

Class 13: Sales Vocabulary 1

1. **To bargain:** To negotiate the price of something, typically with the intention of lowering the price.

*"She tried to **bargain** with the seller to get a better price on the designer handbag."*

2. **Buy in bulk:** To purchase a large quantity of an item, usually at a discounted rate.

*"The company decided to **buy in bulk** to save money on office supplies for the entire year."*

3. **Quote:** A statement of the estimated cost for goods or services provided, often given by a seller or service provider.

*"The contractor provided a **quote** for the renovation project, including all materials and labor costs."*

4. **Buyer:** A person or organization that purchases goods or services.

*"The **buyer** was interested in purchasing 100 units of the product for their retail chain."*

5. Client: A customer who engages in professional services, often in industries like law, marketing, or consulting.

*"The agency secured a new **client** who needed help with their brand's marketing strategy."*

6. Close the sale: To complete a sales transaction by finalizing the agreement and ensuring payment is made.

*"After weeks of negotiations, the sales team finally **closed the sale** with a major corporation."*

7. Competitor: A company or individual offering similar products or services in the same market, often vying for the same customers.

*"The company conducted market research to understand how their **competitors** were positioning themselves."*

8. Customer: A person who purchases goods or services from a business.

*"The **customer** was satisfied with the service and left a positive review."*

9. To negotiate: To discuss terms or prices in order to reach an agreement.

*"They spent hours **negotiating** the terms of the contract before reaching a final decision."*

10. To pay by installments: To pay for something in smaller, scheduled amounts over a period of time, instead of one lump sum.

*"The buyer opted to **pay by installments** for the expensive furniture set to make the cost more manageable."*

11. To have a good value for money: When a product or service is considered to be worth the price paid, offering quality and features relative to its cost.

*"The new smartphone is a great option because it **has a good value for money**, with high-end features at a reasonable price."*

12. To pay in full: To pay the entire price of something at once, without breaking the cost into installments.

*"She decided to **pay in full** for the car instead of financing it over time."*

13. Price point: The specific price at which a product or service is sold, often set to match market expectations or positioning.

*"The company adjusted its **price point** to be more competitive with other products in the market."*

Activity

Fill in the blanks with the appropriate words in their correct form:

Maria was tasked with securing a large order for her company's new line of office equipment. She began by with the supplier to get a better deal on bulk orders. The supplier agreed to offer a discount if Maria could, purchasing at least 500 units.

Maria then received a from the supplier, detailing the cost for the large order. The from the corporate office was impressed with the price but still wanted to ensure it was the best deal. He asked her to check with other suppliers to ensure they were getting the most competitive price.

After conducting some market research, Maria realized that one of their had a similar product but at a higher price. Armed with this information, Maria went back to the to a better deal. She proposed a slightly lower price than the competitor's while offering additional services to sweeten the deal.

The was impressed with Maria's professionalism and willingness to work with them on pricing. To make it easier for them, Maria offered a payment plan where they could, easing the financial burden. However, the client opted to, choosing to avoid future payments.

When Maria returned to the office after successfully
....., she felt accomplished. The company had secured a
significant order, and the product was positioned at the right
..... for the market. The deal was a win for everyone
involved, and Maria was proud to have delivered such a valuable service for her client.



Answers

1. Bargaining
2. Buy in bulk
3. Quote
4. Buyer
5. Competitor
6. Client
7. Negotiate
8. Customer
9. Pay by installments
10. Pay in full
11. Close the sale
12. Price point