

- We use *should* or *shouldn't* to give advice or make suggestions.
*You **should** follow up all your leads.*
*You **shouldn't** talk about yourself.*
- We use *have to* or *need to* to say that something is necessary or very important.
*I think you **have to** pay a sales tax.*
*I **need to** sell my car quickly.*
- We use *don't have to* or *don't need to* if something is not necessary.
*You **don't have to** make a sale the first time you speak to a contact.*
*If you buy now, you **don't need to** pay anything until next year.*
- *must* is very similar to *have to*.
*You **must** sound and appear confident.*

But *mustn't* is **not** the same as *don't have to*. We use *mustn't* to say that somebody is not allowed to do something.

*You **mustn't** sell cigarettes to anyone under age. (= **Don't** sell cigarettes to anyone under age.)*

Read these rules of a timeshare* vacation club. Then answer the questions below.

- Timeshare members must have an income of \$60,000 or over.
- You don't have to go to a timeshare sales presentation.
- You have to stay for a minimum of seven nights.
- You shouldn't play loud music after 10 p.m.
- You need to make your reservation 180 days in advance.
- You don't have to attend members' welcome nights.
- Timeshare members must be 25 or over.

* A timeshare is the right to use holiday accommodation for a specific amount of time each year.

- 1 Can you be a member if you earn \$50,000? *No*
- 2 Is it necessary to sit through a timeshare sales presentation?
- 3 Is it necessary to stay for at least seven nights?
- 4 Can you play loud music after 10 p.m.?
- 5 Can you book 90 days in advance?
- 6 Is it necessary to go to members' welcome nights?
- 7 Can you be a timeshare member if you are 21?

Match each of these sentences (1–6) to a suitable ending (a–f).

- | | |
|---|--|
| 1 I can pay for the house now, | a) so we don't need to work over the weekend. |
| 2 We've reached our sales targets, | b) so we must not offer any further discounts. |
| 3 Our profit margin is low, | c) so you must be confident. |
| 4 My business is quite small, | d) so you'll have to buy it on disk. |
| 5 It isn't available as a download, | e) so I have to be very careful with cashflow. |
| 6 The job involves sales presentations, | f) so I don't have to worry about a bank loan. |

In pairs, write an advice sheet on how to be a good salesperson, including the qualities you need to succeed. You may use the reading texts on pages 25 and 137 to help you.

EXAMPLE: *You must sound and appear confident.*

Work in two groups, A and B.

Group A: Look at the negotiating tips on page 132.

Group B: Look at the negotiating tips on page 136.

- 1 Each group agrees on the five most important negotiating tips on its list.
- 2 Form new groups with members from Groups A and B. Agree on a *single* list of the five most important tips from *both* lists.

 **CD1.32 You are going to hear a conversation between Martin, Sales Manager of Pulse, an electric-car company, and Chen, an official from the Urban Transport Department of a city in China. Listen and answer these questions.**

1 Why does Chen want to buy electric cars for the Transport Department?

2 Which of these do they discuss?

- quantity
- price
- discounts
- colours
- delivery
- warranty
- models

3 What will they discuss after lunch?



CD1 TRACK 32 (M = MARTIN, C = CHEN)

M: So your plan is to provide electric cars in your town centre. People will rent them to do their shopping, go about their business and so on. Right?

C: Yes, pollution is a big problem here. We're trying all sorts of ideas to reduce it. We're interested in starting with 10 electric cars. If it works, we'll increase the number later on. I see from your price list that a standard two-seater car will cost about €12,000. Is that correct?

M: Yes, the price includes transport and insurance costs. If you order 10 vehicles, you'll be paying us about €100,000, minus the 2% discount we offer a new customer. But if you increased your order, we could offer a much higher discount.

C: OK, how much would that be?

M: Well, for an order of 20 or more vehicles, the discount would be 5%.

C: I see. Let me think about it. What about delivery? We'd like to start the programme in June if possible.

M: Mmm. To be honest, that's a bit early for us. We've got a lot of customers waiting for delivery. We could possibly deliver by late August, all being well.

C: Mmm, that might be OK, if you can guarantee delivery by then.

M: I'd have to discuss it with our production department. I'll get back to you on that.

C: Good. How about the warranty? We'd like a long period.

M: It's for two years – that's what we normally offer.

C: Only two years? You know, if you could offer us a longer warranty, we'd be delighted. How about five years?

M: Mmm, that's much longer than normal. It could be all right, as long as you pay more for the longer period. I don't know. I'll check with my colleagues, I can't give you a decision right away.

C: OK. What about payment? Do you offer credit terms?

M: I'm afraid not. It's company policy for a new customer. We need payment by bank transfer on receipt of the goods. Oh, and we ask for a down payment of 20% of the value of the order.

C: A down payment as well, I see ... Right. Well, I think we've covered some of the main points. How about some lunch now? After lunch, I'd like to discuss after-sales service, it's important for us that you give us reliable sales support ...

 **CD1.32 Listen to the negotiation again and complete these sentences.**

- 1 Chen: Yes, pollution is a big problem here. We're trying all sorts of ideas to reduce it ... I see from your that a standard two-seater car will cost about €12,000.
- 2 Martin: If you order 10 vehicles, you'll be paying us about €100,000 , minus the 2% we offer a new customer.
- 3 Martin: We could possibly deliver by late August, all being well.
- Chen: Mmm, that might be OK, if you can by then.
- 4 Chen: Good, how about the ? We'd like a long period.
- 5 Chen: What about payment? Do you offer terms?
- Martin: I'm afraid not. It's company for a new customer. We need payment by bank transfer on receipt of the goods. Oh, and we ask for a of 20% of the value of the order.



warranty

credit; policy; down payment

guarantee delivery

discount

price list

USEFUL LANGUAGE

STATING AIMS

We're interested in buying 10 cars.
We'd like to start the scheme in June.
We must have delivery as soon as possible.

MAKING CONCESSIONS

We could possibly deliver by August.
That could be all right, as long as you pay more for a longer period.
We can do that, providing you make a down payment.

REJECTING SUGGESTIONS

I'm afraid not. It's company policy.
I'm sorry, we can't agree to that.
Unfortunately, we can't do that.

BARGAINING

If it works, we'll increase the order later on.
If you increased your order, we could offer you a much higher discount.
That might be OK if you can guarantee delivery by then.

GETTING AGREEMENT

That's very reasonable, don't you think?
That sounds a fair price to me.
Fine./OK./Great!

FINISHING THE NEGOTIATION

Right, we've got a deal.
Good, I think we've covered everything.
OK, how about dinner tonight?

Work in pairs to role-play this situation. Martin and Chen are continuing the negotiation. They discuss these points.

- four-seater car
- colours
- after-sales-service
- radio/CD player and sat-nav system

Student A: Turn to page 138. Student B: Turn to page 134.

Read your role cards. Try to agree on the points you negotiate.

3 Selling, Skills, Exercise D, page 27

Student B

You are Chen. You want:

- 1 to buy an additional five deluxe four-seater cars. Negotiate on the price. Try to get a 10% discount on the order;
- 2 four colours for the two-seater cars: black, white, red and blue;
- 3 after-sales service: visits every three months from a Pulse mechanic; a training course for a local car-repair firm.

3 Selling, Skills, Exercise D, page 27

Student A

You are Martin. You want to:

- 1 sell Chen some deluxe four-seater models of your cars.
Price: €20,000; discount of 5% for first order
- 2 offer only two colours for your two-seater cars: white and black.
Extra colours will raise the price by 5%.
- 3 send a Pulse mechanic to China every six months to service the cars.
You can train local mechanics at a cost of €200 per hour.

A partnership agreement

How can a jet charter company stay ahead of the competition?




Background

EPJS (Executive and Private Jet Service) is a jet charter company. It arranges travel in private jets for top executives and VIPs (very important people). It provides a customised service, looking after all its customers' requirements, from booking tickets to transporting air travellers to their final destination.

It is currently negotiating a partnership agreement with the Megaluxe group of hotels. Based in Stuttgart, Germany, Megaluxe has five-star hotels across Europe, Asia and South America. EPJS has agreed to give Megaluxe 'preferred partner status'. This means that EPJS will always reserve rooms for its customers in a Megaluxe hotel, providing the customer has not expressed a preference for another hotel.

EPJS is a fast-growing company, but it is facing strong competition from other charter airlines. To beat the competition, it must offer customers a very attractive package: good-value prices, special assistance at airports, superb hotel accommodation and outstanding service.

EPJS and Megaluxe have met several times. They are now ready to negotiate some of the key terms of the contract.

 **CD1.33** Listen to a conversation between a director of EPJS and a director of Megaluxe. They are discussing the agenda for the negotiation. Note down the agenda items.



CD1 TRACK 33 (DE = DIRECTOR EPJS, DM = DIRECTOR MEGALUXE)

DE: I suggest the first item should be the length of the agreement. We need to agree how many years we want it to be for, and after that let's talk about the number of rooms you want, and what types of rooms you'd like to reserve for your customers. OK?

DM: Yes, that makes sense to me. First the length of the contract, and then the number and type of rooms. After that, I suppose services come next. That item could take some time to discuss.

DE: Yes, I think it'll take the most time. So, services will be the third item on the agenda, and I'll allow quite a bit of time for that. Next, how about advertising?

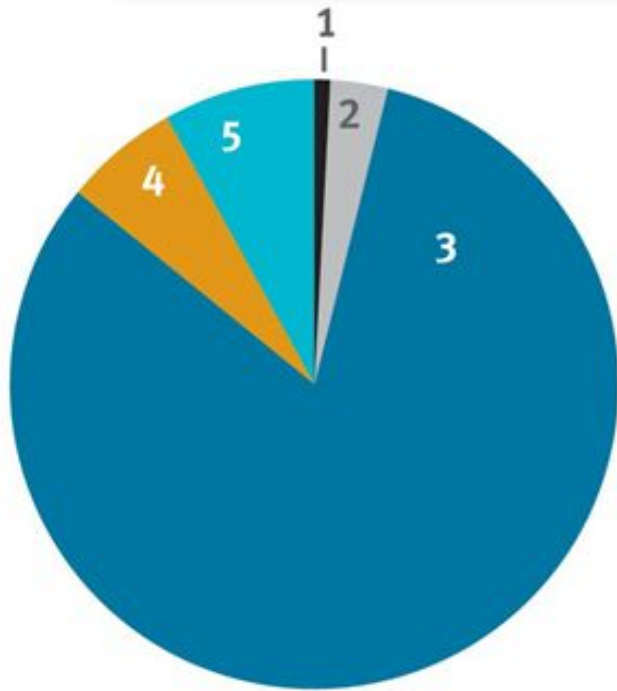
DM: No, I think that should come later. We need to talk about the rates next and especially any discounts you can offer on your listed prices.

DE: OK, rates can come before advertising. We'll probably have quite a long discussion about discounts, so I'll make time for that. And then finally, we can talk about advertising costs. I hope that won't take too long. How's that?

DM: That's fine. I'm happy with the agenda. I think it covers all the main points we need to talk about.

DE: Good. See you next week, then. Goodbye.

DM: Bye.



EPJS customer profile (% of total customers p.a.)

1	*Super-wealthy	1%
2	** Wealthy	3%
3	Business executives	82%
4	VIPs	6%
5	*** Other	8%

* *Very high net worth (over \$30 million)*

** *High net worth (over \$1 million)*

*** *Clients chartering for special events, e.g. celebration trips, family reunions, sports-team travel, bands on tour, etc.*