

02

Planning

Warm up

Read the quote. Are all the meetings in your company necessary? Discuss with a partner.

I think there needs to be a meeting to set an agenda for more meetings about meetings.

Jonah Goldberg, writer and journalist

LEARNING OBJECTIVES

Sales communication skills

Predicting customer behaviour;
Planning future appointments;
Setting objectives

Reading

A blog post about how to extend sales;
Emails organizing travel plans

Listening

A meeting discussing sales prospects for the new sales period; A meeting to delegate responsibilities

Language

Phrases and collocations to talk about targets; Modals for possibility; Future forms; Emphatic phrases to talk about future plans/action



Another quarter, another target

1 Read the blog post and discuss questions a–c with a partner.

How to extend sales

Everybody wants to exceed sales targets, but by how much can you realistically expect to extend sales? Is the target feasible and how are you going to meet it?

Here's a simple checklist of where you can find more sales.

- 1 Think about your existing customers. Go over your client list and look for new opportunities. What will your customers need this quarter and how can you supply it?
- 2 Where are your prospects? Is marketing sending you regular leads? Have you asked all your contacts for referrals?

At the beginning, a big target can seem daunting, but if you systematically apply these simple points, you'll be closing deals before you know it.

- a Does the blog post give good advice?
- b Are there any other tips you would give for salespeople to meet or exceed a target?
- c How similar is the advice to your planning process?

2 Find the words in the blog post in 1 with the same meaning as the words a–g.

- | | |
|--------------------|---------------------|
| a outperform/_____ | e frightening/_____ |
| b increase/_____ | f use/_____ |
| c achievable/_____ | g sealing/_____ |
| d review/_____ | |

3 Match the verbs and adjectives in 2 to the nouns in the box to make collocations.

a client list a deal a strategy sales targets (x3)

- | | |
|---------|---------|
| a _____ | e _____ |
| b _____ | f _____ |
| c _____ | g _____ |
| d _____ | |

4 Think about how you prepare to meet a new target. Use the mind map to help you organize your ideas. Then discuss with a partner.



The planning meeting

1 **03** Clearway provides design services to the engineering industry. The sales team is discussing future sales opportunities. Listen to the meeting and make notes in the table about the opportunities they discuss.

Company/Country/Region	Sales opportunities
Solway Services	
Fulsons Ltd	
Shill Consulting	
Brazil	
Asia	

Grammar tip

Modals for possibility

*We use different modal verbs to show how possible we think something is.

They **could/might** place an order.
= The speaker is about 40% certain they will place an order.

*We can also use *will* and *won't*, and we can also include adverbs to help clarify how certain we are.

They **will** ... (100%), They **will probably** ... (about 70%), They **won't** ... (100% not OR 0%), They **definitely will** ... (100%)

2 Look at the information in 1 and underline the correct word or phrase in each sentence.

- a** Solway Services *probably won't / will probably / might* increase their order soon.
- b** If Solway Services reorder, it *could / will certainly / is likely to* be a significant increase.
- c** Fulsons Ltd *probably won't / might not / definitely won't* place a new order in the short term.
- d** Jane *will / might / is unlikely to* be able to get a referral from Pawel for Shill Consulting.
- e** Shill Consulting *won't / could / will* want to place an order.
- f** There *will possibly / probably won't / will definitely* be several new projects starting in Brazil.
- g** Susana thinks there *might not / probably won't / certainly won't* be any sales in Brazil at the moment.
- h** Susana thinks there will be sales in Asia, but they *probably won't / will / might* contribute to this year's results.

3 **03** Listen again and discuss your answers with a partner.

4 Tell a partner about opportunities in your territory or market. Use the questions to help you and try to use the language in 2.



- a** What do you think will happen in your region in general next year?
- b** Do you anticipate sales to rise or fall?
- c** Do you expect any key customers to change their purchasing habits?
- d** If this happens, how can you protect your sales figures?





On the road

- 1 Tell a partner how you organize your travel plans.
- 2 Read the emails and underline the correct verb forms.



 

To: Kirsty

Hi Kirsty,

(a) *I travel / I'm travelling* to Bergen for three days from the 18th of next month. (b) *I'd return / I return* on the 20th. Could you organize the hotel and flights, please?

Marcus



 

To: Marcus

Okay, Marcus.

(c) *I'll make / I'm making* the booking later today as I have a meeting now. Can you let me know if you'd prefer to arrive on the morning of the 18th or the evening of the 17th?



Kirsty

To: Kirsty

Thanks, Kirsty.

(d) *I'll give / I'm giving* a presentation at 9 am on the 18th so it (e) *will be / would be* best if I arrived on the 17th. Is that okay?



 

To: Marcus

Hi Marcus,

Here are the details of the flight and hotel. Let me know if this is okay and (f) *I book / I'll book* everything.

Kirsty

To: Kirsty

Hi Kirsty,

Everything is fine. Can you make the booking? (g) *I'll travel / I'm travelling* for the next two days so (h) *I'm printing / I'll print* the ticket at the weekend.

Thanks,

Marcus



- 3 Match the verbs in 2 to the meanings (1–3).

- 1 a planned future action
- 2 a single unplanned future action
- 3 a suggestion for a future situation

- 4 Tell a partner about your future travel plans. Try to use the language in 2.

- 5 Write an email to someone in your office asking them to help you organize a future travel arrangement.

It's my job to make a decision, not necessarily the *right* decision!

- 1 Discuss the questions with a partner.
 - a Who makes most of the decisions in your department?
 - b How much input do team members have?
 - c Is it more important for decisions to be correct or for everyone to have input?
- 2  04 Listen to the sales meeting and answer the questions.
 - a What is the reason for the meeting?
 - b What is the problem?
 - c What is the proposed solution?
 - d How well do you think the meeting was managed?
 - e Would you have done anything differently?
- 3  04 Listen to the sales meeting again. Does the sales manager give clear instructions?
 - 4 Look at the two pairs of sentences and answer the questions.
 - 1 We need to decide today how to divide the leads marketing have supplied.
 - 2 What we need to decide today is how to divide the leads marketing have supplied.
 - a Which sentence (1 or 2) is more emphatic?
 - b Why is it more emphatic?
 - 5 Look at the listening script on page 59. Find other examples of how Marion, the sales manager, uses this technique.
 - 6 Rewrite the sentences using *What + main verb + the correct form of be*. Use the example to help you.
 - a I want to allocate 15 leads to each salesperson.
What *I want to do is allocate 15 leads to each salesperson.*
 - b We talked about customer retention yesterday.
What _____.
 - c We have to decide the sales target for next year.
What _____.
 - d I need you to confirm the numbers attending the demonstration.
What _____.
 - e Can you all send me your forecasts by Friday?
What _____.
 - f We're going to finalize the sales literature today.
What _____.



Over to you

- 1 Work in small groups. Think of three or four issues you currently have in your team. Discuss these together, listen to everyone's ideas and choose the best ones.
- 2 Turn to page 50 and roleplay the scenario there.