



Business Pre Intermediate

Unit 9: Selling

Objectives

- Talk about advertising
- Talk about obligation, necessity and permission
- Interrupt and avoid being interrupted
- Control the discussion in meetings



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1. Answer the questions.

1. Do adverts affect what you buy?
2. Is online advertising better than TV advertising?
3. Do internet adverts annoy you? Do you ever click on the links?



2. Read about the "Entrepreneur Elevator Pitch" and AKUA, then answer the questions (1-2).

The TV show "Entrepreneur Elevator Pitch" is about business people who have one minute to present their business idea during a short elevator ride. If the investors like the pitch, the elevator goes to the top floor where the entrepreneur can talk more and maybe get money for their business. If they don't like the pitch, the elevator goes back down and the business person leaves with no deal.



Courtney Boyd Myers, the founder of Akua presents her company:

At AKUA, we make plant-based food like the Kelp Burger, using seaweed and mushrooms. It's full of protein and tastes great! Our kelp comes from farms that help the environment and create jobs. You can find our burgers in many stores and restaurants, and they're all made in Atlanta. Now, we're looking to grow and need investors to join us.

1. What does AKUA make?
2. What are the main ingredients of the Kelp Burger?





Audio
9.1

3. Listen to the conversation and note down Courtney's answers to the investors' questions.

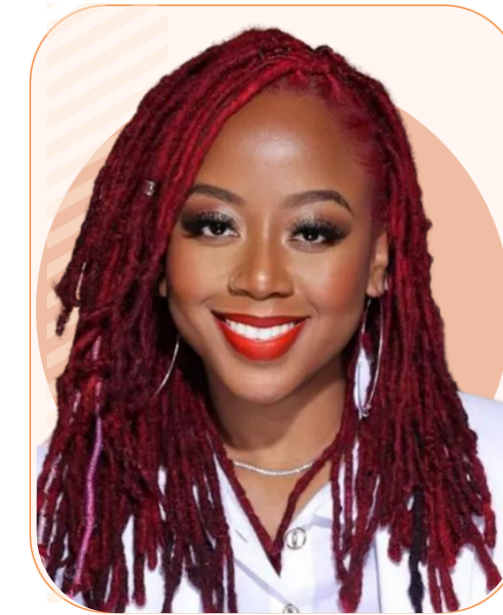
Potential Investors



Marc Randolph,
co-founder and first CEO of Netflix



Kim Perell, CEO of 100.co,
serial entrepreneur and investor



Pinky Cole, founder and
CEO of Slutty Vegan

1. How do you promote your latest range of products?
2. What strategies are you using to attract new business?
3. How do you manage to get free publicity?
4. What makes your burgers different?
5. How have your sales been so far?



Courtney

4. Match (1-8) with (a-h) to make phrases.

- | | |
|-------------|----------------------------|
| 1. get | a. discounts |
| 2. increase | b. sales |
| 3. reach | c. an advertising campaign |
| 4. promote | d. a target audience |
| 5. offer | e. of mouth |
| 6. boost | f. free publicity |
| 7. word | g. awareness |
| 8. conduct | h. your latest range |

5. Substitute the underlined phrases with their synonyms from exercise 4.

- We plan to start a promotional campaign on social media to reach young people.
- Adding a new flavor helped us sell more ice cream.
- Our charity event got attention when a local celebrity posted a picture of it on Facebook.
- We reduce prices to attract new customers.
- Many of our customers come because their friends told them about us.

6. Answer the questions about your company.

- How do you promote your latest range of products / services?
- What strategies are you using to reach your target audience?
- How do you manage to get free publicity?
- What makes your products / services different?
- How have your sales been so far?

Did You know?

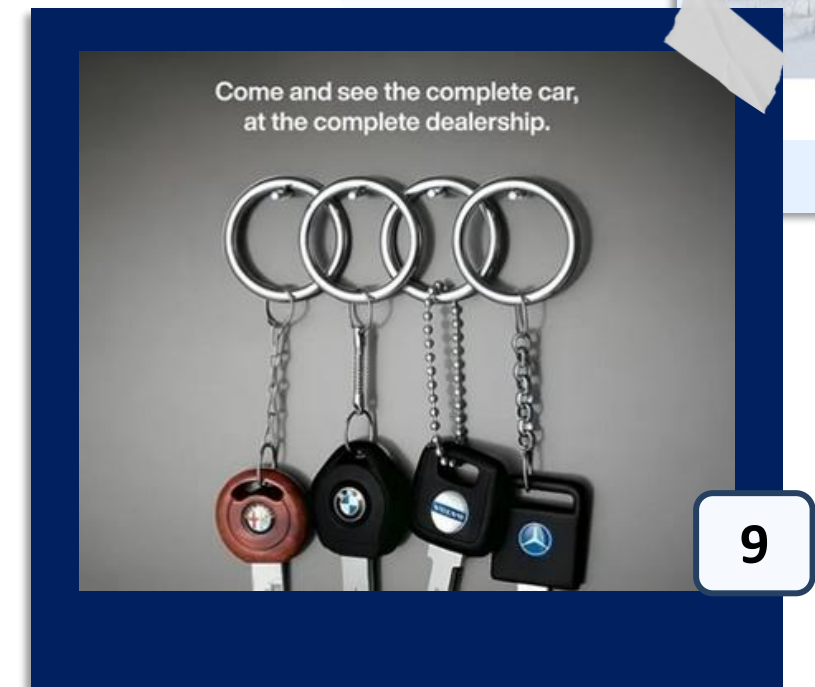
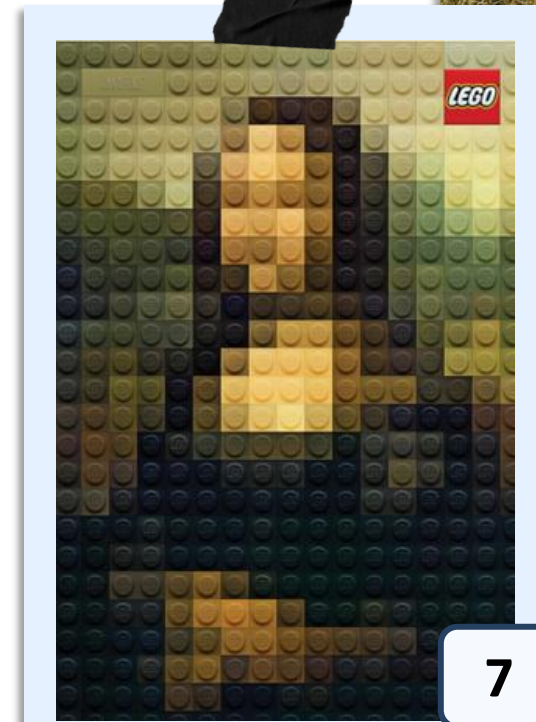
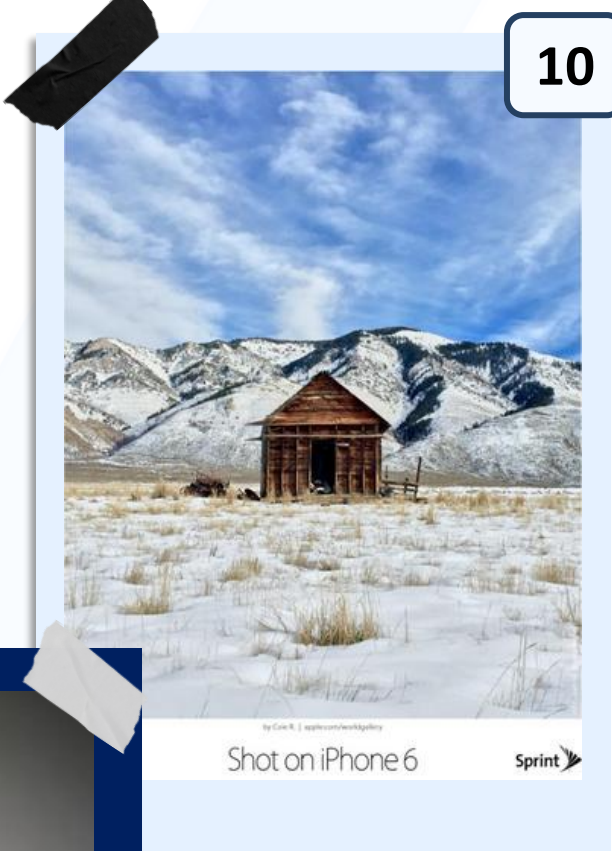
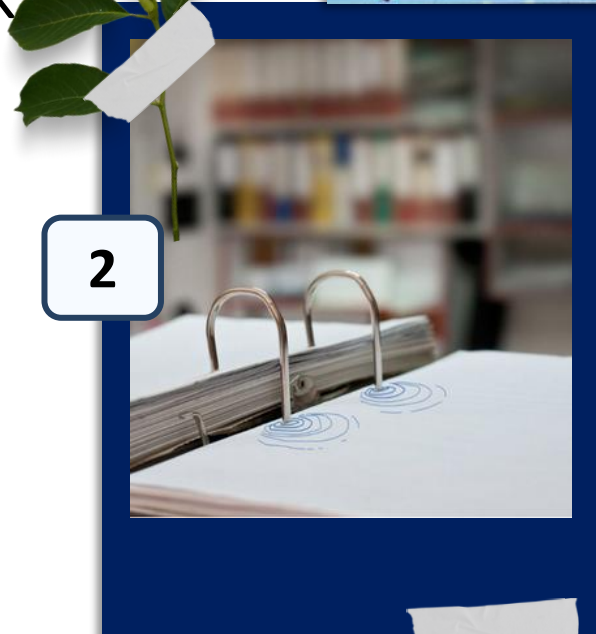


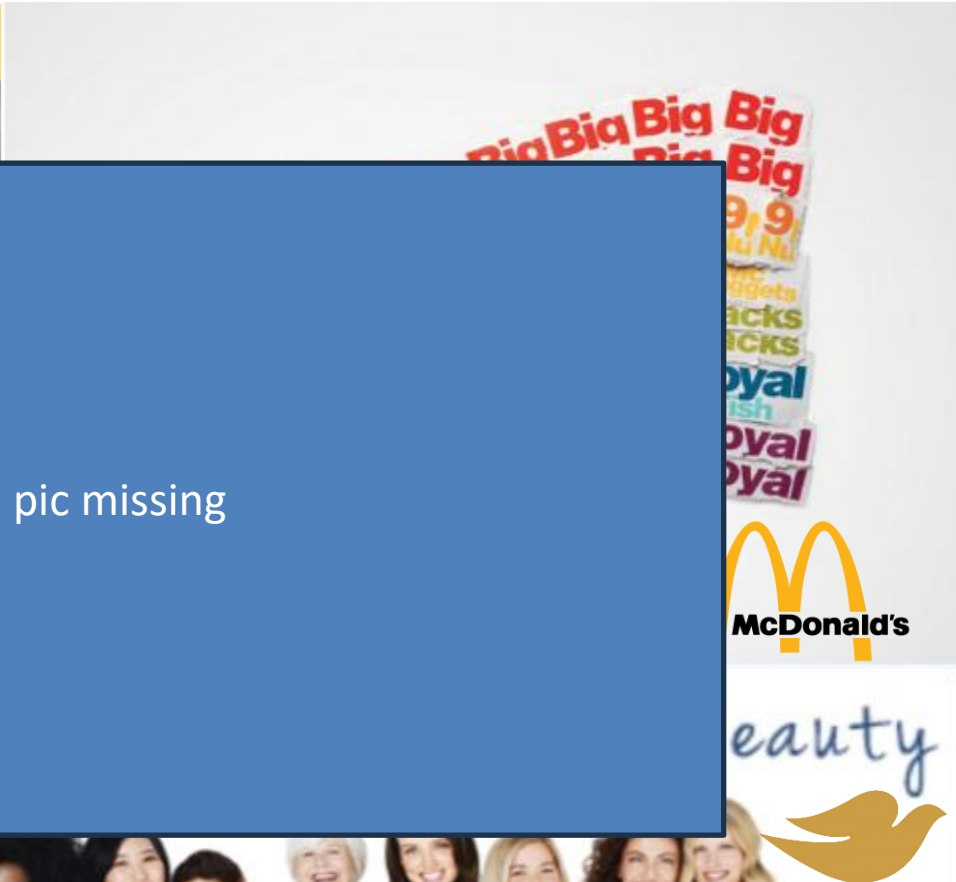
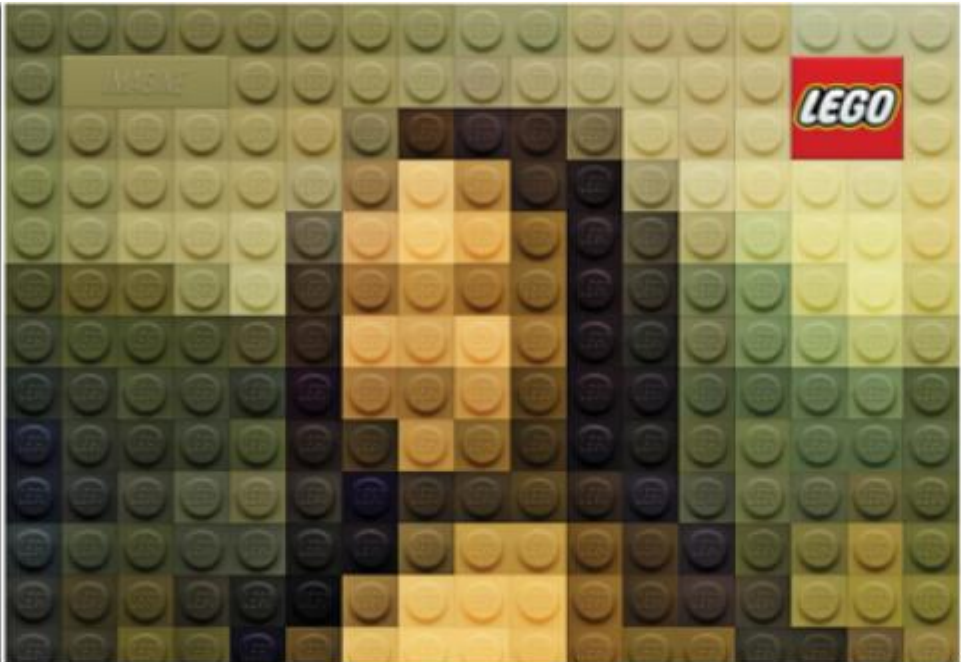
The McPlant was a veggie burger at McDonald's. But McDonald's stopped selling plant-based burgers because people didn't buy them.

1. Where do you usually see adverts?
2. What makes a good advert?



- a. iPhone
- b. Pedigree
- c. LEGO
- d. Travel agency
- e. Audi
- f. Pepsi
- g. IKEA
- h. Dove
- i. Volkswagen
- j. McDonald's





One pic missing

3. Discuss the advertisements with your teacher / partner.
Which do you like most? Why?



4. Read the text and say if the statements are True or False.

1. Dove's "Real Beauty" campaign used models.
2. Dove sells skincare products like soaps and lotions.
3. The "Shot on iPhone" campaign offered a free MacBook as a prize.
4. The "Shot on iPhone" campaign was launched to promote the iPhone 6.

In 2004, Dove launched the "Real Beauty" campaign to change how people see beauty. This campaign is an example of a successful marketing mix, combining the four Ps of marketing - Product, Price, Place, and Promotion. According to **market research**, a lot of women felt excluded by regular beauty ads, so instead of models Dove used real women.



P roduct

Dove sells skincare **consumer goods** like body wash, soaps, lotions, and deodorants. During the campaign, they promoted their products for natural beauty and focused on their diverse **product range**.

P rice

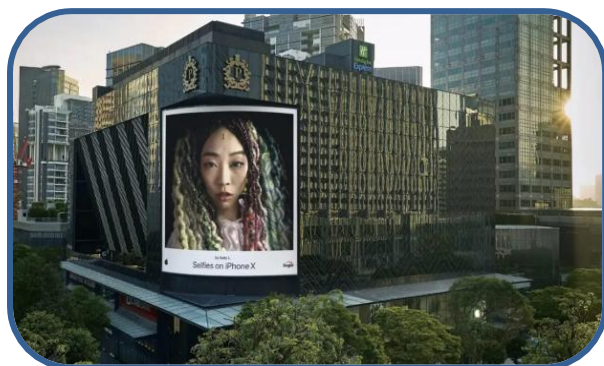
Dove offers good-quality products that don't cost a fortune. They wanted to make beauty accessible to everyone expanding its **sales forecast** and reaching its **sales target**.

P lace

Dove products are available in many stores and online worldwide. This helped the campaign reach more people and increase its **market share**.

P romotion

Dove's ads showed real women and were on TV, in magazines, on billboards, and online. They also made videos like "Real Beauty Sketches" to show how people see themselves differently, influencing **consumer behavior**.



Another iconic campaign is "Shot on iPhone" that was launched in 2015 as part of Apple's strategy to promote the iPhone 6. The **target audience** for the **advertising campaign** was millennials who like photography. Apple made a special website for this where users could post their best photos taken with an iPhone. The best images could win a free iPhone. The "Shot on iPhone" campaign became very popular on social media. For example, it got more than 70 million likes, comments, and shares on Instagram. Users enthusiastically participated in the contest, submitting over 100,000 photos and videos.

5. Underline three nouns that go with each word in bold.

- 1. **market** _____ research / segment / share / company
- 2. **consumer** _____ behavior / delivery / profile / goods
- 3. **product** _____ launch / lifecycle / range / aim
- 4. **sales** _____ forecast / product / figures / target
- 5. **advertising** _____ campaign / budget / advert / agency

6. Read the situations below and decide how to promote the businesses. Answer the questions to help you.

- 1. Who's your target audience?
- 2. How / where are you going to advertise?

1. You make handmade jewelry and sell it online. You need to attract more customers, but have a small advertising budget. Think about the best social media platforms to use and why they would be effective.

2. You have created an online course about digital photography and you need to find the best way to advertise it. Choose the most effective way to reach your target audience.

3. You just started a bakery in your neighborhood. Your budget for advertising is limited. Decide how and where to advertise so you can attract local residents.

1. Look at the adverts on the right. Which ones have you seen? What makes a good slogan in your opinion?

2. Read the slogans and underline the modal verbs.



AT McDRIVE.
SO YOU DON'T HAVE TO GET
OUT OF YOUR CAR.

McCafé.
Good Coffee. Simply.



mastercard.

"There are things money can't buy.
For everything else, there's MasterCard."

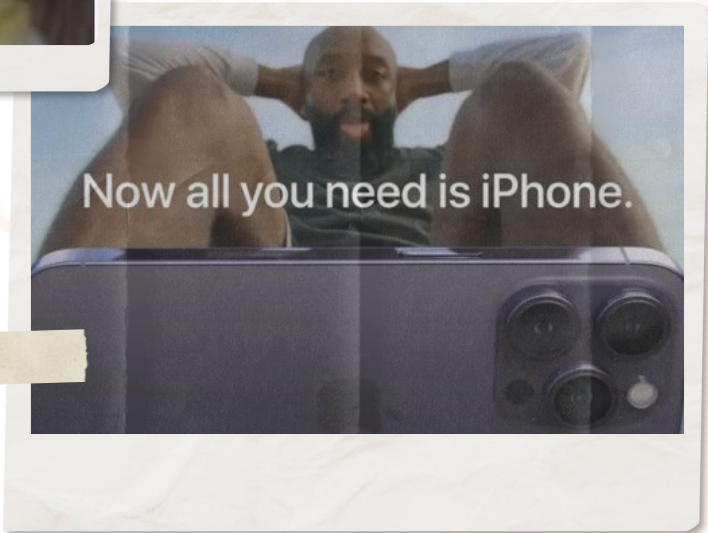
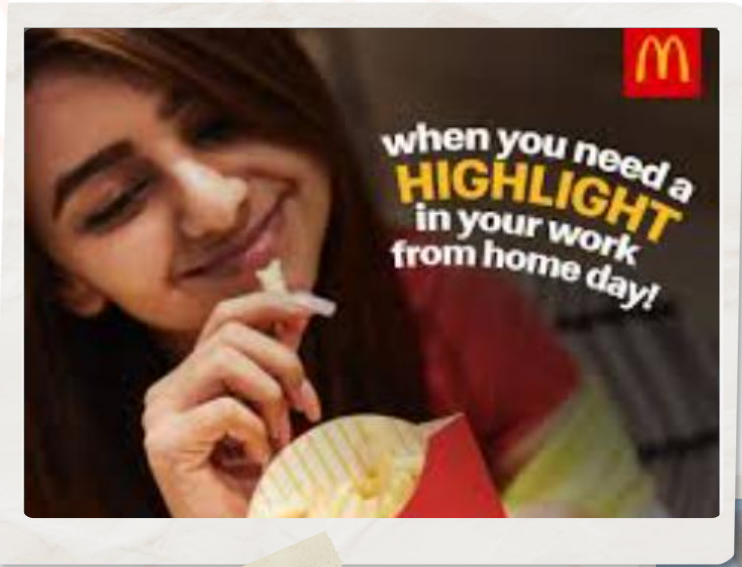


3. Complete the Language point with the modal verbs (a-f) and examples from the slogans.

LANGUAGE POINT

- 1. what's possible _____ E.g. _____
- 2. what's not possible _____ E.g. _____
- 3. what's necessary _____, _____ E.g. _____
- 4. what's not necessary _____, _____ E.g. _____

- a. have to
- b. don't have to
- c. need to
- d. don't need to
- e. can
- f. can't



4. Complete the sentences (1-5) with suitable endings (a-e).

- | | |
|---|--|
| 1. There's no rush to finish the project today, | a. so we need to offer a discount too. |
| 2. The training session is optional, | b. so we don't need ads - word of mouth is enough. |
| 3. The competitor has a big sale, | c. so you don't need to stay late. |
| 4. This material is very cheap, | d. so you don't have to participate. |
| 5. Everyone is talking about our new product, | e. so the product can't cost a fortune. |

5. Complete the sentences with *have to* / *don't have to*, *need to* / *don't need to*, *can* / *can't*.

1. We _____ offer discounts, our products are very popular. (it isn't necessary)
2. You _____ use an advertising agency to increase awareness. (it is necessary)
3. You _____ include every product in your range in the ads. (it isn't necessary)
4. Your advertising campaign _____ reach the young audience without social media. (it's not possible)
5. Small businesses _____ spend a lot on ads. (it isn't necessary)

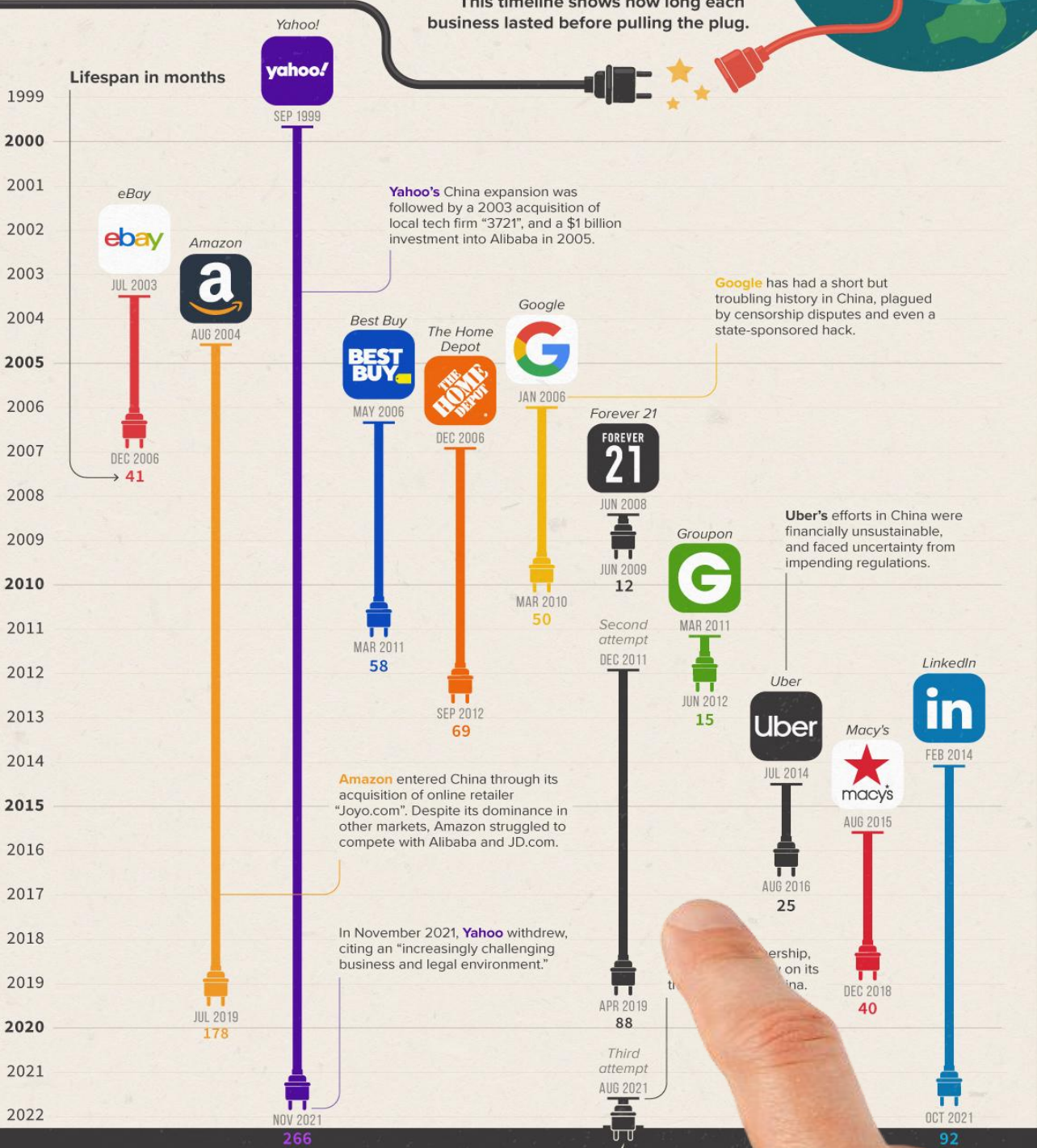
6. Do you agree or disagree with the statements below. Why?

1. Advertising can't influence consumer behaviour.
2. You don't need to invest in advertising campaigns; word of mouth is enough.
3. You always have to choose celebrities to promote your company.
4. When promoting a product / service, you can't ignore online advertising.
5. You have to spend a lot of money to get good advertising.
6. You can use social media for free publicity.

AMERICAN COMPANIES That Failed in China

Asia's biggest economy has proven to be a difficult environment for U.S. companies.

This timeline shows how long each business lasted before pulling the plug.

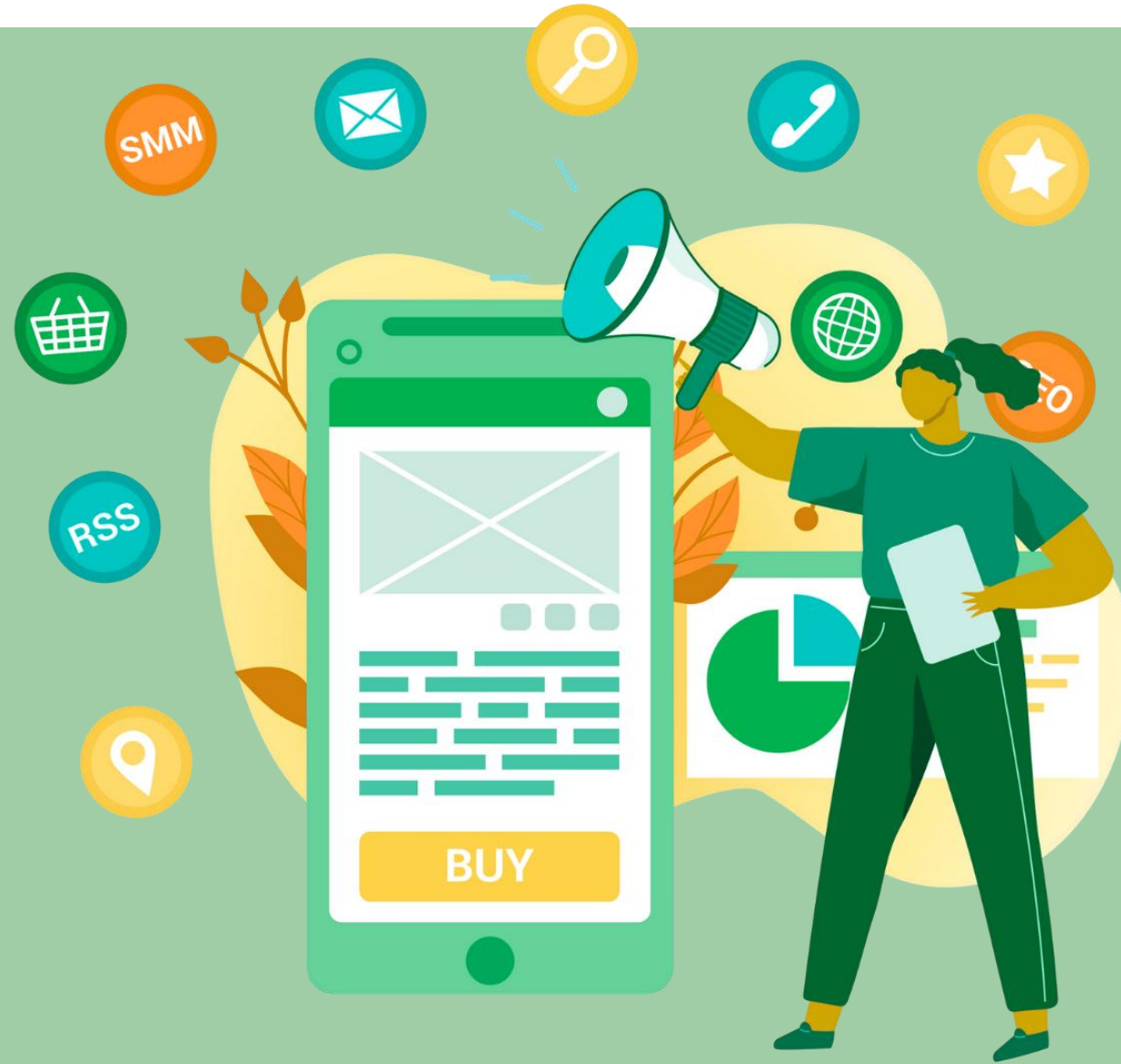


Source: Visual capitalist

Despite its difficulties, China is still a massive opportunity for foreign businesses. The country's middle class is expected to reach 1.2 billion people by 2025, making it a quarter of the world's population.

1. Look at the infographic and answer the questions.

1. Why do you think these companies failed in China?
2. In your opinion, how is the Asian market different from the European / American market?
3. How would you promote your company in Asia?





Audio 9.2

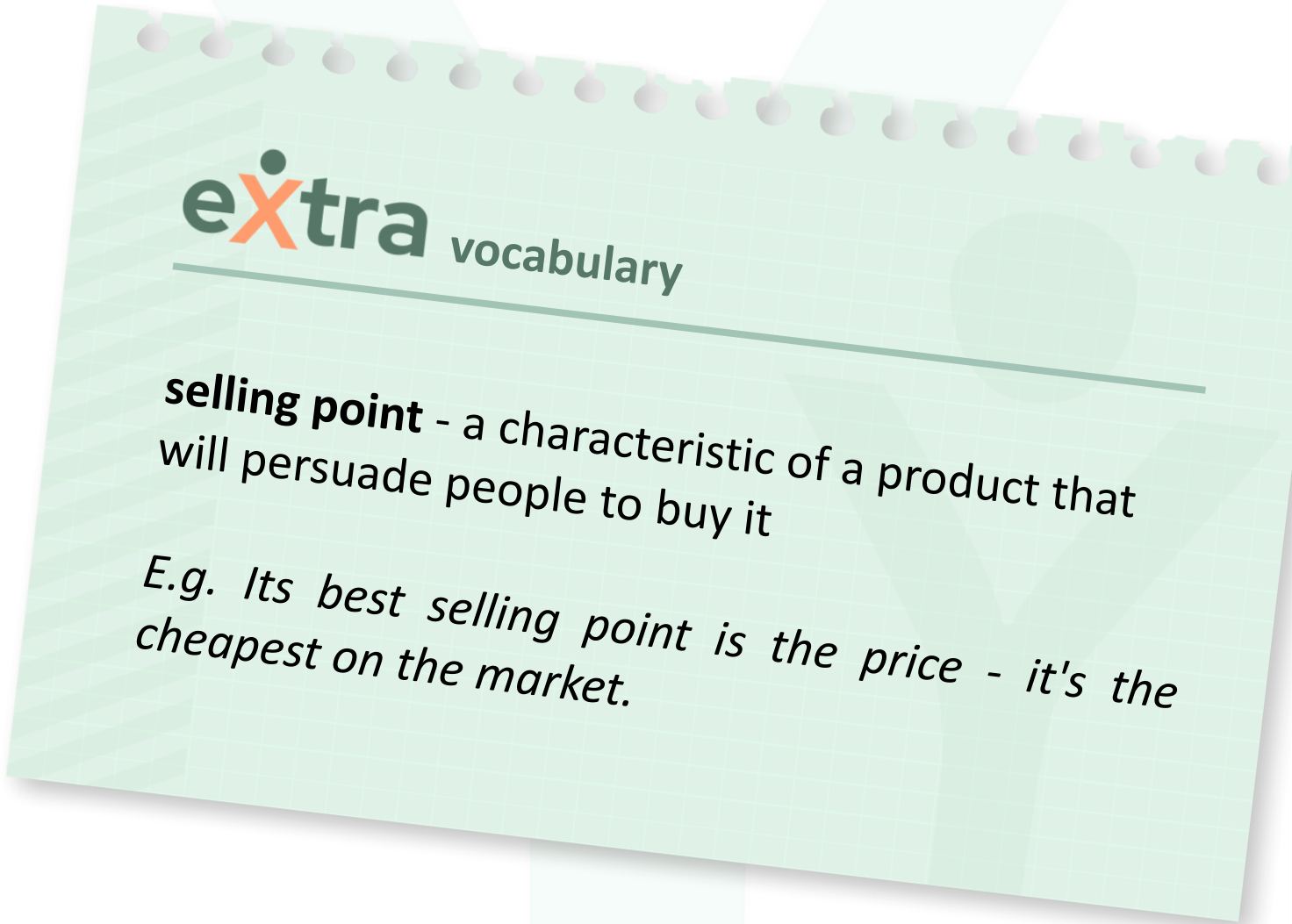
2. Listen to three managers discussing how to promote their cosmetics in China and note down the ideas. Which idea do you like best? Why?

- _____
- _____
- _____
- _____
- _____
- _____



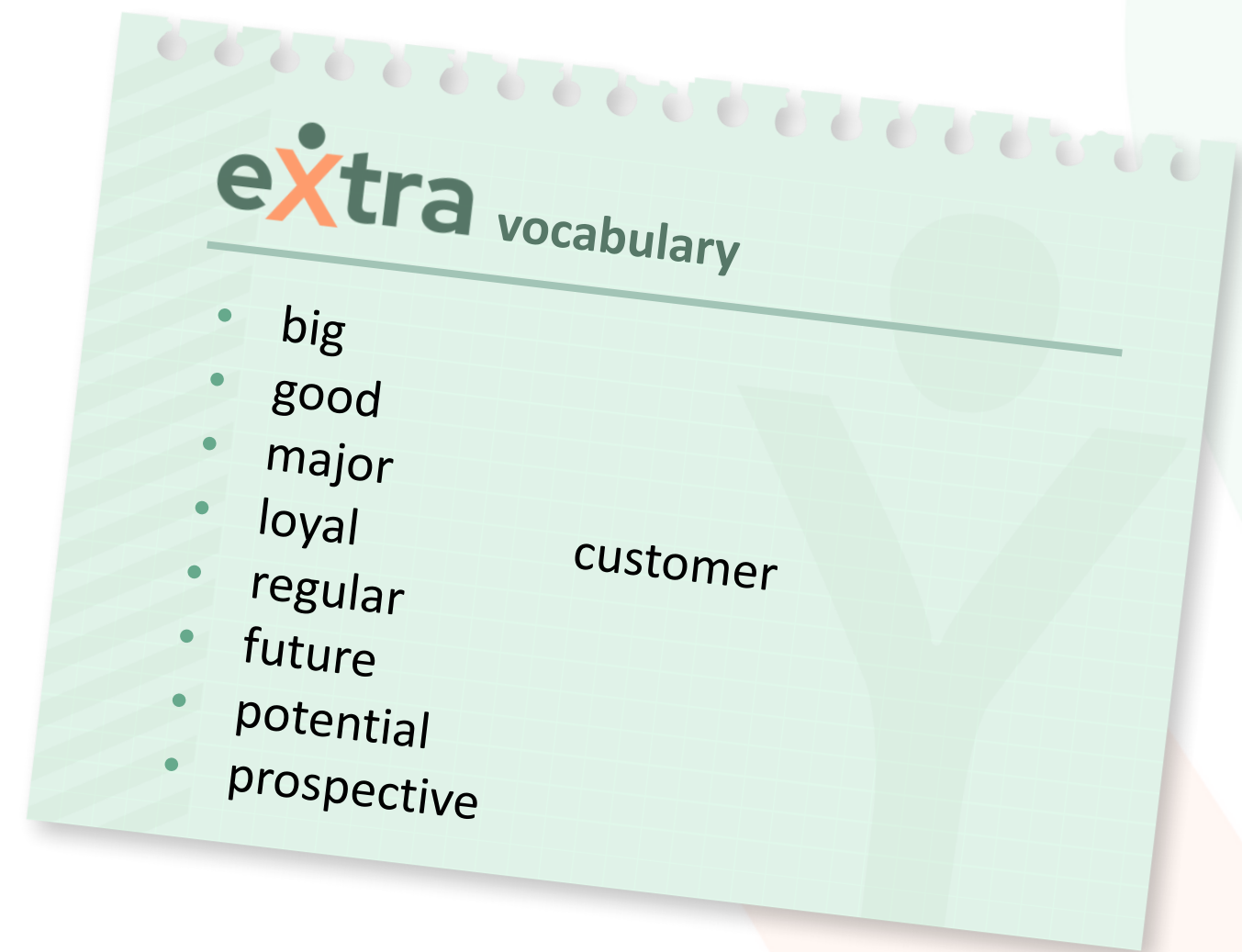
Audio 9.2

3. Listen again and write down the phrases used to interrupt.



4. Match (1-6) with (a-f).

- | | |
|-------------------------------|--------------------------|
| 1. Excuse me, _____ | a. say something here? |
| 2. Sorry to _____ | b. in for a moment. |
| 3. Can I just _____ | c. I'm not finished yet. |
| 4. Just a moment, _____ | d. interrupt, but... |
| 5. May I say _____ | e. may I add something? |
| 6. If I could just jump _____ | f. something? |



5. Work with your teacher / partner. Read the situations and develop a dialogue, using the expressions below. Interrupt and deal with interruptions.

Situation 1

Founders of a small startup company are planning their first advertising campaign to launch a new eco-friendly product (bamboo toothbrushes). They have a limited budget and must decide how to use it to reach their target audience.

Student A

You would like to spend most of the budget on social media campaigns. You believe this approach will reach young people. You think that social media influencers can help increase brand awareness quickly and within budget.

Student B

You believe that traditional advertising methods like print ads in magazines and participation in trade shows are more reliable than social media. You think that these methods will reach more serious buyers.

Situation 2

A small clothing store wants to increase its sales. The managers are deciding between two marketing strategies with a limited budget.

Student A

You want to offer big discounts on clothes. You think lowering prices will quickly bring more customers into the store.

Student B

You prefer to spend the budget on local advertising. You believe ads in the local paper and on community radio will attract more people.

How to interrupt

- *Excuse me, may I add something?*
- *Can I just say something here?*
- *Sorry to interrupt, but...*
- *If I could just jump in for a moment...*
- *Sorry, but ...*
- *May I say something?*

How to avoid interruption

- *Just a moment, I'm not finished yet.*
- *Please let me finish.*
- *I'd like to finish my point.*
- *Can I just finish?*
- *Can I finish what I was saying?*

1. Read the qualities of a great logo and analyze your company logo using these characteristics.



2. Look at the logos below. Which would you choose for a fashion company? Why?



Audio 9.3

3. Listen to three managers discussing the logos and note down the pros and cons of each.



	Logo 1	Logo 2	Logo 3
Pros			
Cons			

4. Complete the sentences with the prepositions below.

- **off**
 - **about**
 - **up**
 - **on**
 - **about**
 - **to**
1. We're here today to talk _____ choosing a new logo for Modique.
 2. Could you be more specific _____ why you think this design would work for our brand?
 3. We're getting _____ the subject a bit.
 4. Can we come back _____ that later?
 5. Sorry to interrupt, but can we move _____ to deciding between the logos?
 6. Can we sum _____ what we've agreed?

extra vocabulary

repeat customer - someone who buys again from a company that they have used before

E.g. Last year, 55% of revenues came from repeat customers.

5. Read the following phrases and discuss any that you don't understand with your teacher to clarify their meanings.

Introducing the subject

- *We're here today to talk about ...*
- *We need to discuss ...*

Saying you didn't hear

- *Sorry, I didn't catch that.*
- *What was (that/the last number)?*

Saying you didn't understand

- *Sorry, I'm not with you.*
- *Could you be more specific?*

Keeping to the right subject

- *We're getting off the subject.*
- *Can we come back to that later?*

Changing the subject

- *I think we've covered (this point).*
- *Can we move on to (the next point)?*

Concluding and summarizing

- *I think that's everything.*
- *Can we sum up what we've agreed?*

6. Read the situation below and role-play it with your partner / teacher.

A local bookstore is struggling to attract young readers. Hold a meeting to discuss different marketing strategies to boost sales and attract the young generation.

Student A

You are the chairperson. You like the idea of hosting weekly story hours and author events aimed at young readers. You believe these activities will make the bookstore a community hub for families and young adults.

Student B

You would like to invest in an online advertising campaign targeting local schools and youth clubs. You think promoting the bookstore's events digitally will reach more young people.

Introducing the subject

- *We're here today to talk about ...*
- *We need to discuss ...*

Saying you didn't hear

- *Sorry, I didn't catch that.*
- *What was (that/the last number)?*

Saying you didn't understand

- *Sorry, I'm not with you.*
- *Could you be more specific?*

Keeping to the right subject

- We're getting off the subject.
- Can we come back to that later?

Changing the subject

- I think we've covered (this point).
- Can we move on to (the next point)?

Concluding and summarizing

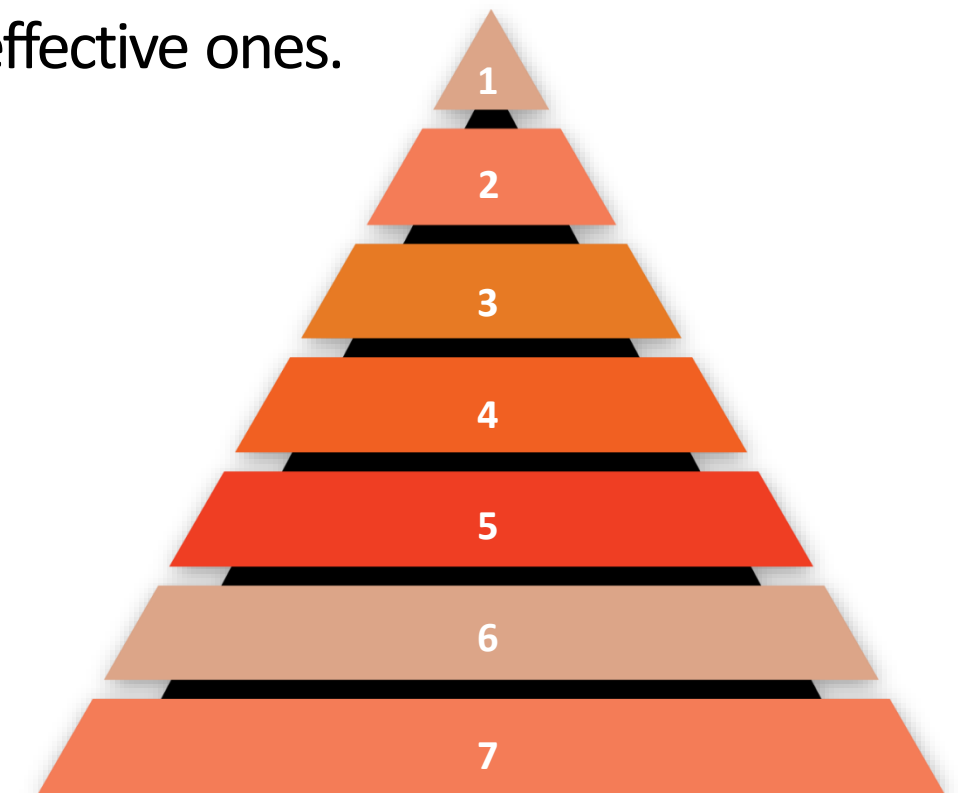
- I think that's everything.
- Can we sum up what we've agreed?

1. Remember your last purchase and answer the questions.

1. What did you buy?
2. Why did you buy it?
3. Were you happy with this purchase?
4. What influenced your choice? (e.g. word of mouth, an ad, influencer's recommendation)

2. Rank the factors that affect your purchasing behaviour from the most to the least effective ones. Explain your choice.

- word of mouth
- advertising
- influencer recommendations
- discounts
- brand reputation
- product quality
- social media presence



3. Match the phrases with their definitions.

- | | |
|--------------------------|--|
| 1. to realize | a. to move up or down a screen |
| 2. scary | b. to say something that is not true |
| 3. a couple of minutes | c. food that has a lot of oil or fat |
| 4. triple dipped chicken | d. try not to do something |
| 5. weird | e. chicken dipped three times |
| 6. greasy food | f. terrifying |
| 7. to scroll | g. about two minutes |
| 8. to resist | h. doing something without thinking about it |
| 9. to lie | i. strange |
| 10. subconsciously | j. to suddenly understand |



4. Watch the video and choose the correct answers.

https://www.youtube.com/watch?v=TLf2gOrL1iM&ab_channel=BiteBack

1. What dish did the participants choose?

a) deep-fried calamari	b) triple dipped chicken	c) French fries
------------------------	--------------------------	-----------------
2. What do the participants describe as 'weird' and 'scary'?

a) the food choices	b) the marketing method	c) the colors of the seats
---------------------	-------------------------	----------------------------
3. What was the experiment about?

a) testing food choices	b) observing unnoticed influences	c) comparing music reactions
-------------------------	-----------------------------------	------------------------------

5. Work with your partner / teacher. Write the list of tricks that advertisers use to make us buy (e.g. *memorable tunes, colours, BOGO (Buy One, Get One Free), etc.*)

6. Use the list from exercise 5 and think about how you can promote the following:



a. airline



b. smartphone



c. real estate agency



d. car



e. cookies

7. Create a marketing campaign for your company's products / services. Think about:

- music
- slogan
- visuals
- colours
- celebrities / influencers
- freebies
- marketing channels

1. Match (1-5) with (a-e).

- | | |
|----------------|-------------|
| 1. market | a. campaign |
| 2. consumer | b. figures |
| 3. product | c. behavior |
| 4. sales | d. research |
| 5. advertising | e. launch |

2. Complete the sentences with the phrases from exercise 1.

1. The new _____ helped them reach more customers.
2. 500 guests attended the _____.
3. They looked at the _____ to see how well their new game was selling.
4. The company did _____ to find out what people want to buy.
5. They studied _____ to see why people choose certain snacks.



3. Match the phrases with the sentences (1-4) that best illustrate their meaning.

- | | |
|----------------------|--|
| • product range | 1. People buy food, clothes, and electronics at the store. |
| • sales forecast | 2. The store has many different types of shoes. |
| • advertising agency | 3. They predicted they would sell 100 bikes next month. |
| • consumer goods | 4. The company that makes ads helped them sell more clothes. |

4. Match the phrases with their definitions.

- | | |
|---------------------------------------|--|
| 1. to get free publicity | a. sell products at lower prices |
| 2. to increase awareness | b. advertise your newest products |
| 3. to reach a target audience | c. find your specific customers |
| 4. to promote your latest range | d. tell more people about something |
| 5. to offer discounts | e. organize activities intended to advertise something |
| 6. to boost sales | f. advertise without paying |
| 7. word of mouth | g. sell more products |
| 8. to conduct an advertising campaign | h. when people tell others about something |

5. Choose the correct option.

1. You **can't / need to** understand the product lifecycle to plan your marketing.
2. You **can / don't have to** get free publicity by engaging with social media influencers.
3. We **need to / can't** promote your latest range aggressively if we want to capture the market early.
4. Word of mouth is powerful; you **don't need to / can't** underestimate its impact on brand reputation.
5. To maintain your brand's popularity, you **have to / don't need to** consistently engage with your customers.
6. You **need to / don't have to** invest much money in advertising if you **can / have to** get free publicity.

6. Complete the text with the verbs in the box.

can
can't
have to
don't have to
need to
don't need to

When planning an advertising campaign, you **1** _____ study consumer behavior to understand what attracts your customers. It's important because you **2** _____ boost sales without knowing your audience. To conduct an advertising campaign, you **3** _____ decide on the product range you want to promote.

Your team **4** _____ set a clear advertising budget; without it, you **5** _____ risk overspending. Remember, you **6** _____ use every media platform; choose the ones that reach your target audience best. After everything is planned, you **7** _____ monitor the campaign's progress to adjust strategies if needed.

7. Put the words in the correct order to make sentences.

1. something / just / say / Can / here / I?
2. saying / what / Can / I / was / finish / I?
3. point / to / finish / like / I'd / my.
4. moment / Just / a / finished / not / I'm / yet.

8. Complete the sentences with the words below.

- | | |
|------------|---------------------------------------|
| • back | 1. Sorry, I didn't _____ that. |
| • sum | 2. Could you be more _____? |
| • catch | 3. Can we come _____ to that later? |
| • specific | 4. Can we move on to the next _____? |
| • point | 5. Can we _____ up what we've agreed? |

