

# Contents

Unit	Sales communication skills	Reading	Listening	Language
<b>01</b> 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
<b>02</b> 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
<b>Video</b>	Interviews with sales professionals talking about prospecting and planning with exercises			
<b>Review</b>	Revision exercises for Units 1 and 2			
<b>03</b> 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
<b>04</b> 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
<b>Video</b>	Interviews with sales professionals talking about product development and new business with exercises			
<b>Review</b>	Revision exercises for Units 3 and 4			
<b>05</b> 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
<b>06</b> 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
<b>Video</b>	Interviews with sales professionals talking about pitching and closing with exercises			
<b>Review</b>	Revision exercises for Units 5 and 6			
<b>07</b> 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
<b>08</b> 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 and still</i>
<b>Video</b>	Interviews with sales professionals talking about customer retention and customer care with exercises			
<b>Review</b>	Revision exercises for Units 7 and 8			