



English Language 1

Lecture 6

ENG 101

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UNIT

6

Buying and selling

'I buy when other people are selling.'

J. Paul Getty (1892–1976), US entrepreneur, oil-industry executive and financier

OVERVIEW

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product

CASE STUDY

NP Innovations





STARTING UP

A

What was the last thing you bought? Where did you buy it? What do you buy online?

B

 CD1.70–1.72 Listen to three people talking about the products they buy. Where and when do they buy them? Complete this chart.

Speaker	Product	Place	How often
1	books	on the Internet	every two weeks
2	electrical goods	big department stores	once a year
3	music and movies	online	every week

VOCABULARY 1

Choosing a product

A

Read the Elise sales advert below and find expressions which mean the following.

- 1 There are some good offers. *great deals*
- 2 The buyer pays only a small amount of money at the beginning. *low deposit*
- 3 The buyer pays some money every four weeks for a year. *12 monthly payments*
- 4 There is no cost for transporting the goods to the buyer. *free delivery*
- 5 It doesn't cost extra to pay over 12 months. *interest-free credit*

ELISE SOUND AND VISION

'The sights and sounds of tomorrow'

- great deals on all home cinema, audio and TVs
- 3-year guarantee
- low deposit
- pay £100 now followed by 12 monthly payments
- interest-free credit
- free delivery

Elise SOUND AND VISION LTD London England

B Read these sentences. Does a buyer (B) or a seller (S) say them?

- | | | | |
|-------------------------------|--------------------------------|--------------------------------|--------------------------------|
| 1 We offer great deals. | <input type="text" value="S"/> | 5 Are the goods in stock? | <input type="text" value="B"/> |
| 2 I'd like to place an order. | <input type="text" value="B"/> | 6 Can you pay a deposit? | <input type="text" value="S"/> |
| 3 Do you give a guarantee? | <input type="text" value="B"/> | 7 We always deliver on time. | <input type="text" value="S"/> |
| 4 I'd like to compare prices. | <input type="text" value="B"/> | 8 Can I make monthly payments? | <input type="text" value="B"/> |



C  **CD1.73 Listen to a conversation between a buyer and a seller.
Underline the correct answers to these questions.**

- 1 Which model does Karl want? PS7 / TX7
- 2 How long is the guarantee? three years / two years
- 3 How much deposit is needed for large orders? 15% / 10%
- 4 What does the seller say is a large order? over 50 units / over 25 units
- 5 Does the seller always have goods in stock? yes / no

READING

A success story

A

Before you read the article below, discuss these questions.

- 1 What global fashion companies do you know?
- 2 Which are the most successful in your country?
- 3 What do you know about Uniqlo, the global fashion retailer?

B

Match these words (1–6) to their meanings (a–f).

- | | |
|------------------|--|
| 1 expansion | a) employ someone to do a job |
| 2 strategy | b) when something gets bigger in size |
| 3 relaunch | c) clothes produced by a designer for the season |
| 4 flagship store | d) introduce something new again |
| 5 hire | e) a detailed plan for achieving something |
| 6 collection | f) a company's main store, often big and in an important shopping area |
-

Uniqlo: a global success story

Tadashi Yoni, the founder of Uniqlo, is Japan's richest man. That's not bad for someone who started with a single store in Hiroshima in 1984 and now has a global retail business. The company sells high-quality casual clothes at low prices.

Uniqlo grew quickly in Japan during the 1990s. In 1998, it had over 300 stores. Following the good results in Japan, Yoni decided on global expansion. It started with stores in the UK in 2001. It didn't work. Most of the stores were too small and in the suburbs of cities. In 2003, Uniqlo closed most of them. In 2005, Yoni changed strategy. The new strategy was to open large stores in major cities around the world. The relaunch of Uniqlo began in November 2006 with the opening of a flagship store in New

York. Over the next two years, the number of international stores went up from 54 to 92, including flagship stores in London and Paris.

Yoni also hired the German designer Jil Sander in April 2009. Her role was to design a collection for Uniqlo and to be the creative consultant for the company. The collection went on sale in selected stores in March 2010. In 2010, Uniqlo made profits of ¥49.8 bn.

Yoni sees Asia as a key market for Uniqlo. In 2007, the company had 26 stores across Asia. The number increased to 64 at the end of 2010, including a flagship store in Shanghai. Yoni's plan is for another 500 stores over the next five years, mainly in China. Yoni also aims to introduce Uniqlo stores in the fast-growing Indian and Brazilian markets.





Read the article quickly and underline these numbers and dates. Then say what they refer to.

1 1984 2 2003 3 2005 4 November 2006 5 April 2009 6 ¥49.8 bn 7 64

- 1- 1984: Yani started with a single store in Hiroshima.
- 2- 2003: He closed most of his UK stores.
- 3- 2005: Yani changed his strategy by opening large stores in major cities around the world.
- 4- November 2006: The relaunch of Uniqlo with the opening of flagship store in New York.
- 5- April 2009: Yani hired the German designer Jil Sander.
- 6- ¥ 49.8 bn: The profits that Uniqlo made in 2010.
- 7- 64: The number of stores that Uniqlo had across Asia at the end of 2010.

D Decide whether these statements are true (T) or false (F). Correct the false ones.

- 1 In the 1990s, Japan was Uniqlo's main market. T
- 2 Uniqlo had a lot of success when it entered the UK market in 2001.
F (It had to close most of the shops because they were too sma and in the wrong place.)
- 3 Yani's new global strategy was to open big stores in important cities. T
- 4 At the end of 2008, Uniqlo had 92 international stores. T
- 5 Yani hired Jil Sander to design all Uniqlo's clothes.
F (The clothes were for selected stores only.)

- E** Look through the article and find the missing verbs.
- 1 Uniqlo quickly in Japan during the 1990s.
 - 2 Over the next two years, the number of international stores from 54 to 92.
 - 3 The number (of stores) to 64 at the end of 2010.

LANGUAGE FOCUS 1

Past simple

- We use the past simple to talk about completed actions in the past.
*Last year, we **increased** our sales by 15 per cent.*
- We usually form the past simple by adding -d or -ed to the verb.
save – saved launch – launched export – exported
- About 150 irregular verbs form the past simple differently.
cost – cost be – was – were grow – grew
spend – spent give – gave go – went

Uses

We use the past simple to talk about a:

- completed single action in the past.

*He **met** her at the sales conference.*

*We **gave** them a lot of money.*

- past state that is now finished.

*I **lived** in Italy in 1999.*

*We **had** an agent in Asia at that time.*

- repeated action in the past.

*We **went** to the beach every day.*

*I always **wrote** to him in English.*

Past time references

- 1 We use the past simple with expressions that refer to a definite moment or period in the past.

in	{	+ month	in April
		+ year	in 2002
		+ decade	in the 1990s
		+ century	in the 20th century
on		+ day/date	on Monday 2nd February

He first **set up** in business **in 1999**.

The 1960s were relatively prosperous.

We **signed** the contract **on 3rd April 2003**.

- 2 Other expressions

We **had** a meeting **last** Friday.

I **visited** the factory **yesterday**.

He **left** the firm five years **ago**. (= five years between now and the moment he left)

C Complete this sales report. Use the past simple of the verbs in brackets.

Report on sales trip – South Korea

Last December, I visited¹ (*visit*) our major customers from big department stores in South Korea.

I arrived² (*arrive*) in Seoul on Monday 5th December. The next day, I met³ (*meet*) Mrs Kyoung Ai Lee in Seoul. On 7th December, I made⁴ (*make*) a presentation to Mrs Lee's sales staff on our products and advised⁵ (*advise*) them how to display them.

The following day, I went⁶ (*go*) to Busan, and our agent introduced (*introduce*) me to Mrs Ha, the chief buyer of a new department store in the city. She asked⁸ (*ask*) me to send her 500 brochures. I gave⁹ (*give*) her some samples of our products.

I flew¹⁰ (*fly*) back to head office in Paris on 9th December.



A CD1.74 Listen to how the *-ed* endings of these verbs are pronounced.

1 saved; delivered /d/

2 launched; worked /t/

3 decided; visited /ɪd/

advised lived opened

finished missed booked

started wanted
invited

B CD1.75 Listen and put these verbs into the correct group from Exercise A (1, 2 or 3).

started finished advised lived wanted opened missed booked invited

CD1.75 Listen again and practise saying the verbs.

-ed ending:

[t], [d] or [ɪd]

**English Pronunciation
Lesson**



with Larissa!

elemental english

Pronunciation of ED



/id/

T wanted
D needed

*** Voiced Sound**
= uses the vocal
cords and they
produce a vibration
or humming sound
in the throat.

(Touch your throat to feel it)

/t/

P helped
K looked
F sniffed
GH laughed
SH washed
CH watched
SS kissed
C danced
X fixed

VOICELESS

/d/

L called
N cleaned
R offered
G damaged
V loved
S used
Z amazed
B rubbed
M claimed

VOICED *

Words that end in a vowel sound use the **/d/** pronunciation for ED.
e.g. -- followed -- enjoyed -- played -- tried -- continued

The pronunciation
of words ending in
ED depends on the
final **consonant**
sound. There are
three ways to
pronounce ED at
the end of a word
in English:

/id/ /t/ /d/

Exercise: Classify the words according to their pronunciation

asked - wanted - moved - watched -helped - kissed - ended - played -
missed- offered - claimed

t	d	id

VOCABULARY 2

Choosing a service

A

Use words from the box to complete the Dart leaflet below.

discount free period price save

Dart Car Hire

Dart Car Hire Gold Club
The best the business traveller can get

Join our Dart Car Hire Gold Club today

- Save¹ up to 50% on selected models
- Three days for the price² of two
- Free³ insurance and unlimited mileage
- Extra 10% discount until the end of July
- For a limited period⁵ only

As a Gold Club member, you ...

- get free hire days or airline miles as your reward
- can use our express service, available at all international airports in the country
- don't wait for a piece of paper when you return the car – we e-mail you a detailed receipt.

B Decide whether these sentences about the Dart leaflet are true (T) or false (F).

- 1 There is an extra cost for insurance. *F*
- 2 The customer can get some deals for half price. *T*
- 3 The price is cheaper if the customer is quick. *T*
F (... until the end of July)
- 4 The offer is for the whole year.
- 5 Gold Club members have a choice of reward. *T*
- 6 Gold Club members get their receipt by express post.
F (... by e-mail)



Ros Pomeroy

B  CD1.76 Listen to Ros Pomeroy, a management consultant, answering the questions in Exercise A and complete each gap with a word.

- Be...¹patient
- Take time to build...²relationships
- Make sure you fully...³understand the product or service you are selling.
- Do not try to sell something to a customer that they do not actually...⁴need or...⁵want.
- Take...⁶time to understand what the customer...⁷wants.
- Customers like to be...⁸listened to.



C  **CD1.77 Listen to Ros talking about what being a successful buyer involves. Number her points in the order in which she mentions them.**

- a) Asking for a written quotation 4
- b) Being prepared to walk away from the purchase if you are not happy 6
- c) Working out the maximum price you are prepared to pay 2
- d) Looking at ways of getting additional extras or discounts 5
- e) Contacting several different suppliers 3
- f) Doing a lot of preparation 1

LANGUAGE FOCUS 2

Past time references

Some time references refer only to the past.

*The special deals ended two months **ago**.*

***Last week**, we sold 500 units – a record!*

The prepositions *in, on, from, to, for* and *during* often refer to periods of time in the past.

in

months
years

*I went on a business trip **in** August.
He moved to Germany **in** 1999.*

on

dates
days

*The goods left the warehouse **on** 9th April.
The offer finished **on** Monday.*

**from ...
to**

beginning and end of
a period

*They worked on the sales campaign
from February **to** March.*

for

a period of time

*He lived in France **for** five years.*

during

at some point in a period

***During** October, we reached our sales target
for the year.*

A Underline the correct words to complete this article.

PROFILE



Christian Sanchez graduated from Tufts University at / on / in ¹ 2001, with a degree in chemistry. As part of his course, he did an internship at Merck for / during / in ² eight months. After his degree, Merck offered him a permanent job as a chemical analyst at the company's research centre in New Jersey. He worked there in / from / for ³ 2001 to 2003. During / For / On ⁴ his time at Merck, Christian realised he

wanted to change career, so he decided to do an MBA. In / On / For ⁵ May 2004, he started a two-year MBA at Stanford University. Following his MBA, he joined the sales team at Johnson and Johnson in / on / for ⁶ 15th September 2006. Two years since / ago / last ⁷, he became the Regional Sales Manager for the Americas. Last / First / Next ⁸ month, he accepted an exciting new job as Country Manager in Argentina.



B  CD1.79 Mikael Ohlsson is the CEO of furniture retailer IKEA. Listen to an interview about his career and complete the missing information in these notes.

Profile

Born: 27th December¹, 1957

Education: Studied² at
Linköping University

Career in IKEA

1979....³ Worked as carpet salesman,
Linköping store, Sweden

1981....⁴ Became Store Manager,
Sundsvall, Sweden

1984–1988 Did management jobs in
training and marketing

1988 Got a job in Belgium as
Country Manager

1991–1995 Worked as Country Manager,
Canada

...1995.⁸ Became Managing Director,
Sweden

2000–2009 Was Regional Manager for
Southern Europe and North America

1st September 2009 Named CEO





SKILLS

Describing a
product

A

CD1.80 Listen to an advertisement for a new women's bag and complete the details.

Model: *Kachet*

Target market: smart, professional Women

Material: It's made of soft material²

Features: It's got lots of pockets³ and a special compartment⁴ to keep things safely.

Colours: ..black..⁵, blue and ..brown⁶

Price: ..75€....⁷

Delivery: within a ...week.⁸

NP INNOVATIONS

Which gift will be the next best-seller?

Background

NP Innovations (NPI) is a group of stores in Seattle, US, selling gifts for the home, office and travel. At present, the company is looking for an exciting product to add to its toy or sports goods sections.

 **CD1.81** Listen to a conversation between a general manager and Jim, a buyer at NPI's main store. Discuss these questions. If necessary, listen again.

- 1 Why was the electronic tennis game so successful?
- 2 What products does Jim mention?
- 3 What are Jim's reasons for suggesting each product?



6

Case study

Task

- 1 Work in groups of three. Read the description of your product and note down key points on the table below.

Student A: Turn to page 132. Student B: Turn to page 138. Student C: Turn to page 143.

- 2 Tell each other about your products and complete the chart below for the other two products.
- 3 In groups, discuss the products. Decide which one the company should buy for its stores, with your reasons.
- 4 Present your group's decision to the rest of the class. Give reasons for your choice.

PRODUCT INFORMATION

Product name	RC1 spaceship	Mememe	Inside track
Product description			
Price			
Target market			
Colours			
Selling points			
Discounts			

6 Buying and selling, Case study, Task, page 59

Student A

RC1 SPACESHIP TOY

Manufacturer: Toys Unlimited

Product description: a radio-controlled spaceship, made of plastic and steel; goes backwards and forwards; can turn 360 degrees.

Price: \$40

Target market: children aged 3+

Colours: blue and green

Selling points: Press a button and the front rises; hand control easy to use.

Discounts: 5% for new customer, 3% for early payment

6 Buying and selling, Case study, Task, page 59

Student B

ROBOT 'MEMEME' TOY

Manufacturer: WCTV Enterprises

Product description: a small battery-operated robot; made of plastic and rubber; wears big rubber boots; talks in a funny voice, always about itself; based on a character in a TV programme.

Price: \$30

Target market: children aged 5+

Colours: red and yellow

Selling points: Can sing five songs; goes fast backwards.

Discount: 6% for new customers

6 Buying and selling, Case study, Task, page 59

Student C

SKATEBOARD 'INSIDE TRACK'

Manufacturer: Elite Sports Goods

Product description: a two-wheel skateboard; very fast, doesn't make much noise; best-selling skateboard in China and Brazil

Price: \$60

Target market: skateboarders aged 15+

Colours: eight bright colours

Selling points: Skateboards have colourful designs by a famous artist; Jeff Rollins, skateboard champion, advertises the product

Discount: 15% for orders over 3,000 items



Thank You

