

**CAREER
PATHS**

Virginia Evans
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Sales and Marketing



Express Publishing

**CAREER
PATHS**

Sales and Marketing

Book

1

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Sales	Job posting	assist, client, connect, customer, product, provide, recommend, sales, select, sell	Asking about strengths
2	Marketing	Webpage	advertise, attention, attract, buzz, communicate, generate, marketing, promote, publicize, reach	Discussing goals
3	Types of Sales 1	Newsletter	account, bring in, cold call, existing, farmer, hunter, inside sales, on the road, outside sales, target, travel	Introducing yourself
4	Types of Sales 2	Resume	B2B, B2C, consignment, consultative, direct sales, door-to-door, hawking, in person, retail, telemarketing	Asking about experience
5	The Marketing Mix 1	Webpage	channel, commodity, communication, convenience, marketing mix, model, place, price, promotion	Asking for clarification
6	The Marketing Mix 2	Textbook passage	consumer-oriented, economic, education, external factors, four P's, needs, producer-oriented, security, seven Cs, wants	Asking for an opinion
7	Product Descriptions	Press release	feature, make, model, modern, outdated, quality, release, repair, ship, version	Describing differences
8	Product Details 1	Poster	backorder, dimensions, in stock, large, out of stock, oversize, packaging, size, small, warehouse	Getting someone's attention
9	Product Details 2	Email	bright, color, contrast, dark, detail, expand, reduce, rounded, sharp, straight	Agreeing
10	Distribution and Pricing	Chapter introduction	cost, distribution, distribution center, manufacturer, price matching, pricing, pricing policy, retailer, shipping, wholesale	Asking for help
11	Payment Options	Webpage	cash, check, credit, debit, down payment, financing, interest, layaway, pay, payment plan	Asking permission
12	Costs and Profit	Employee handbook	cover, direct materials, expense, fixed costs, labor, mark up, overhead, profit, recoup, variable costs	Asking for an explanation
13	Describing Change	Report	bottom out, decline, decrease, fluctuate, grow, increase, peak, shrink, steady	Stating goals
14	Describing Benefits	Advertisement	benefit, confusion, develop, durability, ease, eliminate, improve, state-of-the-art, stress, upgrade	Asking for information
15	The Marketing and Sales Force	Classified ads	account manager, advertising agency, business development manager, creative, media buyer, public relations, researcher, sales engineer, sales force, salesperson	Thanking

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Sales Systems	Advertisement	address, anticipate, approach, boost, deal with, experienced, pitch, prepare, process, raw, sales system, step	Disagreeing with an opinion
2	Opening	Advice column	appearance, appointment, comfortable, contact, effective, first impression, generate, influence, inquire, needs, pitch	Asking for tips
3	Following Up	Email	check on, estimate, follow up on, get in touch, hear back from, lead, previously, progress, prospect, report back, status, update	Telephoning
4	Negotiating	Company handbook	back down, beneficial, compromise, conflicting, confrontation, deal, hostile, interest, mutually, negotiate, trade-off	Asking for advice
5	Closing	Advice column	approval, assumptive close, availability, capitalize on, close, custom close, pact close, resistance, seal, signature, time-limit close	Stating preferences
6	Commissions	Memo	base pay, big ticket item, bonus, commission, flat sales commission, incentive, OTE (On-Target Earnings), percentage, percentage commission, salary, straight commission	Asking for an opinion
7	Sales Presentations	Article	audience, body language, bore, eye contact, glance, memorize, move on, outline, review, summarize, topic, verbatim	Giving advice
8	Consumer Problems	Blog entry	buyer's remorse, change of heart, doubt, draw (something) out, hard fact, objection, redirect, remind, repeat, resistant, suggest, suspicious, waver	Giving a reminder
9	Promotions and Sales	Email	balloon, BOGO, contest, coupon, discount, event, flyer, give-away, half-off, promotion, rebate, sale	Asking about certainty
10	Sales Forecasts	Report	comparison, contract, estimate, existing, expect, past sales, predict, sales forecast, seasonal trend, volume	Agreeing with an opinion
11	Networking	Magazine article	business card, business lunch, conference, contact information, exchange, face-to-face, networking, referral, social gathering, social networking	Expressing possibility
12	Motivation Techniques	Email	achievement, appreciation, award, bonus, commission, contest, hard work, motivate, -of the month, offer, perk, recognize, reward, staff	Agreeing
13	Sales Territories	Emails	balance, buying power, district, over-serviced, region, responsible for, sales force coverage, sales potential, sales territory, under-serviced, workload	Asking about interest
14	Sales Ethics	Employee handbook	bully, coerce, damaging, ethics, harass, hard sell, in the long run, lie, manipulate, priority, push, repeat business, reputation	Asking for clarifications
15	Internet Sales	FAQs page	access, checkout, e-commerce, encrypted, FAQ, lock out, log in, password, PIN, privacy policy, reset, security question, shopping cart, username	Asking for confirmation

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Scope and Sequence

Unit	Topic	Reading context	Vocabulary	Function
1	Branding	Report	associate, brand, brand dilution, brand extension, brand loyalty, branding, differentiate, familiar with, identity, likelihood, prefer, recognize	Discussing concerns
2	Markets and Competition	Magazine article	advantage, break into, competition, competitor, edge, leader, minor player, monopoly, threat, transform, upstart	Making a suggestion
3	Customer Relations Management	Email	apologize, customer base, customer relations, customer service, email list, loyalty, negative, positive, press, recommendation, rectify, satisfaction, survey, viral, word-of-mouth	Expressing a preference
4	Consumer Behavior	Advertisement	buyer, consumer behavior, economics, herd behavior, influence, information search, motivation, payer, post-purchase evaluation, psychology, purchase decision, role, selective perception process, study, user	Changing topics
5	Marketing Research 1	Webpage	ad tracking, brand equity, concept testing, coolhunting, customer satisfaction research, eye tracking, focus group, marketing research, mystery shopper, online panel, positioning, primary research, secondary research, survey, test marketing	Making a recommendation
6	Marketing Research 2	Textbook chapter	alternative, collect, course of action, DECIDE model, define, develop, enumerate, evaluate, factor, identify, opportunity, outcome, uncontrollable	Asking for examples
7	Marketing Strategies	Article	competitive advantage, competitor analysis, cost leadership, dynamic, market segmentation, market dominance, marketing plan, mission, Porter generic strategies, product differentiation, share, strategy, target market	Listing options
8	Campaign Assessment	Webpage	advertising research, assess, association, attitude, brand awareness, campaign, copy testing, feedback, perception, post-testing, target audience, tracking study, web analytics	Asking for information
9	Endorsements and Sponsors	Emails	athlete, celebrity, contract, credible, demographic, endorsement, fame, famous, reach, recognizable, sponsor, star power	Expressing (un)certainty
10	Marketing Environments	Textbook chapter	budget, industry, intermediary, internal, macro environment, marketing environment, meso environment, micro environment, national, regulation, restriction, society, supply	Expressing a lack of understanding
11	Market Segmentation	Textbook excerpt	behavioral, divide, geographic, holiday, local, luxury item, niche, occasion, positive market segmentation, price discrimination, psychographic, region, subset	Asking about availability
12	Advertising	Email	advertisement, billboard, commercial, direct mailing, infomercial, internet, magazine, media, outlet, prime time, product placement, radio, television	Asking for an opinion
13	Marketing Ethics	Magazine article	consumer protection, damage, deceptive, ethics, honesty, impact, lawsuit, market exclusion, priority, privacy, put (something) before, sex appeal, social responsibility, stereotype, unethical	Expressing surprise
14	Marketing and Technology	Webpage	app, banner, blog, mailing list, meta tag, mobile device, online retailer, optimization, pop up, real-time, search engine, social media, spam, technology, web traffic	Agreeing with an opinion
15	International Marketing	Memo	by accident, culture, custom, expectation, foreign, gaffe, gesture, international, misunderstanding, nonverbal, offend, offensive, respectful, translation	Apologizing

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1 Sales Systems

Get ready!

1 Before you read the passage, talk about these questions.

- 1 Why are sales systems important?
- 2 Why is it important for businesses to anticipate problems and issues?



Reading

2 Read the advertisement. Then, choose the correct answers.

- 1 What is the purpose of the passage?
 - A to compare two sales systems
 - B to encourage customers to buy a product
 - C to provide an unbiased review of a sales system
 - D to explain sales systems to business students
- 2 Which of the following challenges for business owners is NOT mentioned in the passage?
 - A organizing raw sales data
 - B anticipating factors that will affect profits
 - C addressing issues before they become problems
 - D developing a product that customers want to buy
- 3 What step does the sales system eliminate?
 - A manually organizing data
 - B pitching your product to customers
 - C evaluating sales approaches
 - D boosting sales

Vocabulary

3 Match the words or phrases (1-6) with the definitions (A-F).

- | | |
|------------------|--------------------|
| 1 ___ process | 4 ___ sales system |
| 2 ___ anticipate | 5 ___ pitch |
| 3 ___ deal with | 6 ___ boost |

- A a system that supports sales activities for a business
- B to persuasively present an idea to a potential customer
- C to perform changes on something
- D to expect something
- E to handle or resolve a problem or issue
- F to increase or improve something



Sales Pro SYSTEMS

If your company doesn't use a cutting-edge **sales system**, you're losing out on sales. Maximize your profits with one of our award-winning products.

We guarantee it will boost your sales!

For many businesses, analyzing sales data is a daunting task. Our systems easily **process** your **raw** sales data into formatted reports. This eliminates the **step** of manually organizing data. It also allows you to easily evaluate different **approaches**.

Pitch your products more effectively with this knowledge!

It is often difficult to **anticipate** issues that will affect your bottom line. Don't get taken by surprise. Our system allows you to **prepare** for these issues, and **deal with** them in a timely manner. With our technology, identify and **address** issues before they become problems.

We are highly **experienced** in the area of sales technology. Call us today to find out how we can help your business succeed. Consultations are free.

4 Read the sentence pairs. Choose which word best fits each blank.

1 approach / step

- A This isn't working. We need to change our _____.
- B The first _____ is to process the order.

2 address / prepare

- A Let's _____ the sales data for analysis.
- B There is a problem we need to _____.

3 raw / experienced

- A The _____ data is not yet ready for analysis.
- B That employee is very _____. He's been a salesperson here for ten years.

5 Listen and read the advertisement again. What does the company guarantee to customers who purchase a sales system?

Listening

6 Listen to a conversation between two salespeople. Mark the following statements as true (T) or false (F).

- ___ The man and woman have differing opinions.
- ___ The woman mentions advantages of a sales system.
- ___ Processing raw data is quick and easy.

7 Listen again and complete the conversation.

- Salesperson 1:** So, I heard the boss is getting a high-tech **1** _____. What do you think?
- Salesperson 2:** I think that's a great idea!
- Salesperson 1:** Really? I don't. I think it will **2** _____ things too much.
- Salesperson 2:** Well, it might take some getting used to. But in the long run, it'll make our jobs **3** _____.
- Salesperson 1:** You think so? I think things are okay the way they are.
- Salesperson 2:** Well, things could be improved. For example, it takes forever to process **4** _____ sales data.
- Salesperson 1:** That's true. It is **5** _____.
- Salesperson 2:** Yeah. The system would help us **6** _____ sales trends, too.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What do you think?
I think that ...
Really? I don't.

Student A: You are a salesperson. Talk to Student B about:

- a sales system
- the pros and cons of a sales systems
- your opinion

Student B: You are a salesperson. Talk to Student A about sales systems.

Writing

9 Use the conversation from Task 8 to fill out the promotional material.

Boost your profit!
 by getting a sales system from
System Pros!

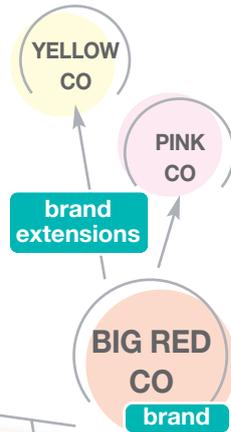
Our systems have several great features. They include:

- 1) _____
- 2) _____
- 3) _____

Get ready!

1 Before you read the passage, talk about these questions.

- 1 How can a company increase its brand recognition?
- 2 What happens if a company has too many product lines?



prefer

other similar brands

Reading

2 Read the report. Then, mark the following statements as true (T) or false (F).

- 1 ___ The company's clothes are preferred over similar products from competitors.
- 2 ___ Customers appreciate the quality of the company's products.
- 3 ___ The report recommends new products that differ greatly from the original product line.

Vocabulary

3 Write a word or phrase that is similar in meaning to the underlined part.

- 1 This company's name and image is very popular with teenagers. _ r _ _ _
- 2 Customers like the company's tea products more than its coffee products. _ _ e _ e _
- 3 Few people are aware of the company because it doesn't advertise. _ a m _ _ _ r _ i _ _
- 4 Because of the process of adding a new product line to a brand, sales have increased. _ _ _ n _ _ _ t _ n s _ _ _

4 Read the sentence pairs. Choose which word or phrase best fits each blank.

1 recognize / associate

- A Customers don't _____ the brand because it's very new.
- B People _____ the company with high quality computers.

2 brand dilution / branding

- A Advertising and marketing are major parts of _____.
- B _____ can hurt all of a company's product lines.

3 differentiate / identity

- A The company is always changing, so it lacks a clear _____.
- B It's hard for customers to _____ one service from another.

4 likelihood / brand loyalty

- A The company built _____ in customers with reliable products.
- B The _____ that customers will buy your brand again drops if the product fails.

ANDERSON MARKET RESEARCH BRANDING REPORT

Speedy Athletic Gear

Anderson Market Research researched Speedy Athletic Gear's products and markets extensively.

So far, your efforts at **branding** are successful. Speedy Athletic Gear has a distinct **identity**. Consumers **recognize** your logo, colors, and designs easily. They **associate** your shoes with the fastest and most skilled athletes. What's more—they **prefer** Speedy Athletic Gear over similar **brands**. Customers know Speedy Athletic Gear offers a long-lasting, quality product for a fair price. That kind of **brand loyalty** is hard to come by, and so we recommend that you make any changes cautiously.

However, we do think there is room for Speedy Athletic Gear to grow. How can customers further **differentiate** Speedy Athletic Gear? Through **brand extension**. Customers are **familiar with** your excellent athletic shoes. But they want to see more—starting with clothes and safety equipment. We recommend staying close to your original product line. This prevents **brand dilution** and increases the **likelihood** that the new products will carry the same associations as your shoes. If Speedy Athletic Gear achieves those two goals, the new lines could be quite successful.

- 5 Listen and read the report again. How can the company extend its brand and avoid dilution?

Listening

- 6 Listen to a conversation between two managers. Choose the correct answers.

- What is the conversation mainly about?
 - the pros and cons of creating new products
 - how brand dilution damaged the company
 - the results of the company's brand extension
 - when to release a new line of products
- What does the man think?
 - brand extension is too risky
 - the company identity is weak
 - brand dilution hurt the company's reputation
 - the new products are not of a high enough quality

- 7 Listen again and complete the conversation.

- Manager 1:** I thought it made a lot of good points. After all, we do have a great identity. Why not use that to support some 1 _____ ?
- Manager 2:** I don't know. It seems 2 _____ to me.
- Manager 1:** Risky? 3 _____ ?
- Manager 2:** Well, we make great shoes. But we've never made clothes or protective equipment.
- Manager 1:** So you're worried about 4 _____ ?
- Manager 2:** That's one concern. Also, we worked hard to be the best shoe company. If we put out too many items, we might lose that.
- Manager 1:** True. But I think a 5 _____ will avoid that, and we'd increase sales.
- Manager 2:** Hopefully. The other is that customers already have their favorite clothing and protective equipment brands.
- Manager 1:** Probably. But we can get past that 6 _____ by providing better products. And consumers already associate us with quality.

Speaking

- 8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What did you think?

It seems ... to me.

So you're worried about ...?

Student A: You are a manager. Talk to Student B about:

- a branding report
- the advantages of brand extension
- the disadvantages of brand extension

Student B: You are a manager. Talk to Student A about the benefits and risks of brand extension.

Writing

- 9 Use the report and conversation from Task 8 to write a manager's proposal for brand extension. Include: the current line and suggested new products, the benefits, and the risks.



Glossary

- account** [N-COUNT-U3] An **account** is a sales relationship with a group or individual.
- account manager** [N-COUNT-U15] An **account manager** is a person who manages sales and relations with certain important customers.
- advertise** [V-T-U2] To **advertise** a product is to bring it to the attention of the public.
- advertising agency** [N-COUNT-U15] An **advertising agency** is a company that creates advertisements.
- assist** [V-T-U1] To **assist** a customer is to help them with something.
- attention** [N-UNCOUNT-U2] **Attention** is the act of noticing something.
- attract** [V-T-U2] To **attract** attention is to get people interested in something.
- B2B** [ADJ-U4] If a sale is **B2B**, it takes place between two businesses.
- B2C** [ADJ-U4] If a sale is **B2C**, it takes place between a business and a customer.
- back-order** [V-T-U8] To **back-order** a product is to order it when it is not currently in stock.
- benefit** [N-COUNT-U14] A **benefit** is an advantage or reward.
- bottom out** [V-I-U13] To **bottom out** is to reach the lowest value.
- bright** [ADJ-U9] If something is **bright**, it is characterized by light, vivid color.
- bring in** [EXPRESSION-U3] To **bring in** sales is to find new customers and sell more products.
- business development manager** [N-COUNT-U15] A **business development manager** is a person who initiates and oversees growth opportunities for a company.
- buzz** [N-UNCOUNT-U2] **Buzz** is talk or speculation about a product or event.
- cash** [N-UNCOUNT-U11] **Cash** is paper or coin currency.
- channel** [N-COUNT-U5] A **channel** is the flow or movement of goods from production to consumption.
- check** [N-COUNT-U11] A **check** is an official slip of paper that gives the payee permission to withdraw a written amount of money from the payer's bank account.
- client** [N-COUNT-U1] A **client** is a person or group that uses the products or services of a company.
- cold call** [N-COUNT-U3] A **cold call** is a call that is made to a potential customer, where the potential customer is not expecting it.
- color** [N-UNCOUNT-U9] **Color** is the effect on the eye as a result of the way an object reflects light.
- commodity** [N-COUNT-U5] A **commodity** is a good or service that can be sold.
- communicate** [V-I-U2] To **communicate** is to share information.
- communication** [N-UNCOUNT-U5] **Communication** is the act of exchanging ideas.
- confusion** [N-UNCOUNT-U14] **Confusion** is a lack of understanding, usually in a chaotic or uncertain situation.
- connect** [V-I-U1] To **connect** is to establish communications with someone.
- consignment** [N-UNCOUNT-U4] **Consignment** is the act of entrusting goods to someone else, who sells them to the customer. Until a sale is made, the goods can still be claimed by the original owner.
- consultative** [ADJ-U4] If sales are **consultative**, they occur after a consultation with the customer, where the salesperson determines the customer's needs, and then recommends a product.
- consumer-oriented** [EXPRESSION-U6] If a marketing mix is **consumer-oriented**, it is geared towards the consumer's needs and wants.
- contrast** [N-UNCOUNT-U9] **Contrast** is the degree of difference between two things.
- convenience** [N-UNCOUNT-U5] **Convenience** is the quality of being easy to access and use.
- cost** [N-COUNT-U10] **Cost** is the amount of money required to manufacture a product.
- cover** [V-T-U12] To **cover** a cost is to make up for it.
- creative** [ADJ-U15] If something is **creative**, it is original and imaginative.
- credit** [N-UNCOUNT-U11] **Credit** is a form of payment in which a customer obtains goods or services based on a guarantee that he or she will make a payment in the future, usually using a card issued by a bank.



CAREER
PATHS



Sales and Marketing

Career Paths: Sales and Marketing is a new educational resource for sales and marketing professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. **Career Paths: Sales and Marketing** addresses topics including the marketing mix, closing, commissions, marketing strategies, and consumer behavior.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:

- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The **Teacher's Guide** contains detailed lesson plans, a full answer key and audio scripts. The **audio CDs** contain all recorded material.



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