质量与价格 Study Roadmap

Exercise 1

Once you have practiced the original dialogue multiple times and understand the accompanying vocabulary, think of a product in which you would want to make a sales pitch for and practice the dialogue with your classmate one more time, this time substituting some parts as needed to reflect the new product, using supplementary vocabulary from the vocabulary list when applicable but continue to incorporate similar structures and patterns. As you practice, keep in mind the following steps:

**步骤一 先自我介绍并与客人寒暄问候，拉近关系**

A: 您好！我是淳安巧克力公司的销售代表。

B: 你好！

A: 刚才好像跟您有一面之缘，展销会开始时就看到你了。看您今天好像在展销会上逛了不久，。。。

**步骤二　邀请客人观看样本以及试用或试吃**

A: 。。。如果你有兴趣的话，您要不要试吃我们新推出的芥末巧克力饼干？

B: 好啊！

**步骤三　询问对方的意见和感受**

A: 您觉得这一款饼干的口味好吗？

B: 我觉得太好不过了！这饼干又脆又酥，也不会太甜，只是如此新颖的口味恐怕。 。 。

**步骤四　探询对方的顾虑**

A: 您是怕在传统客户上会不讨喜吧。

**步骤五　设法缓解对方的顾虑**

A: 。。。没关系，我们还有很多各式各样的口味，。。。

**步骤六　探询对方的喜好**

A: 。。。不知您可否分享您平常喜欢什么口味的饼干？

B: 我个人是喜欢酸甜口味的，不过最重要的是我希望我所属的甜品店里能够让像我一样是全素食主义者的客人可以无忧无虑地品尝店里卖的饼干，可惜这些饼干往往价格有些高。

**步骤七　讨论价格以及强调产品的品质**

A: 的确跟一般的饼干比起来价格有点偏高，不过我们刚好也有供应给全素食主义者的饼干系列，绝对物超所值。我们的产品品质不仅在坚持低脂肪与无添加动物油的信念上优于其他品牌，我们采用的都是全天然的真材实料。相对来说，我们的价格也不比其他品牌高。我们的产品还因此荣获今年的国际全素食主义协会的最佳甜点金奖。

B: 我承认你的产品无可挑剔，只是我们的公司规模不大，资金有限，恐怕承受不起。

**步骤八　提出初步的价格优惠并预测对方的接受度**

A: 如果价格上打个九折，您能订购多少？

B: 如果订两百箱以上，可以给我更高的优惠吗？

**步骤九**　**设法达成销售目标**

A: 好的，希望未来能够与您合作。如果你至少订购两百箱，我们的公司可以给您打八折，您意下如何？

B: 那好，我就先订购两百五十箱吧。

Exercise 2

Read the following prompt with your classmate. Using vocabulary from both the dialogue and the supplementary vocabulary provided in the vocabulary list, perform the following situation in dialogue format with your classmate:

You are an executive manager of the sales department at a technology company. Today, you are having a meeting with an executive manager from a well-known e-commerce website. In your most recent new product release event, your company unveiled a new virtual assistant AI product. You showed the executive manager from the e-commerce website the product and its special features. The executive manager is thinking about selling the product on his company’s e-commerce website, but he also has some other considerations. Your goal is to address his concerns and make a successful sales pitch by the end of the meeting.

Exercise 3

Read the following prompt with your classmate. Using vocabulary from both the dialogue and the supplementary vocabulary provided in the vocabulary list, perform the following situation in dialogue format with your classmate:

 You are a sales manager from a multinational automotive manufacturer. Today, you are attending an auto show to exhibit this year’s newest electric car model. At the trade show, you meet a high-profile entrepreneur who owns several automobile dealerships. The entrepreneur seems interested in the model, but believes that traditional cars are safer. Your goal is to convince him otherwise and make a successful sales pitch by the end of your conversation.

Exercise 4

You are an online sales representative for a fashion house that has just released its fall collection during the most recent fashion week. Your online channel has a substantial amount of subscribers but due to the current economic conditions, sales during the first quarter show decreased earnings for the first time since the company’s inception. You are trying to get subscribers excited about the newest line of luxury handbags, so you hold a live online session where fans can ask questions or comment about the handbags. By the end of the session, you try to successfully address their concerns and increase your sales.

Exercise 5

Your turn! Brainstorm a new product that you would like to make a sales pitch for with your classmate. Think of descriptions or special features of the product that would make the product stand out. Use the vocabulary provided as reference. Predict questions and concerns that potential buyers will have about the product and address their worries. You will play the role of a sales representative of the product making a sales pitch and your classmate will play the role of a potential buyer. Create a dialogue to fulfill this situation and make a successful sales pitch!