the best software I've seen (4) \_\_\_\_\_ this year, but it's expensive. I know you have to (5) \_\_\_\_\_, like all businesses, but I really need to think about it – I don't want to (6) \_\_\_\_\_ yet.



**A** Listen and number the words and phrases in the order you hear them.

brochures \_\_\_\_\_  
Internet \_\_\_\_\_  
advertise \_\_\_\_\_  
sales team 1 \_\_\_\_\_  
Janet \_\_\_\_\_  
calls \_\_\_\_\_  
software products \_\_\_\_\_  
Sales Manager \_\_\_\_\_

**B** Complete the notes using the key words.

**Key information**

This talk is to welcome everyone to \_\_\_\_\_.

Janet is the \_\_\_\_\_.

The company sells \_\_\_\_\_.

They do this by advertising on \_\_\_\_\_, making \_\_\_\_\_, and sending out \_\_\_\_\_.

**C** Listen and number the words and phrases in the order you hear them.

clients \_\_\_\_\_  
sales report \_\_\_\_\_  
meeting 1 \_\_\_\_\_  
champagne \_\_\_\_\_  
sales figures \_\_\_\_\_  
sales target \_\_\_\_\_  
presentation \_\_\_\_\_

**D** Work in pairs. Summarize the second part of the extract using the words in section C. Speak only – do not write. Listen again to check.



**A** Listen and tick (✓) the phrases (a or b) that you hear.

1. (a) Welcome to our sells steam   
(b) Welcome to our Sales team
2. (a) I'll tell you about our work in sales   
(b) I'll tell you about hard working sales
3. (a) We sell our software products   
(b) We set up software products
4. (a) We had the ties   
(b) We advertise
5. (a) Our sales people make a lot of calls   
(b) Our sales people make a lot, of course
6. (a) We sell them our lovely brochures   
(b) We send them our lovely brochures
7. (a) We can talk about our client's knees   
(b) We can talk about our clients' needs
8. (a) They'll think 'Oh, great!'   
(b) They'll think of grey
9. (a) Give me the sails you bought   
(b) Give me your sales report
10. (a) If you reach your sales target   
(b) If you each have sales to get

**B** Work in pairs. Work down through the sentences (1–10) in section A above, reading one of the sentences aloud. Your partner says if you read *a* or *b*. Then swap roles.



**A** Listen and write the complete passage using the key words below.

OK.

welcome sales team !

name's Janet I'm Sales Manager.

now, tell about work in Sales.

ready?

we sell software products small companies.

advertise Internet.

sales people make lot calls companies.

send lovely brochures.

always try arrange meeting new clients.

at meeting talk about clients' needs.

also make exciting presentation products.

still awake?!

Hopefully, think 'Oh, great!

these guys good!'

then reach agreement.

end month, calculate sales figures give sales report.

reach sales target, buy champagne!

everybody champagne, right?'

**B** In pairs, compare and check your answers in section A.



**A** Work in pairs, A and B. Read your roles.

**A**

You are a sales manager. You are taking a 6-month vacation and your company has hired a temporary replacement. Your boss has organized a meeting for you and the temporary replacement. You must explain your role in the company and the activities you do. Give this information:

**The company:** MaxiRunners makes sports equipment such as football helmets, body armor, shoes, and gloves

**Clients:** U.S. college teams, especially hockey and football teams

**Your role:** to sell equipment to college teams; to develop new client list

**Your activities:** to discuss sales targets with the sales team; to send out brochures and sample products; to make presentations of MaxiRunners' equipment; to meet clients

**Things to be done immediately:** send out this season's sales brochure; write emails and make calls to a list of football coaches to discuss their needs (all contact information is in the office); make an appointment on Monday to meet Michael Flintoff about gloves for his team; meet MaxiRunners' other salesmen and saleswomen at the company dinner (Friday)











