

A

CD1.28 Sue Leeson is Director of Marketing at QVC, the global shopping channel. Listen to the first part of the interview and answer these questions.

- 1 What are the six product groups that she mentions?
- 2 QVC sells to consumers in which countries?
- 3 Which two media are used to sell QVC's products?



CD1 TRACK 28 (I = INTERVIEWER, SL = SUE LEESON)

I: What does QVC do?

SL: QVC is a global multichannel retailer. We sell products across a wide variety of categories, from food through to fashion, through to accessories, through to beauty, to gardening and DIY. And we sell to consumers in Germany, Japan, USA, UK and Italy, and we sell both through our – the television and online.

B

 CD1.29 In the second part, Sue talks about the secret of a really good presentation and developing a sales pitch. Listen and complete this paragraph.

Firstly, having a product that you can easily¹ and a product that has a good² behind it. Secondly, that the person who's actually giving the sales presentation can engage with their³ in a credible fashion, can tell the story very clearly and can demonstrate the features and⁴ of each product in a very⁵ and easy-to-understand way.

**DEMONSTRATE,
CLEAR,
STORY,
BENEFITS,
AUDIENCE**



 CD1.29 Listen again and complete these notes.

You need to know:

- the product¹
- what the product can or can't²
- when the product is or isn't³




CD1 TRACK 29 (I = INTERVIEWER, SL = SUE LEESON)

I: What's the secret of a really good sales presentation?

SL: Firstly, having a product that you can easily demonstrate and a product that has a good story behind it. Secondly, that the person who's actually giving the sales presentation can engage with their audience in a credible fashion, can tell the story very clearly and can demonstrate the features and benefits of each product in a very clear and easy-to-understand way.

I: Can you give us an example of how you develop a sales pitch?

SL: First of all, it's all in the preparation, so it's all about knowing the product inside and out, what the product can do, what it can't do, when it is suitable, when the product isn't suitable, and then be able to demonstrate the product to its best advantage in a very clear and precise fashion, but also in an engaging way.

D  CD1.30 Listen to the third part and answer these questions.

- 1 Why are beauty products easy to sell on TV?
- 2 Which type of product is difficult to sell, and why?



CD1 TRACK 30 (I = INTERVIEWER, SL = SUE LEESON)

I: What was QVC's most successful product sale, and why?

SL: We have many successful product areas. One of our strongest is beauty. Beauty works so well on TV for two reasons. First of all, each beauty brand has a fantastic story behind it, and we can really bring life to the brand and to the product presentation through telling that story in a very engaging way.

And secondly, each product is very easy to demonstrate. So if it's a skincare product, like a moisturiser, we can show how to apply it, how much to apply in order to give the best effects. Finally, we add another layer to our sales presentation in that we may invite the expert behind that product to tell the story.

I: Are some types of product easier to sell than others?

SL: Yes, and in fact some products are very difficult to sell on our business model. So take fragrance, for example. Clearly the main, er, piece you want to communicate with a fragrance is how it smells, and that can be very challenging to do through a television environment.

Sales skills

A Look at these qualities needed to succeed in sales. Which do you think are the top four?

- personality
- honesty
- appearance
- confidence
- knowing your product
- organisational skills
- ability to close a deal
- ability to deal with people

C**Work in pairs.**

Student A: Read the article on the opposite page and match each of these headings (a–h) to one of the paragraphs (1–8).

- | | |
|-----------------------|--|
| a) Motivation | e) Main finding of the survey 1 |
| b) Professionalism | f) Why women make the best salespeople |
| c) TV | g) What the survey asked |
| d) Personal qualities | h) The woman who would make the best salesperson |

Student B: Read the article on page 137 and match each of these headings (a–h) to one of the paragraphs (1–8).

- | | |
|-----------------------|----------------------------------|
| a) Know your business | e) Numbers, numbers, numbers |
| b) Appearance | f) Know how far you'll negotiate |
| c) Confidence | g) People dislike selling 1 |
| d) The sales mindset | h) Develop a sales process |

Women on top in new sales industry survey

A new survey of the sales industry shows who sales professionals believe make the best salespeople and the qualities needed in order to succeed.



- 1** A new survey of over 200 sales professionals has found that two-thirds of women and over half of men believe that women make the best salespeople, underlining the growing reputation of women in the sales industry.
- 2** The survey was carried out for Pareto Law, a recruitment and training company. It questioned sales professionals on what they considered to be the most important qualities for a salesperson. It also asked who would be most likely to succeed.
- 3** Both men (53%) and women (66%) agreed that women do make better salespeople, with Hillary Clinton voted as the top female celebrity most likely to succeed in a career in sales.

- 4** When asked why women make the best salespeople, men believe the main reason is that women are better at actually closing a deal, while women stated they are better than men when it comes to dealing with people. Other female skills highlighted included being more organised and being able to handle more work, while male skills were identified as strong personalities and selling skills.
- 5** Jonathan Fitchew, Managing Director of Pareto Law, said: "Television programmes have increased people's interest in the sales industry, but have also highlighted the different approaches of men and women to the same sales issues."
- 6** When it comes to the individual qualities required to become a successful salesperson, men ranked honesty as most important (53%), while women placed most value on personality (47%). Both agreed that integrity was also key, coming third overall (41%). Good looks came at the bottom of the list, with only 3% of sales professionals ranking this as important.
- 7** This focus on professionalism, rather than the hard sell, supports the fact that over half of the sales professionals questioned believe that the reputation of sales has improved over the last 10 years, with 55% of men and 47% of women considering this to be the case.
- 8** Both men (87%) and women (86%) agreed that the top incentive for salespeople was money, with the average sales executive expecting to earn between £25–35k, including bonuses and commission, in their first year of work. Other incentives included verbal praise, overseas holidays and cars.

D Work in pairs.

Student A: Ask Student B these questions about their article.

- 1 What should you do if you are not inwardly confident?
- 2 What do you need to know well?
- 3 What do '30 seconds' and '15 seconds' refer to?
- 4 What should you do when you are rejected?
- 5 What should you focus on?
- 6 What do you need to know when negotiating?
- 7 What sales mindset should you have?

Student B: Ask Student A what these numbers refer to in their article.

- | | | | | | | | |
|---------------|---------|-------|-------|-------|-------|----------|----------|
| a) two-thirds | b) half | c) 53 | d) 66 | e) 53 | f) 47 | g) third | |
| h) 41 | i) 3 | j) 10 | k) 55 | l) 47 | m) 87 | n) 86 | o) 25–35 |

PACO AND ROSITA

MEXICAN RESTAURANT

A popular place. High-quality food, good value for money. No reservations, so you often wait a long time for a table.

Location: In the city-centre restaurant area, close to office and hotels

Access: By bus or car; difficult to find parking spaces

Atmosphere: Lively, noisy, loud music

Average cost: \$40 per person

ON THE MENU

- Hot, spicy Mexican dishes
- Grilled steak, pork and chicken
- Not many vegetarian dishes
- No desserts

WHAT PEOPLE SAY

- Delicious meals at low prices
- Very friendly but slow service



KERALA SANDS

SOUTH INDIAN RESTAURANT

*Delicious food. Many Indian customers.
It isn't near the centre and is expensive.*

Location: 5 miles from the city centre

Access: By car; lots of parking spaces

Atmosphere: Very quiet; no music

Average cost: \$70 per person

ON THE MENU

- A variety of South Indian dishes
- Vegetable curries
- Well-known dish: prawns with garlic and cabbage
- Many desserts

WHAT PEOPLE SAY

- High-quality food and service
- Not much atmosphere
- Food portions rather small



THE Happy Lobster

*Top-class food. Varied fish and seafood dishes.
The restaurant is mentioned in all the guide books.*

Location:

2 miles from city centre; on the shore; wonderful view of the bay and city at night

Access:

About half an hour by boat,
20 minutes by car; parking
available

Atmosphere:

Quiet; classical music playing all
the time

Average cost:

\$120 per person

On the menu

- Prawns, crab and oysters. It is famous for its giant crab with spring onions
- Vegetarian dishes
- A few beef and pork dishes
- Delicious desserts

What people say

- Good food, but very expensive
- Usually a long wait for service and the bill
- Very quiet atmosphere