**Promoting a New Product**

**Scenario: A marketing representative from a food company has been sent to an expo to promote a new product. He is currently watching over the product booth for his company. Product catalogues, samples, and physical products fill up this company’s expo booth, so that they can be used to provide sample tasting and purchasing services. At this moment, an owner of a vegan sweet shop who has been perusing everywhere around the expo is walking towards the direction of the marketing representative’s expo booth.**

A: Hello! I am the sales representative of The Dragonfruit Chocolate Company.

B: Hello!

A: Would you like to try our new dragonfruit wasabi chocolate cookies?

B: Okay! (takes a cookie to begin tasting…)

A: How do you like the taste of this cookie?

B: It’s delicious! This cookie is crispy and crumbly, and not too sweet, either. It is just that with such a novel flavor, I am afraid that customers at my store may not be accepting of it.

A: You don’t need to be worried about this. Our company has historically developed all kinds of flavors from the start until now in order to pursue the diversification of our products. However, the public not only did not find the unique flavors of our products unacceptable, they actually will go online and leave us messages, asking us when we will be coming out with new flavors. We believe that the new product that we are releasing this time will also be popular and will bring you unprecedented business opportunities.

B: But most of my customers are vegans, and have special dietary restrictions. Plus, these cookies are not exactly inexpensive in terms of price.

A: All of our products happen to be what vegans can try and taste without worry. Although the price of our cookies is indeed a bit higher than that of ordinary cookies, our cookies are definitely worth the price. The quality of our products is not only superior to other brands in adhering to our commitment of providing low fat and no added animal oils in our products, but we also use all-natural real ingredients. Relatively speaking, our price is not higher than that of other brands. As a result, our products won the Gold Award for Best Dessert by the International Vegan Association this year.

B: From the sound of it, your products are impeccable indeed, but our company is small in scale and has limited funds, I'm afraid we still have to reevaluate a little bit.

A: If I give you a 10% off discount, would you consider ordering?

B: If I make a large order in bulk, can you give me a higher discount?

A: No problem, I hope that we will be able to work with your sweet shop for long term in the future. For this reason, if you order at least five hundred boxes, we can give you a 20% discount. What do you think?

B: Well, in that case, I'll order five hundred fifty boxes first.