

Advanced English for **SALES MANAGEMENT**

Àngela Grau Escrivà · Rosa Anna Guillem Cherp



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Advanced English for **SALES MANAGEMENT**

Àngela Grau Escrivà · Rosa Anna Guillem Cherp



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2.	THE SALES TEAM	<ul style="list-style-type: none"> Sales Leadership Managing people 	<ul style="list-style-type: none"> Past Simple and Continuous
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<ul style="list-style-type: none"> The Sales Team 	<ul style="list-style-type: none"> Leadership A day in the life of... 	<ul style="list-style-type: none"> Negotiating 	<ul style="list-style-type: none"> Formal and informal correspondence
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1 BUSINESSES

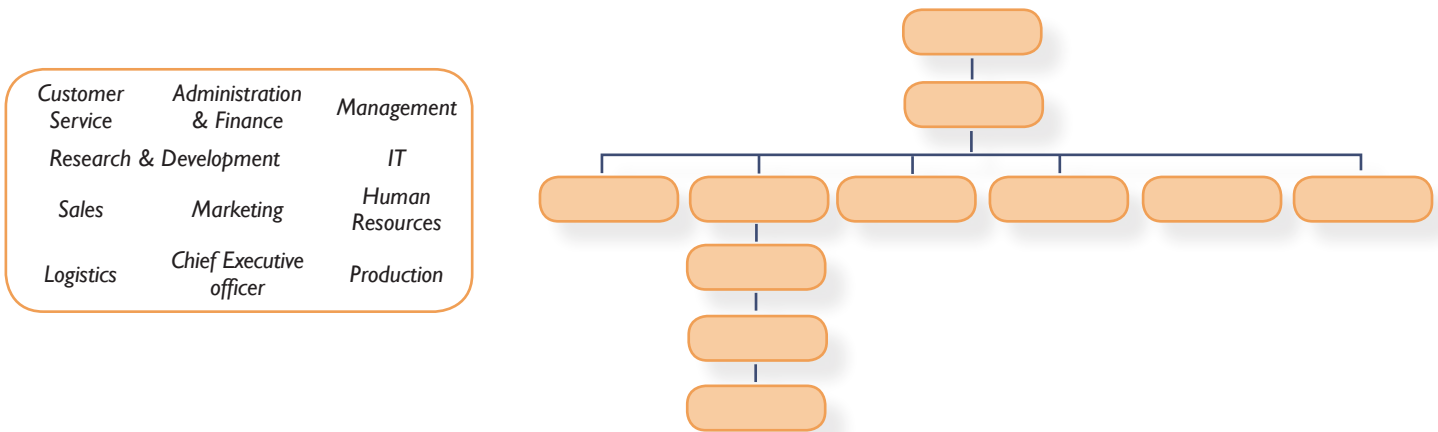
CONTENTS

- Present Simple, Present Continuous, Word Order in Questions
- Companies, dealing with numbers, financial statements
- Intra-Office emails, ...

COMPANIES

I. There are different types of organizations that a company can adopt.

A. Complete the following organizational chart with the names of the different departments or functions of a company:



B. Now match each department to its activities. There may be more than one choice.

make/manufacture things	be in charge of people and run the organization	investigate and test	sell products or services	deal with clients/consumers	work with figures
deal with employees and training	deal with new products	deal with complaints	design advertising campaigns	train staff	carry out research
issue press releases	prepare budgets	install and maintain systems equipment	operate assembly lines	transport goods	draw up contracts

Administration and finance	Customer Service	Human Resources	IT	Logistics	Management	Production	Research and development	Sales and marketing

2. Complete the sentences below with the words and phrases in the box.

head office market share parent company workforce subsidiary turnover

- The amount of money a company receives from sales in a particular period is called its
- A company which owns another company is called a
- The employees in a particular country or business are called the
- The percentage of sales a company has in a particular market is its
- The main building or location of a large organization is its
- A company which is more than 50% owned by another company is called a

1 VOCABULARY

DEALING WITH FIGURES

LARGE NUMBER

823, 646, 370 =

823: eight hundred and twenty-three million, 646: six hundred and forty-six thousand, 370 three hundred and seventy

Fractions

$\frac{4}{7}$ = four-sevenths

$\frac{3}{5}$ three-fifths

$\frac{1}{2}$ a half

$\frac{1}{4}$ a quarter

Decimals

1.32 one point three two

0.865 nought point eight six five (Br E)

zero point eight six five (AmE)

point eight six five (BrE/AmE)

Percentages

82 eighty-two per cent

Currencies

£4,000.000 four million pounds

€18,000 eighteen thousand euro

\$3000 three hundred dollars

British and American English Differences

560 five hundred and sixty (BrE)

five hundred sixty (AmE)

0 nought/oh (BrE) /zero (AmE)

**When we don't specify the exact amount, a plural is used.
It cost hundreds of euros. They won thousands of dollars.*



1. Listen to five extracts from a news programme. Circle the numbers you hear.

- | | | | |
|---|--|-------------|--------------|
| A | Unemployment rate in Spain as for February 2021: | 16.10% | 17.10 % |
| B | Unemployment during the pandemic: | 401,328 | 401, 4328 |
| C | Unemployment reduction: | 2.9 million | 20.9 million |
| D | Sales increase: | 3.1.1% | 31.1% |
| E | Sales: | \$9,299,670 | \$9,299, 660 |



2. Practice saying these numbers. Listen and check if you were right.

- 1 a) 372 b) 1,541 c) 38,504 d) 674,321
- 2 a) 4.5 b) 2.99 c) 9.875 d) 4,527,296
- 3 a) 15% b) 50% c) 97% d) 100%
- 4 a) £80 b) \$ 5,800 c) €150,000 d) €20,000

3. Try to answer these questions. Write the figures down. Then share your ideas with your classmates.

1. What is the population of Spain?
2. How many people work for your company / study at your school?
3. What is the average salary in your country?
4. What is the current inflation rate?
5. Approximately how many people are unemployed?
6. What is the interest rate for savings?
7. What fraction of their income do you think people spend on living costs?
8. What percentage of your income do you spend on transport?



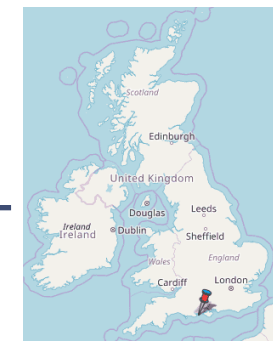
LUSH

OVERVIEW

Lush is a manufacturer and retailer of fresh handmade cosmetics. The Company produces and distributes creams, soaps, shampoos, shower gels, lotions, moisturizers, scrubs, masks and other cosmetics for the face, hair, and body using only vegetarian or vegan recipes. Lush provides its products through shops, internet, and telephone, as well as partnerships with local franchise holders internationally.








Lush means fresh, green and verdant. The name is a perfect representation of the natural products it produces.



EXECUTIVE TEAM

Lush's Co-Founder and Managing Director is Mark Constantine. Lush's key executives include Mark Constantine and 4 other people.

				
Mark Constantine Co-Founder and Managing Director	Mo Constantine Co-Founder and Director	Annabelle Baker Director	Jack Constantine Chief Digital Officer	Gabbi Loedolff Head of Raw Materials and Safe Synthetic Sourcing

LOCATIONS

Lush was founded in 1995 and is headquartered in Poole, United Kingdom. It operates in 49 countries and it has more than 900 shops all over the world, 20% of them in the USA.

BUSINESS STRUCTURE

Lush is a Public Limited Company with a small number of shares available on an invitation basis only. The company's growth is based mainly upon partnerships.






They work on a flat structure, which allows all employees to access Leaders in the company. Board members look to their teams for leadership and encourage them to take the lead where possible. All support and Senior Management staff are visible and available at any time to discuss ideas or concerns staff may have. Mark is heavily involved in the day to day running of the company, helping to develop the teams whilst also inventing fragrance and products. Mark always attends the European Communication Meetings, and he also travels to other Communication meetings around the world so staff are able to see and talk to him on a regular basis. He visits and works on the shop floor from time to time, which really gives the staff a buzz, as well as openly telling employees that they can contact him via his personal Facebook page.

WHAT IS IT LIKE TO WORK FOR LUSH FRESH HANDMADE COSMETICS?

Lush employs 15,000 employees, with an average of 6 persons per store and 100 staff in the main management office.

Look at the following chart of facts regarding the staff benefits and the results of the survey among employees:

BENEFITS

	At least 40% of senior managers are women.	73% of staff agreed:
	Companies offering either the gym/sports facilities or offering subsidised gym membership for all employees.	This organization is run on strong values/principles
	At least 10 weeks full pay or generous alternative.	56% of staff disagreed:
	Companies who provide support for non-work related training.	My work interferes with my responsibilities at home
	School hours contracts offered to staff.	83% of staff agreed:
		My organization genuinely cares about the environment

OUR STORY

LUSH'S HUMBLE BEGINNINGS

Since 1995, Lush has been a trailblazer in the cosmetics industry. The company has created new and innovative products, like the bath bombs. It fights animal testing and it runs ethical campaigns. Lush has come a long way since its humble beginnings.

Mark Constantine and Liz Weir met in the early '70s while working at a beauty salon in Poole, England. Mark was a trichologist and Liz was a beauty therapist. Both were interested in natural beauty products, so they decided to create a business of their own.

The couple established Constantine & Weir and started creating products made from their own recipes. They became the major supplier to The Body Shop, until owner Anita Roddick bought their bestselling formulas. After this Mark and Liz felt free and decided to start a new venture.

The team then founded Cosmetics To Go, a mail-order company that offered revolutionary items like bath bombs, solid shampoo bars, and massage bars. Mark and the team experimented, played and innovated with ingredients, but they mainly focused on issues like fighting against animal testing. They developed a strict buying policy that ensured that their suppliers didn't test on animals.

Six years later they made another fresh start. In 1995 they opened the first Lush shop in Poole. The name itself, together with the simple design and the reclaimed materials were examples of Lush's values.

In that year, in 1995, on a trip to London, Mark Wolverton and Karen Delaney-Wolverton discovered Lush. They fell in love with its philosophy to bring fresh, vegetarian products to its customers. So in 1996, they opened the first Lush shop in Vancouver, Canada. Today, there are more than 900 shops all over the world, and several production facilities in the United Kingdom, Canada, Croatia, Germany and Australia.

No money is spent on unnecessary extras like packaging, and the company follows a "no advertising policy". They do not spend money on marketing campaigns, promotions or social media. They do not have a traditional marketing department. They rely on user-generated content and word-of-mouth marketing.

And the team's commitment to fighting animal testing continues. In fact, high percentages of the prices are donated for animal protection, human rights and environmental justice.

(adapted from <https://www.lushusa.com/home>)

1. Answer the following questions about the text:

- Where did Mark Constantine and Liz Weir meet?
- Who is Anita Roddick?
- How many companies preceded the foundation of Lush in 1995?
- Where was the second shop opened? By whom?
- In how many countries are Lush's products manufactured today? Which ones?
- Does Lush invest much money on marketing?

2. Find synonyms in the text for these words:

1. pioneer	2. excitement	3. education	4. located	5. set up

3. Are the following statements true or false. Correct the false ones.

- Management staff in Lush are mainly male.
.....
- Lush cares about its staff's physical well-being.
.....
- The headquarters of Lush are in the USA.
.....
- Mark Constantine, based in Europe, attends only European Communication Meetings.
.....
- Work-life balance is not impossible for Lush employees.
.....
- Women on maternity leave get paid only part of their salary.
.....



FINANCIAL STATEMENTS

1. **Work with a partner. Have a look at the different financial statements and complete the definitions with the words given.**

sales

business

worth

value

loss

owe

profit

own

1. A **Balance Sheet** is a financial statement that tells you how much your business is 1..... as of a specific date. Assets are items of 2..... Liabilities are what you 3..... others. Owner's equity is what you actually 4.....

2. An **Income Statement** tells you if you earned a 5..... or a 6..... over a specific period of time. Revenue is another name for 7....., though revenue doesn't necessarily derive from sales.

3. A **Cash flow** statement shows you the actual flow of your 8..... over a specific period of time.

2. **Study the financial vocabulary in the statements. Choose a word for the following definitions**

petty cash

cash flow

liabilities

inventory

assets

net income

loan

1. refers to all the items, goods, merchandise, and materials held by a business for selling in the market to earn a profit.
2. include everything the company owns, such as cash, inventory, buildings, equipment, and vehicles.
3. The money a company makes after taking away its costs and tax is its
4. include everything the company owes to others, such as vendor bills, credit card balances, and bank loans.
5. A is when you receive money from a friend, bank or financial institution in exchange for future repayment of the principal, plus interest.
6. is a small amount of cash that is kept on the company premises to pay for minor cash needs.
7. are the net amount of cash and cash-equivalents being transferred into and out of a business. Cash received are inflows, and money spent are outflows.

3. **Circle the correct word for each gap.**

1. is a reduction in the value of an asset over time, due in particular to wear and tear.
a. payroll b. depreciation c. expense
2. include the claims owners have on the assets based on their portion of ownership in the company.
a. deductions b. turnover c. equities
3. refers to the payment of employees by their employer. It can also describe the business's process of paying employees and also any corresponding taxes.
a. debt b. payroll c. rate
4. an arrangement by which a company undertakes to provide a guarantee of compensation for specified loss, damage, illness, or death in return for payment of a specified premium.
a. insurance b. repayment c. merchandise
5. is money that an individual or business receives in exchange for providing labor, producing a good or service, or through investing capital.
a. fee b. guarantee c. income
6. is the income generated from normal business operations and includes discounts and deductions for returned merchandise.
a. revenue b. fee c. turnover
7. are the costs of operations that a company incurs to generate revenue.
a. wages b. expenses c. earnings

4. Complete the following sentences with vocabulary from exercises 2 and 3 .

1. If a newspaper vendor uses a vehicle to deliver newspapers to the customers, only the newspaper will be considered
2. Provision should be made for of fixed assets.
3. Businesses earn from selling goods or services above their cost of production.
4. The company has to take a in order to acquire a larger warehouse.
5. Fiscal second-quarter tripled to \$75,000 last year.

5. Can you match the following words to make collocations related to business?

- | | |
|------------|---------------|
| 1. run | a. a profit |
| 2. do | b. bankrupt |
| 3. make | c. losses |
| 4. meet | d. investors |
| 5. make | e. money |
| 6. go | f. business |
| 7. suffer | g. a deadline |
| 8. attract | h. company |

COLLOCATIONS

'Collocation' is a word or phrase that is often used with another word or phrase, in a way that sounds correct to people who have spoken the language all their lives, but might not be expected from the meaning.

Verb + noun collocation



IDIOMS RELATED TO NUMBERS.



Match the following idioms to their correct meanings.

- | | |
|----------------------------------|-------------------------------------|
| 1. all in one piece | a. very happy |
| 2. on cloud nine | b. solve two problems with one move |
| 3. six feet under | c. very many |
| 4. a million and one | d. dead and buried |
| 5. kill two birds with one stone | e. something very likely |
| 6. ten to one | f. safe |

Now write sentences to show you know how to use them.

.....

.....

.....

PRESENT SIMPLE & PRESENT CONTINUOUS

PRESENT SIMPLE

We **deal** with complaints in this department.

The head of IT **doesn't work** on Fridays.

Does your company **train** new staff?

We use the _____ for:

- permanent situations
- regular or repeated actions and routines
- general facts
- for timetables and schedules



We don't normally use the Present Continuous with the following verbs:

like, love, hate, prefer, want, need, own, know, believe, understand, agree, belong, mean, see

PRESENT CONTINUOUS

We **are dealing** with complaints this week.

The head of IT **is not working** today.

Is your company **training** new staff at the moment?

We use the _____ for:

- uncompleted actions happening now
- temporary actions and situations still going on.
- future arrangement

WATCH OUT:

The frequency adverb **ALWAYS** can sometimes be used with the Present Continuous:

The secretary is always skipping Friday meetings.

1. Circle the correct option.

- The showroom *closes* / *is closing* at 6pm every evening.
- Emily *is preparing* / *prepares* the balance sheet this week.
- Matt is in the corridor, where *does he go* / *is he going*?
- My wife *wants* / *is wanting* to find a better job.
- Nowadays large businesses *have* / *are having* their own marketing departments.
- The company *needs* / *is needing* to hire new employees now.
- In my department we *reply* / *are replying* to customer enquiries all day long.
- How many hours *do you usually work* / *are you usually working* a day?

2. Match the following sentences with the uses of the Present Continuous (a, b or c).

- My boss is travelling today _____
- She is living in Madrid. _____
- The new employees are arriving next week. _____
- They are building a new factory in our city. _____
- What are they doing tomorrow morning? _____
- Where is she working now? _____

3. Fill in the gaps with the correct form of the verbs in brackets.

- They (think) of selling the company.
- He (prefer) the meetings in the morning.
- I (have) lunch now.
- I (not believe) how much this product (cost).
- She (want) to leave now.

1 GRAMMAR

WORD ORDER IN QUESTIONS

QUESTIONS WITH AUXILIARY VERBS (ASI/ QASI)

Question word	Auxiliary Verb	Subject	Verb (infinitive)	Complements
Where	does	he	work	in?
	Do	you	own	the company?
When	are	they	selling	new products
	Is	he	working	in the sales department?

4. Choose the present simple or present continuous for each gap below.

1. A: What time this afternoon?

B: I don't know. We tomorrow.

- a. does the train leave / leave
- b. does the train leave / are leaving
- c. is the train leaving / leave

2. A: ?

B: Yes, but I to quit.

- a. Are you smoking / try
- b. Do you smoke / try
- c. Do you smoke / 'm trying

3. A: I on holiday two or three times a year.

B: That's great! And where this year?

- a. go / do you go
- b. 'm going / do you go
- c. go / are you going

4. I think it's better to stay. It and we an umbrella.

- a. 's raining / don't have
- b. rains / don't have
- c. 's raining / aren't having

5. I an article about the myth that says that we 10% of our brains.

- a. 'm writing / are only using
- b. write / are only using
- c. 'm writing / only use

6. I of quitting my job. it is a good idea?

- a. 'm thinking / Do you think
- b. think / Do you think
- c. 'm thinking / Are you thinking

7. Who is that man? Why at us? What?

- a. is he looking / is he wanting
- b. is he looking / does he want
- c. does he look / he wants

8. A: Tomorrow I my doctor in the morning.

B: Isn't your doctor that woman I over there?

- a. visit / 'm seeing
- b. visit / see
- c. 'm visiting / see

5. Make questions using the words given in the Present Simple or the Present Continuous.

1. what projects / you / work on / this season?

.....

2. how much / the company / usually / spend / on insurance?

.....

3. the boss / wait for / the balance statement / today?

.....

4. he / think about / leaving his job / before the summer?

.....

5. corporations / always / spend / a lot of money / training their sales team?

.....

6. Make questions for the following answers using the Present Simple or Present Continuous.

1.

The radio programme about business begins in a few minutes.

2.

He drives to the warehouse every morning.

3.

Bob is always cleaning the stockroom.

4.

Shirley is planning to go to Brussels.

5.

The shop is closing late today because of Black Friday.

6.

My boss sometimes organizes online meetings.

HOW BREXIT IS CHANGING BUSINESS



Since the British Prime Minister David Cameron called a referendum on what became known as Brexit in 2015, there has been a never ending debate over what the consequences of a departure of the U.K. from the European Union would be. The consequences are now a reality for millions of business.

1. What do you know about Brexit? What does Brexit mean? Try to define it using your own words.

.....

.....

2. What areas do you think it is having an impact on?

.....

.....

.....



3. Listening. You are going to hear 5 different people talking about the impact of Brexit on British and European business. Number the following topics according to the order in which they are mentioned.

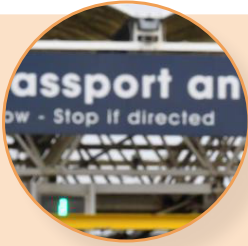
	Order
a. Loss of .eu Domain Access	
b. Food Supply disruption in Ireland	
c. Research Environment	
d. Delivery Delays	
e. Travel	
f. Companies moving to a different country	
g. Big barriers for Small Business	

1 LISTENING



4. Listen. What do the following numbers refer to?

- 218:
- 550:
- £20 million
- 11 million:
- 81,000:
- January 1st:



5. Listen again and answer the following questions:

1. What reasons do they mention for companies to move to a different country?

.....

2. How long was Sue Campbell's package delayed?

.....

3. What was the reason for the delay?

.....

4. According to the recording, how has Brexit affected travel?

.....

5. What were the consequences of the new agreements related to customs?

.....

6. Why has The Leave.eu website passed on the ownership of its domain to a non-U.K resident?

.....

7. What is the main problem for small British business?

.....

8. Why has Brooked suspended sales to the U.K.?

.....

6. Words from the listening. How do you say these words in your language?

1. mainland:

2. grant:

3. foot the bill:

4. customs (pl.)

5. lockdown (n.):

6. saddle:



INTRODUCING YOUR COMPANY

1. Do you know these corporations? What do they manufacture/produce?



2. Think of three different corporations for each of the sectors below. You can use the ones above.

3. Get in pairs. Choose one of the companies above and keep it secret. You have to find out the corporation your mate has chosen by asking any details about it. You can only use Yes/No questions.

Example: Is your company based in Europe? Yes, it is.

Does it manufacture goods? No, it doesn't.

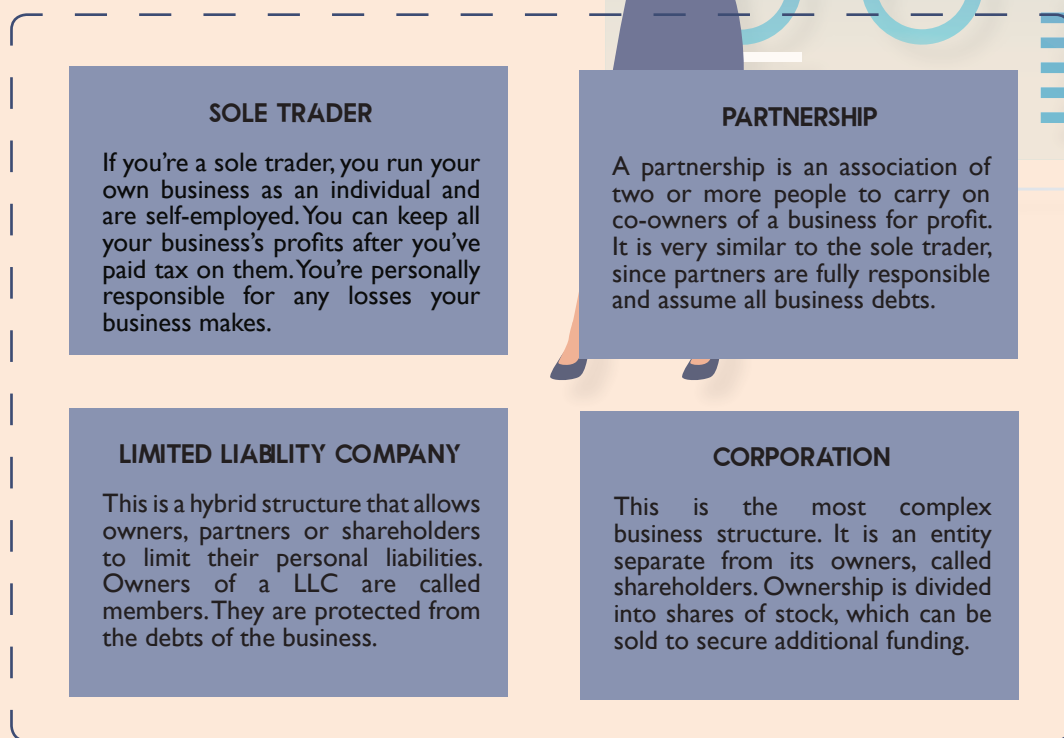
Is it a market leader? Yes, it is.

1 SPEAKING

4. Imagine that you have the capital to start up a business and you are willing to become an entrepreneur. Make a plan, think about the following items:

SECTOR:	
ACTIVITY:	
LOCATION:	
WHO:	
LEGAL STRUCTURE:	

◇ These are the different types of legal structures you can choose from:



TASK. Introduce your business to the rest of the class using the Present Simple. We help you with some structures you can use:



Useful phrases to talk about your company:

- Its HQ/ headquarters/ head office is in...
- It has an office/ a branch/ a factory/ a plant in...
- It operates in
- It produces/ manufactures/ makes/ sells / provides / offers...
- It exports/ imports/ distributes...
- Its main business is...
- Its (main) competitors (in this country) are...
- It is owned by...
- It's a (type of legal structure)
- The CEO/ Managing Director/ Chairman/ founder/ owner is...

INTRA-OFFICE EMAILS

1. Read the information on page ____ about the intra office emails. According to the instructions for writing an email. What would be the best way to improve this message:

To: Western Team

From: William Walls

Subject: tomorrow

As you know, tomorrow afternoon we'll be meeting to discuss the status of all of our annual sales. Sandwiches will be provided. Be sure to arrive on time and bring along the materials you have been working on this week -bring enough copies for everyone. Some of these materials might include your calendars, reports, and any important emails you have sent. Also, I wanted to remind you that your parking permit requests are due later this week; you should turn those in to Ms. Jones, and if she is not at her desk when you stop by, you can email them to her.

SEND

2. Here you are some common acronyms used in e-mails as they are meant to be short but factual. What do they stand for?

1. FYI:

2. ASAP:

3. BTW:

4. ATTN:

5. N/A:

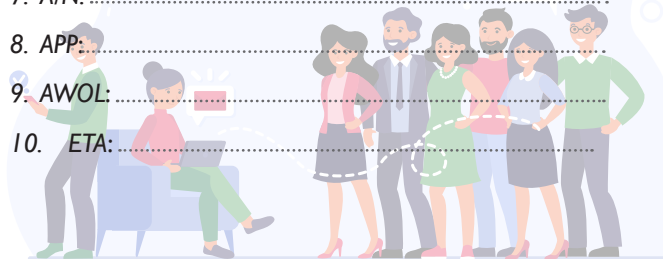
6. RSVP:

7. A/N:

8. APP:

9. AWOL:

10. ETA:

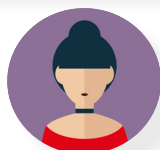


TASK: Write an internal message email.

Using the information provided write an email to all staff about somebody who is coming to visit your organization.

Ideas: basic information like dates and times; why the visit is important; any action you want staff to take etc.

New message



To

Subject

A



send

save

cancel