

1 | Meeting colleagues 6

TOPICS Jobs and places of work • Introducing yourself • Job duties • Talking about yourself and your job
MORE PLEASE! Personal skills of sales staff
LANGUAGE Simple present
SKILLS Practical dictionary work
PHRASES Introducing yourself and others

2 | Products and services 18

TOPICS Describing products • Explaining the benefits of products • Different ways of serving customers • Serving customers successfully
MORE PLEASE! Products at a DIY store • Shopping for clothes
LANGUAGE Present continuous • 'Fit', 'suit' and 'match'
SKILLS Vocabulary work
VIDEO LOUNGE BBC: Fairtrade clothing line
PHRASES Serving customers

3 | Customers 30

TOPICS Types of customers and their shopping habits • Keeping customers satisfied • Different types of shops • Future plans
MORE PLEASE! The importance of different types of customers • Consumer rights
LANGUAGE Will-future and going to-future
SKILLS Mediation
VIDEO LOUNGE ZDF Enterprises: Oranges: Healthy and full of vitamins
PHRASES Addressing different customers

4 | Money 42

TOPICS Talking about money • Goods and quantities • Talking about prices • At the cash desk
MORE PLEASE! Dealing with customers professionally • Product pricing
LANGUAGE Numbers and quantities • Adjectives and adverbs
SKILLS Doing internet research
VIDEO LOUNGE ZDF Enterprises: Black Friday
PHRASES Dealing with money

5 | At the department store 54

TOPICS Different floors • Finding products and different departments • Making comparisons
MORE PLEASE! Department stores and product information • Selling special products
LANGUAGE Ordinal numbers • Comparison of adjectives
SKILLS British and American English
PHRASES At a department store

6 | Sales promotion 66

TOPICS Promoting products online and offline • Planning a product promotion in the store • Promoting online and offline sales
MORE PLEASE! The history of shopping habits • Promoting and advertising products
LANGUAGE Simple past
SKILLS Product descriptions
PHRASES Product promotion

7 | Special sales situations 78

TOPICS Handling goods • Giving instructions • Explaining rules and regulations • Dealing with customer complaints • Convincing upset customers
MORE PLEASE! Dealing with dissatisfied customers • Handling shoplifters
LANGUAGE 'Must' and 'have to' • Relative clauses
SKILLS Listening
VIDEO LOUNGE ZDF Enterprises: Food expiry dates
PHRASES Special sales situations

8 | After-sales services **90**

TOPICS Dealing with product recalls • Customer feedback • Apologizing to customers
MORE PLEASE! Understanding safety instructions • Giving guarantees • Customer satisfaction
LANGUAGE If-sentences type 1 • Present perfect and simple past • Countable and uncountable nouns
SKILLS Interpreting diagrams
PHRASES After-sales talk

9 | Getting goods delivered **102**

TOPICS Making an enquiry • A business letter • Receiving an offer • Placing an order • Delivery and payment
MORE PLEASE! Ordering goods • Making a complaint • Evaluating different methods of delivery
LANGUAGE Simple past and past perfect • Indirect speech
SKILLS Commercial correspondence
PHRASES Business correspondence

10 | Job hunting **114**

TOPICS Which job? • Looking at job adverts • Writing a letter of application and a CV • A job interview
MORE PLEASE! Conducting job interviews • Working in the EU
LANGUAGE If-sentences type 2 • Passive
PHRASES Job application

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Map: United Kingdom