

Buying and Selling in Business English

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English course

Lecture 5



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Learning Objectives

- Understand key vocabulary and phrases for buying and selling
- Learn stages of the sales process
- Practice polite requests and negotiations
- Engage in role-play activities

1. Imagine you are in an international market.
2. In pairs, create a short buyer-seller dialogue.
3. Example:
Buyer: 'Good morning. How much is this watch?'
Seller: 'It's \$30. Would you like to try it on?'
4. Share with the class. Collect useful phrases.



Lead-In Activity: Market Simulation

Objective: Engage students and activate prior knowledge.

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Key Vocabulary

Price, discount, payment, invoice,
order, delivery

Negotiation, bulk order, refund,
wholesale, retail

Useful phrases: 'How much is it?',
'Do you offer discounts?'

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Stages of a Sales Process

1. Greeting the customer
2. Identifying needs
3. Presenting the product
4. Negotiating and handling objections
5. Closing the sale
6. After-sales service

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Role-Play Activity

Scenario 1: Buying electronics in a store

Scenario 2: A company purchasing office furniture

Instructions:

- Pair students as buyer and seller
- Negotiate prices and delivery terms
- Switch roles after 5 minutes

Worksheet 1 – Vocabulary Matching

Match each word with its correct meaning:

Invoice – a. A reduction in price

Wholesale – b. Buying goods in large amounts

Discount – c. A document stating payment

Retail – d. Selling goods directly to the customer

Refund – e. Money returned for a faulty product

Worksheet 2 – Role-Play Practice

Scenario: Your company needs 200 office chairs.
Contact a supplier, negotiate a bulk discount, discuss delivery, and finalize the order.

Questions to prepare:

1. How will you greet the supplier?
2. What price negotiation phrases will you use?
3. What delivery terms will you request?

Worksheet 3 – Problem-Solving

Case Study:

A client ordered 50 laptops but received only 45. Some boxes were damaged.

Task:

- Write an email to the supplier explaining:
 - The issue
 - What you expect (replacement/refund)
 - A polite closing statement

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Worksheet 4 – Gap-Fill

Dialogue:

Customer: 'Good morning, I'd like to _____ 100 units. Could you offer a _____?'

Seller: 'We can give you a 10% _____ if you pay in cash.'

Students fill in: order – discount – reduction

Advanced Negotiation Techniques

1. BATNA: Know your Best Alternative to a Negotiated Agreement.
2. Anchoring: Start with a strong initial offer.
3. Silence Strategy: Pause after making an offer.
4. Bundling and Trade-offs: Offer package deals.
5. Win-Win Approach: Focus on mutual benefits.

Useful Business Phrases

Buyer:

- 'I'd like to order 100 units.'
- 'Do you offer bulk discounts?'
- 'What are your payment terms?'

Seller:

- 'We can offer a 5% discount for large orders.'
- 'Delivery will take 3–5 business days.'
- 'Would you like to pay by cash or card?'

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Common Problems in Buying & Selling

- Late delivery
- Wrong or incomplete order
- Payment delays
- Damaged goods
- Miscommunication about product specifications

Phrases to handle problems:

- 'We're sorry for the inconvenience.'
- 'We will replace the item immediately.'
- 'Let's find a quick solution to this issue.'

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Cultural Differences in Buying & Selling

- In some cultures, bargaining is expected (e.g., Middle East, Asia).
- In others, fixed prices are standard (e.g., US, Northern Europe).
- Politeness levels and body language vary.
- Understanding cultural norms improves success.

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Body Language in Sales

- Maintain eye contact, but don't stare.
- Smile to build trust.
- Avoid crossing arms (seen as defensive).
- Lean slightly forward to show interest.

Payment Methods & Trade Terms

- Cash on Delivery (COD)
- Bank Transfer
- Credit Card Payments
- Net 30 (payment due within 30 days)
- Letter of Credit for international trade

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Mini-Case Study

Scenario:

A company orders 500 smartphones from a supplier in another country. The shipment is delayed by two weeks, causing customer complaints.

Discuss in pairs:

- What should the buyer say to the supplier?
- How can the supplier maintain the business relationship?

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Quick Quiz

1. Which phrase is correct for asking about a discount?
 - a) 'Give me a discount.'
 - b) 'Could you offer a discount?'
2. What is 'COD'?
 - a) Cash on Delivery
 - b) Credit over Debit
3. Name two common problems in buying & selling.

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Summary – Key Takeaways

- Buying and selling involve clear communication.
- Negotiation skills and cultural awareness are essential.
- Use polite language, body language, and problem-solving phrases.
- Always confirm agreements in writing.



Thank You