

Contents

Unit	Sales communication skills	Reading	Listening	Language
01 Prospecting	Qualifying prospects Following up prospects by email Following up prospects by telephone	Trade show information A follow-up email	Qualifying prospects at a trade fair A follow-up telephone call	Lead-generation methods Indirect questions Phrases for following up
02 Planning	Predicting customer behaviour Planning future appointments Setting objectives	A blog post about how to extend sales Emails organizing travel plans	A meeting discussing sales prospects for the new sales period A meeting to delegate responsibilities	Phrases and collocations to talk about targets Modals for possibility Future forms Emphatic phrases to talk about future plans/action
Video	Interviews with sales professionals talking about prospecting and planning with exercises			
Review	Revision exercises for Units 1 and 2			
03 Product development	Describing trends and changes Describing features and benefits Influencing	A report on market trends An email on market changes An article about push and pull communication	A discussion about market trends A product briefing	Phrases to describe trends Phrases to describe features and benefits
04 New business	Presenting a company Clarifying customer needs Confirming next steps	A follow-up email	Presenting a company Clarifying customer needs Closing a sales meeting	Phrases to describe a company Present Perfect for track records Phrases to check understanding Expressions for following up meetings
Video	Interviews with sales professionals talking about product development and new business with exercises			
Review	Revision exercises for Units 3 and 4			
05 Pitching	Writing presentation slides Interacting with slides Pitching benefits Dealing with questions	Presentation slides A blog post about bullet points in slides	A presentation to explain features Pitching benefits A Q&A session	Presentation phrases Phrases to give reasons Common business collocations
06 Closing	Dealing with customer objections Negotiating terms Closing deals	Article giving advice on dealing with objections Extract from a contract	Customer objections Resolving objections Explaining contract terms Raising contract problems	Phrases to deal with objections Conditionals for negotiating Phrases used in contracts
Video	Interviews with sales professionals talking about pitching and closing with exercises			
Review	Revision exercises for Units 5 and 6			
07 Customer retention	Building customer relations Getting a meeting Getting a referral	Article giving advice on customer retention Emails asking for a meeting	A telephone call following up a sale A meeting asking for a referral	Word families and collocations for customer relationships Phrases to get feedback on a sale Phrases to show politeness
08 Customer care	Managing complaints Investigating complaints Following up on complaints	A blog post giving advice on dealing with complaints An email investigating a complaint	A customer complaint on the telephone Reporting solutions to customers	Collocations for handling complaints Phrases for apologizing Phrases for investigating complaints Present Perfect with <i>already, just, yet</i> and <i>still</i>
Video	Interviews with sales professionals talking about customer retention and customer care with exercises			
Review	Revision exercises for Units 7 and 8			