Career Paths: Sales and Marketing is a new educational resource for sales and marketing professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Sales and Marketing addresses topics including the marketing mix, closing, commissions, marketing strategies, and consumer behavior.

The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:
- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The Teacher’s Guide contains detailed lesson plans, a full answer key and audio scripts. The audio CDs contain all recorded material.
<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Reading context</th>
<th>Vocabulary</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sales</td>
<td>Job posting</td>
<td>assist, client, connect, customer, product, provide, recommend, sales, select, sell</td>
<td>Asking about strengths</td>
</tr>
<tr>
<td>2</td>
<td>Marketing</td>
<td>Webpage</td>
<td>advertise, attention, attract, buzz, communicate, generate, marketing, promote, publicize, reach</td>
<td>Discussing goals</td>
</tr>
<tr>
<td>3</td>
<td>Types of Sales 1</td>
<td>Newsletter</td>
<td>account, bring in, cold call, existing, farmer, hunter, inside sales, on the road, outside sales, target, travel</td>
<td>Introducing yourself</td>
</tr>
<tr>
<td>4</td>
<td>Types of Sales 2</td>
<td>Resume</td>
<td>B2B, B2C, consignment, consultative, direct sales, door-to-door, hawking, in person, retail, telemarketing</td>
<td>Asking about experience</td>
</tr>
<tr>
<td>5</td>
<td>The Marketing Mix 1</td>
<td>Webpage</td>
<td>channel, commodity, communication, convenience, marketing mix, model, place, price, promotion</td>
<td>Asking for clarification</td>
</tr>
<tr>
<td>6</td>
<td>The Marketing Mix 2</td>
<td>Textbook passage</td>
<td>consumer-oriented, economic, education, external factors, four P’s, needs, producer-oriented, security, seven Cs, wants</td>
<td>Asking for an opinion</td>
</tr>
<tr>
<td>7</td>
<td>Product Descriptions</td>
<td>Press release</td>
<td>feature, make, model, modern, outdated, quality, release, repair, ship, version</td>
<td>Describing differences</td>
</tr>
<tr>
<td>8</td>
<td>Product Details 1</td>
<td>Poster</td>
<td>backorder, dimensions, in stock, large, out of stock, oversize, packaging, size, small, warehouse</td>
<td>Getting someone’s attention</td>
</tr>
<tr>
<td>9</td>
<td>Product Details 2</td>
<td>Email</td>
<td>bright, color, contrast, dark, detail, expand, reduce, rounded, sharp, straight</td>
<td>Agreeing</td>
</tr>
<tr>
<td>10</td>
<td>Distribution and Pricing</td>
<td>Chapter introduction</td>
<td>cost, distribution, distribution center, manufacturer, price matching, pricing, pricing policy, retailer, shipping, wholesale</td>
<td>Asking for help</td>
</tr>
<tr>
<td>11</td>
<td>Payment Options</td>
<td>Webpage</td>
<td>cash, check, credit, debit, down payment, financing, interest, layaway, pay, payment plan</td>
<td>Asking permission</td>
</tr>
<tr>
<td>12</td>
<td>Costs and Profit</td>
<td>Employee handbook</td>
<td>cover, direct materials, expense, fixed costs, labor, mark up, overhead, profit, recoup, variable costs</td>
<td>Asking for an explanation</td>
</tr>
<tr>
<td>13</td>
<td>Describing Change</td>
<td>Report</td>
<td>bottom out, decline, decrease, fluctuate, grow, increase, peak, shrink, steady</td>
<td>Stating goals</td>
</tr>
<tr>
<td>14</td>
<td>Describing Benefits</td>
<td>Advertisement</td>
<td>benefit, confusion, develop, durability, ease, eliminate, improve, state-of-the-art, stress, upgrade</td>
<td>Asking for information</td>
</tr>
<tr>
<td>15</td>
<td>The Marketing and Sales Force</td>
<td>Classified ads</td>
<td>account manager, advertising agency, business development manager, creative, media buyer, public relations, researcher, sales engineer, sales force, salesperson</td>
<td>Thanking</td>
</tr>
</tbody>
</table>
Table of Contents

Unit 1 – Sales ................................................................. 4
Unit 2 – Marketing ......................................................... 6
Unit 3 – Types of Sales 1 .................................................. 8
Unit 4 – Types of Sales 2 .................................................. 10
Unit 5 – The Marketing Mix 1 .......................................... 12
Unit 6 – The Marketing Mix 2 .......................................... 14
Unit 7 – Product Descriptions ......................................... 16
Unit 8 – Product Details 1 .............................................. 18
Unit 9 – Product Details 2 .............................................. 20
Unit 10 – Distribution and Pricing ..................................... 22
Unit 11 – Payment Options ............................................ 24
Unit 12 – Costs and Profit ............................................... 26
Unit 13 – Describing Change ........................................... 28
Unit 14 – Describing Benefits ........................................... 30
Unit 15 – The Marketing and Sales Force .......................... 32
Glossary ................................................................. 34
## Scope and Sequence

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Reading context</th>
<th>Vocabulary</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sales Systems</td>
<td>Advertisement</td>
<td>address, anticipate, approach, boost, deal with, experienced, pitch, prepare, process, raw, sales system, step</td>
<td>Disagreeing with an opinion</td>
</tr>
<tr>
<td>2</td>
<td>Opening</td>
<td>Advice column</td>
<td>appearance, appointment, comfortable, contact, effective, first impression, generate, influence, inquire, needs, pitch</td>
<td>Asking for tips</td>
</tr>
<tr>
<td>3</td>
<td>Following Up</td>
<td>Email</td>
<td>check on, estimate, follow up on, get in touch, hear back from, lead, previously, progress, prospect, report back, status, update</td>
<td>Telephoning</td>
</tr>
<tr>
<td>4</td>
<td>Negotiating</td>
<td>Company handbook</td>
<td>back down, beneficial, compromise, conflicting, confrontation, deal, hostile, interest, mutually, negotiate, trade-off</td>
<td>Asking for advice</td>
</tr>
<tr>
<td>5</td>
<td>Closing</td>
<td>Advice column</td>
<td>approval, assumptive close, availability, capitalize on, close, custom close, pact close, resistance, seal, signature, time-limit close</td>
<td>Stating preferences</td>
</tr>
<tr>
<td>6</td>
<td>Commissions</td>
<td>Memo</td>
<td>base pay, big ticket item, bonus, commission, flat sales commission, incentive, OTE (On-Target Earnings), percentage, percentage commission, salary, straight commission</td>
<td>Asking for an opinion</td>
</tr>
<tr>
<td>7</td>
<td>Sales Presentations</td>
<td>Article</td>
<td>audience, body language, bore, eye contact, glance, memorize, move on, outline, review, summarize, topic, verbatim</td>
<td>Giving advice</td>
</tr>
<tr>
<td>8</td>
<td>Consumer Problems</td>
<td>Blog entry</td>
<td>buyer's remorse, change of heart, doubt, draw (something) out, hard fact, objection, redirect, remind, repeat, resistant, suggest, suspicious, waver</td>
<td>Giving a reminder</td>
</tr>
<tr>
<td>9</td>
<td>Promotions and Sales</td>
<td>Email</td>
<td>balloon, BOGO, contest, coupon, discount, event, flyer, give-away, half-off, promotion, rebate, sale</td>
<td>Asking about certainty</td>
</tr>
<tr>
<td>10</td>
<td>Sales Forecasts</td>
<td>Report</td>
<td>comparison, contract, estimate, existing, expect, past sales, predict, sales forecast, seasonal trend, volume</td>
<td>Agreeing with an opinion</td>
</tr>
<tr>
<td>11</td>
<td>Networking</td>
<td>Magazine article</td>
<td>business card, business lunch, conference, contact information, exchange, face-to-face, networking, referral, social gathering, social networking</td>
<td>Expressing possibility</td>
</tr>
<tr>
<td>12</td>
<td>Motivation Techniques</td>
<td>Email</td>
<td>achievement, appreciation, award, bonus, commission, contest, hard work, motivate, -of the month, offer, perk, recognize, reward, staff</td>
<td>Agreeing</td>
</tr>
<tr>
<td>13</td>
<td>Sales Territories</td>
<td>Emails</td>
<td>balance, buying power, district, over-serviced, region, responsible for, sales force coverage, sales potential, sales territory, under-serviced, workload</td>
<td>Asking about interest</td>
</tr>
<tr>
<td>14</td>
<td>Sales Ethics</td>
<td>Employee handbook</td>
<td>bully, coerce, damaging, ethics, harass, hard sell, in the long run, lie, manipulate, priority, push, repeat business, reputation</td>
<td>Asking for clarifications</td>
</tr>
<tr>
<td>15</td>
<td>Internet Sales</td>
<td>FAQs page</td>
<td>access, checkout, e-commerce, encrypted, FAQ, lock out, log in, password, PIN, privacy policy, reset, security question, shopping cart, username</td>
<td>Asking for confirmation</td>
</tr>
<tr>
<td>Unit</td>
<td>Title</td>
<td>Page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------</td>
<td>------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Sales Systems</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Opening</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Following Up</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Negotiating</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Closing</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Commissions</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Sales Presentations</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Consumer Problems</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Promotions and Sales</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Sales Forecasts</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>Networking</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Motivation Techniques</td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Sales Territories</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Sales Ethics</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>Internet Sales</td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Glossary</td>
<td>34</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Scope and Sequence

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Reading context</th>
<th>Vocabulary</th>
<th>Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Branding</td>
<td>Report</td>
<td>associate, brand, brand dilution, brand extension, brand loyalty, brand extension, differentiating, familiar with, identity, likelihood, prefer, recognize</td>
<td>Discussing concerns</td>
</tr>
<tr>
<td>2</td>
<td>Markets and Competition</td>
<td>Magazine article</td>
<td>advantage, break into, competition, competitor, edge, leader, minor player, monopoly, threat, transform, upset</td>
<td>Making a suggestion</td>
</tr>
<tr>
<td>3</td>
<td>Customer Relations Management</td>
<td>Email</td>
<td>apologize, customer base, customer relations, customer service, email list, loyalty, negative, positive, press, recommendation, rectify, satisfaction, survey, viral, word-of-mouth</td>
<td>Expressing a suggestion</td>
</tr>
<tr>
<td>4</td>
<td>Consumer Behavior</td>
<td>Advertisement</td>
<td>buyer, consumer behavior, economics, herd behavior, influence, information search, motivation, payer, post-purchase evaluation, psychology, purchase decision, role, selective perception, process, study, user</td>
<td>Changing topics</td>
</tr>
<tr>
<td>5</td>
<td>Marketing Research 1</td>
<td>Webpage</td>
<td>ad tracking, brand equity, concept testing, coolhunting, customer satisfaction research, eye tracking, focus group, marketing research, mystery shopper, online panel, positioning, primary research, secondary research, survey, test marketing</td>
<td>Making a recommendation</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Research 2</td>
<td>Textbook chapter</td>
<td>alternative, collect, course of action, DECIDE model, define, develop, enumerate, evaluate, factor, identify, opportunity, outcome, uncontrollable</td>
<td>Asking for examples</td>
</tr>
<tr>
<td>7</td>
<td>Marketing Strategies</td>
<td>Article</td>
<td>competitive advantage, competitor analysis, cost leadership, dynamic, market segmentation, market dominance, marketing plan, mission, Porter generic strategies, product differentiation, share, strategy, target market</td>
<td>Listing options</td>
</tr>
<tr>
<td>8</td>
<td>Campaign Assessment</td>
<td>Webpage</td>
<td>advertising research, assess, association, attitude, brand awareness, campaign, copy testing, feedback, perception, post-testing, target audience, tracking study, web analytics</td>
<td>Asking for information</td>
</tr>
<tr>
<td>9</td>
<td>Endorsements and Sponsors</td>
<td>Emails</td>
<td>athlete, celebrity, contract, credible, demographic, endorsement, fame, famous, reach, recognizable, sponsor, star power</td>
<td>Expressing (un)certainty</td>
</tr>
<tr>
<td>10</td>
<td>Marketing Environments</td>
<td>Textbook chapter</td>
<td>budget, industry, intermediary, internal, macro environment, marketing environment, meso environment, micro environment, national, regulation, restriction, society, supply</td>
<td>Expressing a lack of understanding</td>
</tr>
<tr>
<td>11</td>
<td>Market Segmentation</td>
<td>Textbook excerpt</td>
<td>behavioral, divide, geographic, holiday, local, luxury item, niche, occasion, positive market segmentation, price discrimination, psychographic, region, subset</td>
<td>Asking about availability</td>
</tr>
<tr>
<td>12</td>
<td>Advertising</td>
<td>Email</td>
<td>advertisement, billboard, commercial, direct mailing, infomercial, internet, magazine, media, outlet, prime time, product placement, radio, television</td>
<td>Asking for an opinion</td>
</tr>
<tr>
<td>13</td>
<td>Marketing Ethics</td>
<td>Magazine article</td>
<td>consumer protection, damage, deceptive, ethics, honesty, impact, lawsuit, market exclusion, priority, privacy, put (something) before, sex appeal, social responsibility, stereotype, unethical</td>
<td>Expressing surprise</td>
</tr>
<tr>
<td>14</td>
<td>Marketing and Technology</td>
<td>Webpage</td>
<td>app, banner, blog, mailing list, meta tag, mobile device, online retailer, optimization, pop up, real-time, search engine, social media, spam, technology, web traffic</td>
<td>Agreeing with an opinion</td>
</tr>
<tr>
<td>15</td>
<td>International Marketing</td>
<td>Memo</td>
<td>by accident, culture, custom, expectation, foreign, gaffe, gesture, international, misunderstanding, nonverbal, offend, offensive, respectful, translation</td>
<td>Apologizing</td>
</tr>
</tbody>
</table>
# Table of Contents

**Unit 1 – Branding** ................................................................. 4

**Unit 2 – Markets and Competition** ....................................... 6

**Unit 3 – Customer Relations Management** .......................... 8

**Unit 4 – Consumer Behavior** ............................................ 10

**Unit 5 – Marketing Research 1** ........................................... 12

**Unit 6 – Marketing Research 2** .......................................... 14

**Unit 7 – Marketing Strategies** ............................................ 16

**Unit 8 – Campaign Assessment** ......................................... 18

**Unit 9 – Endorsements and Sponsors** ................................. 20

**Unit 10 – Marketing Environments** .................................... 22

**Unit 11 – Market Segmentation** .......................................... 24

**Unit 12 – Advertising** ...................................................... 26

**Unit 13 – Marketing Ethics** ................................................ 28

**Unit 14 – Marketing and Technology** .................................. 30

**Unit 15 – International Marketing** ....................................... 32

**Glossary** ........................................................................... 34
Sales Systems

Get ready!
1 Before you read the passage, talk about these questions.
   1 Why are sales systems important?
   2 Why is it important for businesses to anticipate problems and issues?

If your company doesn’t use a cutting-edge sales system, you’re losing out on sales. Maximize your profits with one of our award-winning products. We guarantee it will boost your sales!

For many businesses, analyzing sales data is a daunting task. Our systems easily process your raw sales data into formatted reports. This eliminates the step of manually organizing data. It also allows you to easily evaluate different approaches.

Pitch your products more effectively with this knowledge!

It is often difficult to anticipate issues that will affect your bottom line. Don’t get taken by surprise. Our system allows you to prepare for these issues, and deal with them in a timely manner. With our technology, identify and address issues before they become problems. We are highly experienced in the area of sales technology. Call us today to find out how we can help your business succeed. Consultations are free.

Reading
2 Read the advertisement. Then, choose the correct answers.
   1 What is the purpose of the passage?
      A to compare two sales systems
      B to encourage customers to buy a product
      C to provide an unbiased review of a sales system
      D to explain sales systems to business students
   2 Which of the following challenges for business owners is NOT mentioned in the passage?
      A organizing raw sales data
      B anticipating factors that will affect profits
      C addressing issues before they become problems
      D developing a product that customers want to buy
   3 What step does the sales system eliminate?
      A manually organizing data
      B pitching your product to customers
      C evaluating sales approaches
      D boosting sales

Vocabulary
3 Match the words or phrases (1-6) with the definitions (A-F).

1 ___ process  4 ___ sales system
2 ___ anticipate  5 ___ pitch
3 ___ deal with  6 ___ boost

A a system that supports sales activities for a business
B to persuasively present an idea to a potential customer
C to perform changes on something
D to expect something
E to handle or resolve a problem or issue
F to increase or improve something
4 Read the sentence pairs. Choose which word best fits each blank.

1 approach / step
   A This isn't working. We need to change our _____________.
   B The first _____________ is to process the order.

2 address / prepare
   A Let's _____________ the sales data for analysis.
   B There is a problem we need to _____________.

3 raw / experienced
   A The ____________ data is not yet ready for analysis.
   B That employee is very _____________. He’s been a salesperson here for ten years.

5 🔊 Listen and read the advertisement again. What does the company guarantee to customers who purchase a sales system?

Listening

6 🎧 Listen to a conversation between two salespeople. Mark the following statements as true (T) or false (F).

1 ___ The man and woman have differing opinions.
2 ___ The woman mentions advantages of a sales system.
3 ___ Processing raw data is quick and easy.

7 🔊 Listen again and complete the conversation.

Salesperson 1: So, I heard the boss is getting a high-tech 1 __________ __________ . What do you think?
Salesperson 2: I think that’s a great idea!
Salesperson 1: Really? I don’t. I think it will 2 __________ things too much.
Salesperson 2: Well, it might take some getting used to. But in the long run, it’ll make our jobs 3 _________.
Salesperson 1: You think so? I think things are okay the way they are.
Salesperson 2: Well, things could be improved. For example, it takes forever to process 4 ________ sales data.
Salesperson 1: That’s true. It is 5 ________ ___________.
Salesperson 2: Yeah. The system would help us 6 ________ sales trends, too.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What do you think?
I think that ...
Really? I don’t.

Student A: You are a salesperson. Talk to Student B about:
   • a sales system
   • the pros and cons of a sales system
   • your opinion

Student B: You are a salesperson. Talk to Student A about sales systems.

Writing

9 Use the conversation from Task 8 to fill out the promotional material.

Our systems have several great features. They include:

1) __________________________
2) __________________________
3) __________________________
Get ready!

1. Before you read the passage, talk about these questions.
   1. How can a company increase its brand recognition?
   2. What happens if a company has too many product lines?

Reading

2. Read the report. Then, mark the following statements as true (T) or false (F).
   1. ___ The company’s clothes are preferred over similar products from competitors.
   2. ___ Customers appreciate the quality of the company’s products.
   3. ___ The report recommends new products that differ greatly from the original product line.

Vocabulary

3. Write a word or phrase that is similar in meaning to the underlined part.
   1. This company’s name and image is very popular with teenagers. ___ r ___
   2. Customers like the company’s tea products more than its coffee products. ___ e ___
   3. Few people are aware of the company because it doesn’t advertise. ___ m ___ r ___
   4. Because of the process of adding a new product line to a brand, sales have increased. ___ n ___ _ t ___ n s ___

4. Read the sentence pairs. Choose which word or phrase best fits each blank.
   1. recognize / associate
      A. Customers don’t _____________ the brand because it’s very new.
      B. People _____________ the company with high quality computers.
   2. brand dilution / branding
      A. Advertising and marketing are major parts of _____________.
      B. _____________ can hurt all of a company’s product lines.
   3. differentiate / identity
      A. The company is always changing, so it lacks a clear _____________.
      B. It’s hard for customers to _____________ one service from another.
   4. likelihood / brand loyalty
      A. The company built _____________ in customers with reliable products.
      B. The _____________ that customers will buy your brand again drops if the product fails.
5 Listen and read the report again. How can the company extend its brand and avoid dilution?

Listening

6 Listen to a conversation between two managers. Choose the correct answers.

1 What is the conversation mainly about?
   A the pros and cons of creating new products
   B how brand dilution damaged the company
   C the results of the company's brand extension
   D when to release a new line of products

2 What does the man think?
   A brand extension is too risky
   B the company identity is weak
   C brand dilution hurt the company's reputation
   D the new products are not of a high enough quality

7 Listen again and complete the conversation.

Manager 1: I thought it made a lot of good points. After all, we do have a great identity. Why not use that to support some 1 ______________?

Manager 2: I don't know. It seems 2 ______________ ___________ to me.

Manager 1: Risky? 3 ______________ ___________?

Manager 2: Well, we make great shoes. But we’ve never made clothes or protective equipment.

Manager 1: So you’re worried about 4 ______________ ___________?

Manager 2: That's one concern. Also, we worked hard to be the best shoe company. If we put out too many items, we might lose that.

Manager 1: True. But I think a 5 ______________ ___________ will avoid that, and we’d increase sales.

Manager 2: Hopefully. The other is that customers already have their favorite clothing and protective equipment brands.

Manager 1: Probably. But we can get past that 6 ______________ by providing better products. And consumers already associate us with quality.

Speaking

8 With a partner, act out the roles below based on Task 7. Then, switch roles.

USE LANGUAGE SUCH AS:

What did you think?
It seems ... to me.
So you’re worried about ...?

Student A: You are a manager. Talk to Student B about:
   • a branding report
   • the advantages of brand extension
   • the disadvantages of brand extension

Student B: You are a manager. Talk to Student A about the benefits and risks of brand extension.

Writing

9 Use the report and conversation from Task 8 to write a manager's proposal for brand extension. Include: the current line and suggested new products, the benefits, and the risks.
account [N-COUNT-U3] An account is a sales relationship with a group or individual.

account manager [N-COUNT-U15] An account manager is a person who manages sales and relations with certain important customers.

advertise [V-T-U2] To advertise a product is to bring it to the attention of the public.

advertising agency [N-COUNT-U15] An advertising agency is a company that creates advertisements.

assist [V-T-U1] To assist a customer is to help them with something.

attention [N-UNCOUNT-U2] Attention is the act of noticing something.

attract [V-T-U2] To attract attention is to get people interested in something.


B2C [ADJ-U4] If a sale is B2C, it takes place between a business and a customer.

back-order [V-T-U8] To back-order a product is to order it when it is not currently in stock.

benefit [N-COUNT-U14] A benefit is an advantage or reward.

bottom out [V-I-U13] To bottom out is to reach the lowest value.

bright [ADJ-U9] If something is bright, it is characterized by light, vivid color.

bring in [EXPRESSION-U3] To bring in sales is to find new customers and sell more products.

business development manager [N-COUNT-U15] A business development manager is a person who initiates and oversees growth opportunities for a company.

buzz [N-UNCOUNT-U2] Buzz is talk or speculation about a product or event.

cash [N-UNCOUNT-U11] Cash is paper or coin currency.

channel [N-COUNT-U5] A channel is the flow or movement of goods from production to consumption.

check [N-COUNT-U11] A check is an official slip of paper that gives the payee permission to withdraw a written amount of money from the payer's bank account.

client [N-COUNT-U1] A client is a person or group that uses the products or services of a company.

cold call [N-COUNT-U3] A cold call is a call that is made to a potential customer, where the potential customer is not expecting it.

color [N-UNCOUNT-U9] Color is the effect on the eye as a result of the way an object reflects light.

commodity [N-COUNT-U5] A commodity is a good or service that can be sold.

communicate [V-I-U2] To communicate is to share information.

communication [N-UNCOUNT-U5] Communication is the act of exchanging ideas.

confusion [N-UNCOUNT-U14] Confusion is a lack of understanding, usually in a chaotic or uncertain situation.

connect [V-I-U1] To connect is to establish communications with someone.

consignment [N-UNCOUNT-U4] Consignment is the act of entrusting goods to someone else, who sells them to the customer. Until a sale is made, the goods can still be claimed by the original owner.

consultative [ADJ-U4] If sales are consultative, they occur after a consultation with the customer, where the salesperson determines the customer's needs, and then recommends a product.

consumer-oriented [EXPRESSION-U6] If a marketing mix is consumer-oriented, it is geared towards the consumer's needs and wants.

contrast [N-UNCOUNT-U9] Contrast is the degree of difference between two things.

convenience [N-UNCOUNT-U5] Convenience is the quality of being easy to access and use.

cost [N-COUNT-U10] Cost is the amount of money required to manufacture a product.

cover [V-T-U12] To cover a cost is to make up for it.

creative [ADJ-U15] If something is creative, it is original and imaginative.

credit [N-UNCOUNT-U11] Credit is a form of payment in which a customer obtains goods or services based on a guarantee that he or she will make a payment in the future, usually using a card issued by a bank.
Career Paths: Sales and Marketing is a new educational resource for sales and marketing professionals who want to improve their English communication in a work environment. Incorporating career-specific vocabulary and contexts, each unit offers step-by-step instruction that immerses students in the four key language components: reading, listening, speaking, and writing. Career Paths: Sales and Marketing addresses topics including the marketing mix, closing, commissions, marketing strategies, and consumer behavior. The series is organized into three levels of difficulty and offers a minimum of 400 vocabulary terms and phrases. Every unit includes a test of reading comprehension, vocabulary, and listening skills, and leads students through written and oral production.

Included Features:
- A variety of realistic reading passages
- Career-specific dialogues
- 45 reading and listening comprehension checks
- Over 400 vocabulary terms and phrases
- Guided speaking and writing exercises
- Complete glossary of terms and phrases

The Teacher’s Guide contains detailed lesson plans, a full answer key and audio scripts. The audio CDs contain all recorded material.