

The different types of sales

Selling goods or services to the end-user may take place in different ways:

- in **commercial spaces** or **retail outlets** such as:
 1. **corner shops**, small shops that sell food or items needed daily;
 2. **department stores**, big shops which sell a wide range of products to consumers under one roof;
 3. **discount stores**, which offer products at a much lower price than the typical market value;
 4. **factory outlets**, which sell factory-made goods directly to consumers for less than current retail prices, because they are irregular, updated or in surplus;
 5. **kiosks**, which are small structures in a building or on the street;
 6. **farmers'/street markets**, with stalls that sell fruit and vegetables and a wide range of goods;
 7. **pound/dollar/euro shops**, which sell a limited range of products priced at one pound/dollar/euro each;
 8. **shopping centres/malls**, complex structure of buildings with different shops selling a variety of merchandise;
 9. **speciality retailers**, which offer customers expert knowledge and a high level of service only in a selected range or brand of products;
 10. **supermarkets**, which are the evolution of the small grocery stores and sell food products and household items;
 11. **hypermarkets**, which are huge supermarkets usually outside the city centre;



- 12. **vending machines**, which are electronic machines that dispense snacks, drinks or cigarettes;
- 13. **warehouse stores**, which stock, display and sell a variety of goods in bulk at very competitive prices.
- **via distance selling** (no face-to-face contact between buyers and sellers)
 1. **by mail order**, which is a method of selling, mainly through catalogues, in which the buyer places his order by mail, online or on the telephone and goods are received by mail;
 2. **online**, or through a **buyer aggregator**, who brings together individual purchasers from across the Internet to buy as a group in order to receive discounts, usually offered to organisations who purchase in volume;
 3. **via teleshopping**, which consists in offering TV viewers goods and services through short TV commercials, usually on private channels. Buyers place orders via the internet or on the phone.
- **via direct selling**
 1. **doorstep/door to door selling**, which is made by sales persons in the following situations:
 - a. during a trip
 - b. during a visit to the consumer's living place or at the workplace;
 2. **network selling/multilevel marketing**, through sales representatives who organise home parties at the customer's place (for example Avon or Tupperware) to sell and recruit other potential sellers;
 3. **telephone calls**.



1 Match each consumer to the most appropriate selling point he/she would go to/use in each situation.



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|--|------------------------|
| 1. A thirsty teenager at school. | a. Farmers' market |
| 2. People who can't afford high prices in shops but love designer clothes. | b. Factory outlet |
| 3. An elderly pensioner with no car in a small village in the mountains. | c. Discount stores |
| 4. A busy businessman who has no time for Christmas shopping. | d. Vending machine |
| 5. A businesswoman who does the shopping on the way back from work. | e. Online |
| 6. A man who looks for an exclusive watch. | f. Corner shop |
| 7. A group of university students abroad who are short of money. | g. Hypermarket |
| 8. People who want to buy fresh vegetables zero km. | h. Speciality retailer |



2 Complete these sentences with the right word.



- a. **1.** selling allows buyers to **2.** an order by mail, online or on the **3.** and goods will be delivered at home.
- b. Sales can take place without **4.** contact between buyer and seller.
- c. Online purchasers can get **5.** if they buy in **6.** through a buyer **7.**
- d. Private TV channels often broadcast **8.** that sell viewers goods or **9.** This is called **10.**
- e. In **11.** selling, a sales person meets potential **12.** face to face.
- f. Home parties are organised by sales **13.** of companies. Their sales strategy is called **14.** selling because they look for new **15.** while selling their goods at customer's houses.



3 Read the text and choose the right option.

← → ↻
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Sales techniques: focusing on the customer

A successful sales process **1.** always start by looking **2.** customer needs and wants, rather than just at **3.** a seller is trying to sell.

4., the sales message should always highlight **5.** the features of a product match a consumer's individual **6.** and the benefits it can offer **7.** competitors.

Good sales **8.** include anticipating and dealing with any reasons **9.** the customer might or might not choose to buy a certain product. This is why a good sales person always tries to answer a couple of questions while dealing with his customer:

- what would make him/her enthusiastic about **10.**?
- what's the problem he/she is trying to **11.** through buying?

If buyers believe that the seller is working **12.** their interests at heart, as well as his own, they're more likely to say why they prefer competitors' products. What is more, they might be more inclined to buy and try something **13.** for a change too.

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|-----------------------|-----------------|--------------|---------------|
| 1. a. need | b. should | c. could | d. might |
| 2. a. for | b. to | c. at | d. up |
| 3. a. how | b. which | c. that | d. what |
| 4. a. However | b. Moreover | c. Therefore | d. Then |
| 5. a. how | b. what | c. when | d. because |
| 6. a. questions | b. requirements | c. answers | d. requests |
| 7. a. from | b. to | c. over | d. on |
| 8. a. representatives | b. messages | c. persons | d. skills |
| 9. a. because | b. that | c. why | d. for |
| 10. a. buy | b. buying | c. choose | d. choosing |
| 11. a. solution | b. cause | c. solve | d. solving |
| 12. a. for | b. in | c. by | d. with |
| 13. a. of new | b. of different | c. new | d. difference |



4 You will hear a former door-to-door salesman giving some useful sales tips. Take notes and answer the questions.

1. Why are people shocked when the man talks about his job?
2. What did he sell door-to-door?
3. Was his experience useful?
4. What is the first lesson to learn when selling to people?
5. What was one of the mistakes he made at the beginning of his career?
6. What is the worst and the best way to approach a buyer? Why?
7. What personality traits can help you succeed in this kind of job and in life?

