

Unit 5. Session 1.- How to efficiently sell your products and services.



Caso práctico

Eva is really happy about her stay in London because she has taken advantage of this great opportunity working as an intern at "RR" company dedicated to the services of **sociocultural and tourism animation**. However, she wants to her mind and so she is planning to go countryside near London to practice some **adventure activities** with Monica.



She has to surf the Internet in order to find companies that offer a guided **outdoors adventure activity** in the countryside near London.

Mr. Johnson gave them the day off so they have the chance to enjoy this Friday as they don't have to go to work.

Eva only brought smart clothes from Spain so she needs to buy suitable sport clothes to go backpacking. She doesn't feel like going out so she goes online and looks for a warm jacket and a pair of trekking boots at a reasonable price on the Internet.

After a while searching, Eva finally finds an outdoors clothing company which offers discounts on their stock.

Eva: "Look at this, Monica, it's a great deal. A real bargain!"

Monica: "Let's see..."

Eva: "It seems that a company's key product range has not achieved its sales target because this is a really low price!"

Background

- ✓ Active international is an outdoor-products company based in London, UK. Two years ago, it launched a range of jackets and boots form men and women. The company believed that the market for these products was not saturated. The clothes were aimed at mountaineers, hikers, snowboarders and anyone participating in extreme sports our outdoor activities. The brand name of the range was ACT (Activities)

The launch

- ✓ Following the product launch, the boots sold well, but the jacket fell below its sales target. Few people seemed to know that there was a new jacket on sale made form a new all-weather material.

Products

- ✓ The two-layer jacket for men and women. It's versatile, all-weather garment.
- ✓ It is offered in two sizes: medium and large.
- ✓ Colours: black for men; black and red for women.
- ✓ The outer shell of the jacket is made from a special new material. As a result, it's lightweight, hard wearing, very warm and waterproof.
- ✓ The lining is removable, making a jacket suitable for all seasons.
- ✓ The jacket has a removable hood, 14 pockets and a wide zipper down the center.

Price

- ✓ Men's and women's jacket: 40 pounds.

Promotion

- ✓ Full-page advertisements in magazines for people with outdoor and sports interests.
- ✓ Half-page advertisements in newspapers, posters and point-of-sale advertisements.
- ✓ Product demonstrations at exhibitions.
- ✓ Slogan: "A jacket for all seasons"

Place

- ✓ The jacket was sold in outdoor-product stores (e.g. camping- equipment shops), sports-goods outlets and upmarket department stores.



Think about it

Write in the forum.

Work in groups or individually. Hold a meeting to discuss what you should do to improve sales of the company "Active International".



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1. Planning. What is a business plan?



Think About It

Do you know how does a business plan help a company to succeed? Let's find out.

Corporate plan helps all kind of companies to identify their objectives and to remain on track. They can help companies start and manage themselves, and to help grow after they're up and running.

A corporate plan is a fundamental tool any startup business needs to have in place prior to beginning its operations.

Corporate plan is important to allow a company to lay out its goals and attract investment. They are also a way for companies to keep themselves on track going forward. Employees must follow this business plan.

Although they're especially useful for new companies, every company should have a business plan. Ideally, a company would revisit the plan periodically to see if goals have been met or have changed and evolved. Sometimes, a new business plan is prepared for an established business that is moving in a new direction.



Elements of a Business Plan:

- ✓ **Executive summary:** This section outlines the company and includes the mission statement along with any information about the company's leadership, employees, operations, and location, objectives, mission, etc.
- ✓ **Products and services:** Here, the company can outline the products and services it will offer, and may also include pricing, product lifespan, and benefits to the consumer. Other factors that may go into this section include production and manufacturing processes, any patents the company may have, as well as proprietary technology. Any information about research and development (R&D) can also be included here.
- ✓ **Market analysis:** A firm needs a good handle of the industry as well as its target market. It will outline the competition and how it factors in the industry, along with its strengths and weaknesses.
- ✓ **Marketing strategy:** This area describes how the company will attract and keep its customer base and how it intends to reach the consumer. This means a clear distribution channel must be outlined.
- ✓ **Financial planning:** In order to attract the party reading the business plan, the company should include any financial planning and/or projections. Financial statements, balance sheets, and other financial information may be included for already-established businesses. New businesses may include targets for the first few years of the business and any potential investors.
- ✓ **Budget:** Any good company needs to have a budget in place. This includes costs related to staffing, development, manufacturing, marketing, and any other expenses related to the business, risks, projected profit and loss, cash flow and another assumptions.



A Piece of Advice

This is an example of a startup business plan:

 [Startup business plan.](#)



Think about the answer

Would you know if the Business plan is a favorable tool to know in detail the products and services of a company as well as the sales strategies?

True False

True

Yes, It is.

1.1. Useful language for a great business plan.

Useful verbs to plan.


to estimate	estimar, valorar
to forecast	pronosticar
to arrange	organizar
to clarify	aclarar
to cancel	cancelar
to reschedule	reprogramar
to implement	implementar, poner en práctica
to stick to	seguir, adherirse a
to overspend	gastar demasiado
to draw up	elaborar, diseñar
to evaluate	evaluar
to keep within	mantener dentro
to rearrange	reorganizar
to review plans	revisar los planes
to expect	esperar, contar con, imaginarse, ...

Useful nouns to plan.

budget	presupuesto
a deadline	una fecha límite
schedule	calendario
reschedule	replanificar el calendario
assessment of the competition	evaluación de la competencia
financial forecast	pronóstico financiero

business aims	objetivos comerciales
an appointment	una cita
sort of time	tipo de tiempo
tied up	atado, estar ocupado

What do you say when someone?

INTERRUPTING	DEALING WITH INTERRUPTIONS	CLARIYING
<p> Could I say something? Could I just comment on that? Hold on a minute. Sorry to interrupt, but ...</p>	<p>If you'll just let me finish ... Just a moment, please. I'd like to finish if I may.</p>	<p>How do you mean exactly? What exactly do you mean by ...? Are you saying ...? So what you're saying is that ...</p>



Think About It

Which of the following do you use to **plan** your day or week?

- ✓ Desk or pocket diary.
- ✓ Electronic organiser.
- ✓ Writing on your hand.
- ✓ Memory.
- ✓ Asking someone to remind you.
- ✓ Wall chart.
- ✓ Smartphone.
- ✓ Notes stuck on board, desk, fridge, etc.
- ✓ Computer program (e.g. Google calendar, iCal)

... Or maybe you think that making list of things to do is a waste of time.



Talking about the future.

These words and phrases refer to the future. Put them in order, starting with the soonest.
 Today is 1st June.

in four days' time	<input type="radio"/>
in ten minutes	1

in three weeks' time	<input type="checkbox"/>
next month	<input type="checkbox"/>
next year	<input type="checkbox"/>
the day after tomorrow	<input type="checkbox"/>
the week after next	<input type="checkbox"/>
tomorrow morning	<input type="checkbox"/>
tonight	<input type="checkbox"/>

1.2. Now it's your turn!



Test your vocabulary.

Complete each sentence with a word.

budget / estimate / stick to / reschedule / meeting / finished / do research / / value

1. We have to [] the [] for Tuesday because the CEO is busy all day Monday.
2. Experts [] the [] or the deal at 4 million euros.
3. My boss is angry because I haven't quite [] my sales [] yet and she expected it last month.
4. Our team managed to meet all the deadlines and to [] the [] that was allocated to the project.
5. They always [] on our products so they can prove that they are the safest on the market.

Submit



Now it's your turn

Rewrite the sentences using the verbs in brackets.

We are sure we will make a profit within six years. (expect)

[] .

We are going to visit the trade fair. (plan)

[] .

We will beat our competitors before long. (hope)

[] .

We are going to launch a new product range next spring. (intend)

[] .

We are sure we will open three new subsidiaries next year. (expect)

[] .

We are going to open a new sales office in London. (intend)


[] .

Submit

2. Learn how to define product and services.

When you work with products and services you clearly need to describe them. Keep in mind that highly detailed or technical descriptions are not necessary and definitely not recommended. Use simple terms and avoid industry buzzwords so your readers can easily understand.

On the other hand, describing how the company's products and services will differ from the competition is critical. So is describing why your products and services are needed if no market currently exists.



Depending on the nature of the business company, your Products and Services section could be very long or relatively short. If the business is  product-focused, you need to spend more time describing those products.

Service is a type of economic activity that is intangible, is not stored and does not result in ownership. A service is consumed at the point of sale. Services are one of the two key components of economics, the other being goods. Examples of services include the transfer of goods, such as the postal service delivering mail, and the use of expertise or experience, such as a person visiting a doctor.

Product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price.

Services Characteristics apply universally to any service. The most important characteristics of services are:

- ✔ Immaterial.
- ✔ Unable to be stored.
- ✔ Intangibility.
- ✔ Inseparability.

Product Characteristics are attributes that can be added to the product definition to extend the description of each product. Examples of Characteristics are *Size*, *Color*, *Quality*,  Shape or  Weight. These characteristics can be used later to filter or search products.

- ✔ Colour: Blue, White
- ✔ Size: M,L
- ✔ Fashion line: Sport, ...



Translation

Could you give examples of types services?

Show Feedback

Let's go. There are a lot of types of services, such as banking, education, medical treatment, and transportation.

They are part of the majority the majority of the economies of the rich nations. They also represent most of the emerging nations' economies.



Quotation

"If you believe your product or service can fulfill a true need, it's your moral obligation to sell it".

David Ogilvy

2.1. Measurement matters.

Our client must be informed of all the details of the products or services that our company offers him. We must, therefore, highlight those characteristics that we anticipate are interesting for that specific client. The use of comparatives and superlatives is one of the simplest and most effective formulas to highlight the positive qualities of products.



The most appropriate way of expressing the quantity in English is done by using quantifiers that are placed in front of the name to express what quantity exists in them. **Below we present an explanatory table on how measurements and weights are usually expressed.**

To answer questions like: "**What length** is the main desk in the account department? And what about the **depth** of this drawer? ..."


Measurement matters.

Distance
1 inch (in) = 2,54 cm (pulgada)
1 foot (FT) = 12 inches = 30,48 cm (pié)
1 yard (yd) = 3 feet = 0,91 m (yarda)
1 mile (ml) = 1,61 km (milla)
Area
1 square inch (sq in) = 6,45 cm ² (pulgada cuadrada)
1 square mile (sq ml) = 2,59 km ² (milla cuadrada)
1 acre = 0,45 ha (acre)
Peso
1 ounce (oz) = 28,35 g (onza)
1 pound (lb) = 16 ounces = 6,35 kg (piedra)
1 hundredweight (cwt) = 8 stones = 50,80 kg (quintal)
1 ton = 20 cwt (Britain) = 1016 kg (tonelada)
1 ton = 20 cwt (USA) = 907,18 kg (tonelada americana)
Liquids
1 gill = 0,14 l
1 pint (pt) = 4 gills = 0,57 l (pinta)
1 quart (qt) = 2 pints = 1,14 l (cuarto)
1 gallon (gal) = 4 quarts = 4,54 l (galón)



A Piece of Advice

In this link there are measurement sentences, adjectives and exercises. Don't forget to learn and do these exercises.

 [Measurement sentences and exercises.](#)

2.2. Product and services features.

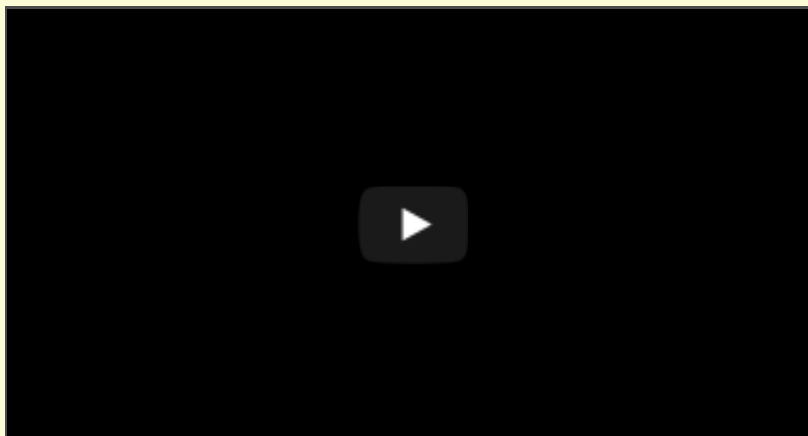
Useful terms to buy and sell.

Limited selection	Selección limitada.
The latest stuff and the best stuff.	Lo último y lo mejor.
Full-range.	Amplia gama.
Bargain price.	Precio ganga.
Getting top-quality.	Obteniendo la mejor calidad.
Willpower.	fuerza de voluntad
Find out.	Averiguar.
Research.	Buscar, investigar.
Make big deals.	Hacer grandes ofertas.
Take all of my money out.	Sacar todo mi dinero.
Accumulated.	Acumular.
Shopping fan.	Fanático de las compras.
Buy clothes on impulse.	Comprar ropa por impulso.
I've bought a couple of items over the internet.	He comprado un par de artículos por internet.
Hook-ups for my computer.	Conexiones para mi computadora.
Memory sticks.	USB, memoria portátil.
Catch my eye.	Llama mi atención.
Catalogue.	Catálogo.
Draws a lot people.	Atrae a mucha gente
Crowds.	Multitudes
It drives me nuts.	Me vuelve loco.
The points´ cards.	Las cartas de puntos (promociones).
Membership / join me up.	Afilicaciones / ser socio / apúntate.
You're <u>better off</u> going duty-free.	Es mejor que vayas al libre de impuestos.



A Step Ahead

Let's see a presentation about a new product in English.



[Summary text.](#)



Think About It

Write three sentences that you could use to request that the latest catalogue and current price list be sent to you.

Show Feedback

1. Could you please send us your last catalogue and your current price list?
2. Would you please send us your last catalogue and your current price list?
3. Would it be possible to have your last catalogue and your current price list?



Vocabulary

What kind of leisure services do you know?

acting/drama	interpretación/drama
board games	juegos de mesa
calligraphy	caligrafía
computer programming	programación informática
cooking	cocina
crocheting	ganchillo



dance	danza
drawing	dibujo
embroidery	bordado
gambling	apuestas
gardening	jardinería
hang-gliding	ala delta
jewelry making	fabricación de joyas
jigsaw puzzles	puzles rompecabezas
juggling	malabares
knitting	punto
magic	mágia
model building	maquetería
painting	pintar
parachuting	paracaidismo
photography	fotografía
pottery	cerámica
reading	lectura
scrapbooking	scrapbooking
sculpting	escultura
sewing	costura
singing	canto
stamp collecting	filatelia
video games	videojuegos
writing	escribir
yoga	yoga

Leisure activities

ratos de ocio	spare time
ratos de ocio	free time
ratos de ocio	leisure time

guía del ocio	what's on
cultura del ocio	leisure culture
actividades culturales	cultural activities
actividades deportivas	sporting activities

2.3. Payment terms and conditions.

The different **payment conditions** that the companies can offer constitute one of the services most valued by our clients. The success of many business relationships will depend on our ability to adapt to our clients' payment preferences.

Payment and another useful terms.

Additional services.	Servicios añadidos.
We guarantee the highest degree of confidentiality.	Le garantizamos la máxima confidencialidad.
After-sales services.	Servicio posventa.
We offer a two-year guarantee.	Le ofrecemos una garantía de dos años.
We can finance your purchase over 6 monthly payments.	Podemos financiarle su compra en doce meses.
Free express delivery.	Envío rápido gratuito.
Assembly/set-up without any additional expense.	Ensamblaje/montaje sin coste adicional.
Repair service.	Servicio de reparación.
Technical advice.	Asesoramiento técnico.
Discount 20 percent or 20% less.	Descuento del 20 por ciento o 20% menos.

Payment conditions.

The payment required must be made in advance	El pago requerido debe realizarse por adelantado.
Prepayment	Prepago.
I must be settled in a single payment.	El pago debe realizarse en un pago único.
Cash on delivery.	Pago contra reembolso.
We offer you a 10% discount for early payment.	Le ofrecemos un descuento de un 10% por pronto pago.
Payment Terms: 60 days following receipt of documents in the bank	Condiciones de pago a 60 días después de la recepción de la documentación en el banco.
Date of payment: 30 days from date of invoice.	Fecha de pago : 30 días después de la facturación.
Pay in installments	Pago a plazos.
Monthly payment / payment in monthly installments	Pago mensual.
Letter of credit	Pago a través de carta o letra de crédito.
Lead them into a lot of debt	Llevarlos a una gran deuda.

In cash	Al contado.
By credit card	Con tarjeta de crédito.
By bank transfer	Por transferencia bancaria.
By traveller's cheque	Con cheques de viaje.
By cheque	Con cheque bancario.



You Should Know

The type of payment cash on delivery is known as **COD** and Letter of credit is known as **L/C**.



Quotation

"Don't find customers for your products, find products for your customers".

Seth Godin

2.4. After-sales services.

After sales service refers to all the things you do for the care and feeding of your valued customers after they buy your product. This type of customer aftercare is important for any business.

Let's see some examples:

After-sales services situations.

Promotional service.
We will offer you a special discount off your next purchase.
In a draw for one of our new models.
Psychological service.
We are just phoning to know your first impressions about the product you have just purchased.
We kindly ask you fill in a return this customer satisfaction questionnaire.
Your opinion is of great value because it enables us to improve the quality of our service.
Security service
We can offer you a two years guarantee.
In the event that you are not completely satisfied you can return the product and you will receive a refund.
Maintenance service.
With our repair service, the company will supply free of charge, within 12 months the spare parts you need.
We offer you complete assembly/set up of our products at no extra cost.



Translation

Show Feedback

Situaciones de servicios postventa.

Servicio promocional.

- ✔ Le ofreceremos un descuento especial en su próxima compra.
- ✔ En un sorteo para uno de nuestros nuevos modelos.

Servicio psicológico.

- ✔ Solo estamos llamando para conocer sus primeras impresiones sobre el producto que acaba de comprar.
- ✔ Le rogamos que complete un cuestionario de satisfacción del cliente en este formulario.
- ✔ Su opinión es de gran valor porque nos permite mejorar la calidad de nuestro servicio.

Servicio de seguridad.


- ✓ Podemos ofrecerle una garantía de dos años.
- ✓ En caso de que no esté completamente satisfecho, puede devolver el producto y recibirá un reembolso.

Servicio de mantenimiento.

- ✓ Con nuestro servicio de reparación, la compañía suministrará sin cargo, dentro de 12 meses, las piezas de repuesto que necesita.
- ✓ Le ofrecemos montaje / configuración completa de nuestros productos sin costo adicional.



Quotation

 People don't plan to fail. They fail to plan.

Marl McCormack

2.5. What is a good sales Pitch?

Good sales Pitch.

I like but I think it is too expensive and it exceeds the budget we set.

I don't know if we really such a complex device for our company.

It is a great expense that our company can't afford at the moment.

Sales counterargument or Sales counter arguments.

You must think that this is a big investment that will bring you bigger profits in the short term.

Think that if you have it you will use all its applications and just in a month you won't be able to do without it.

We know it is a big expense so we can offer you interesting payment terms. You need to pay an initial 25% and the rest will be paid in monthly.

Trust me; you will not regret this decision.



Think About It

Reflect on the different sales strategies to get new customers. Could you name any sales strategies?

Show Feedback

Most entrepreneurs know it's essential to have a thorough **business plan** of actions to promote a business.

We can name the following:

1. **Leverage social media.** Social media offers many attractive ways to connect with customers. A business can post photos or videos about its products or communicate through comments or messaging.
2. **Start a blog.** Blogs provide content on a website or product page that helps a customer make a buying decision or to learn more about a service.
3. **Maximize search engine optimization (SEO).** Keywords or phrases are typed into a search engine to locate a particular subject or answer a query. Web browsers are designed to search those keywords or phrases on websites or articles and present results to the user.
4. **Create a call to action (CTA).** A call to action is a prompt for the customer to ask questions, follow up, learn more or make a decision. A call to action may be in the form of a question, an offer, a suggestion or to create a sense of urgency.

✔ **Examples:**

- ◆ *Sale ends Tuesday, get yours now!*
 - *Get this free report when you join our mailing list.*
 - *Ready to learn more? Click here!*

5. **Engage influencers.** Influencers are primarily social media people who have gained a following or audience they appeal to. Companies may partner with influencers who match business goals or strategies.

✔ **Example:** *A company that makes hiking boots follows a popular person on a*

social media platform. The person has many followers and shares photos and posts of the many places she goes hiking. The company approaches the influencer, and they make a deal where the influencer gets a free pair of boots in every style the company makes if she agrees to wear the boots and talk about them in her posts.

6. **Build a mailing list.** Building a mailing list can help business offer incentives to its customers or encourage them to return. Email marketing keeps the company in front of the customer while the company can segment lists to target specific customers.

✔ **Example:** *Customers can be persuaded to sign up for a newsletter by offering a value proposition:*

- ◆ *Receive my free report*
 - *Sign-up and get our eBook*
 - *Subscribe for a 20% discount coupon*

7. **Create an affiliate program.** Similarly to partnering with influencers, affiliate programs mean your customers do the selling for you. An affiliate is someone who receives an incentive for every sale or referral to the business that comes through their website, social media platform or similar avenues.

✔ **Example:** *A coffee company searches for bloggers and influencers who fall within its niche and pitches its affiliate program. The coffee company might send their affiliates samples to try for their review or recommendation. Each time a customer clicks the unique affiliate link, both the blogger and the company gain from the relationship.*

8. **Engage customers with chat.** Having a chat feature is a great way to answer customer questions or solve problems right away.

9. **Host webinars.** Webinars are typically web-based learning or information sessions. Webinars may be used as an onboarding tool for new employees or to introduce a customer to the business.

✔ **Example:** *A company has launched a new garden tool and creates a series of webinars around the product. The first webinar explains how the tool will make gardening easier, the second webinar offers tips for using the tool and the third shares photos or videos of customers using the tool. Each webinar offers a coupon for 20% off the purchase of the tool.*



Translation

Show Feedback

La mayoría de los emprendedores saben que es esencial tener un plan de acción comercial exhaustivo para promover un negocio. Podemos nombrar lo siguiente:

- ✔ Aproveche las redes sociales.
- ✔ Los blogs proporcionan contenido en un sitio web o página de producto que ayuda al cliente a tomar una decisión de compra o a aprender más sobre un servicio.
- ✔ Maximiza la optimización de motores de búsqueda (SEO). Las palabras clave o frases se escriben en un motor de búsqueda para localizar un tema en particular o responder una consulta. Los navegadores web están diseñados para buscar esas palabras clave o frases en sitios web o artículos y presentar resultados al usuario.
- ✔ Crea una llamada a la acción (CTA). Un llamado a la acción es un aviso para que el cliente haga preguntas, haga un seguimiento, obtenga más información o tome una decisión. Un llamado a la acción puede ser en forma de una pregunta, una oferta, una sugerencia o para crear un sentido de urgencia.
- ✔ Involucrar a personas influyentes. Los influencers son principalmente personas de las redes sociales que han ganado seguidores o audiencia a la que apelan. Las

empresas pueden asociarse con personas influyentes que coincidan con los objetivos o estrategias comerciales.

- ✔ Crea una lista de correo. Crear una lista de correo puede ayudar a una empresa a ofrecer incentivos a sus clientes o alentarlos a regresar. El marketing por correo electrónico mantiene a la empresa frente al cliente, mientras que la empresa puede segmentar listas para dirigirse a clientes específicos.
- ✔ Crea un programa de afiliados. De manera similar a asociarse con personas influyentes, los programas de afiliación significan que sus clientes venden por usted. Un afiliado es alguien que recibe un incentivo por cada venta o referencia al negocio que llega a través de su sitio web, plataforma de redes sociales o vías similares.
- ✔ Organizar seminarios web. Los seminarios web suelen ser sesiones de aprendizaje o información basadas en la web. Los seminarios web pueden usarse como una herramienta de incorporación para nuevos empleados o para presentar un cliente a la empresa.

2.6. Now it's your turn. Pronunciation.

Below you can listen to some sales expressions in persuasive language:



Do you understand this sales vocabulary?

Below you can listen to some sales expressions in persuasive language and write them in the gaps.

LISTENING

- ✓ [redacted], [redacted]
- ✓ [redacted], [redacted]
- ✓ [redacted]
- ✓ [redacted]
- ✓ [redacted], [redacted]
- ✓ [redacted]
- ✓ [redacted]
- ✓ [redacted]
- ✓ [redacted]

Submit

- ✓ Great, fantastic
- ✓ Economical, cheap
- ✓ High technology.
- ✓ Extraordinary.
- ✓ Essential, basic
- ✓ The best choice
- ✓ Soft
- ✓ It is worth getting in
- ✓ Valuable



How to convince customers to buy?

In this activity we propose you to work with the adjectives and expressions that you would use to describe and convince a client that these are the best choice.

- ✓ Printer.
- ✓ Computer.
- ✓ Air conditioning equipment.
- ✓ Office furniture.
- ✓ Clothes.

Show Feedback

Expressions to sale:

- ✔ This device is a rock.
- ✔ The new computer/printer attractive design increased sales for the company.
- ✔ It runs as smooth as silk.
- ✔ It's as hard/strong as a rock.
- ✔ The instructions are as clear as crystal.
- ✔ You will receive it at home in the wink of an eye.
- ✔ It is as quiet as a mouse.
- ✔ The fabric is as smooth as silk.
- ✔ It is as easy to use as ABC.
- ✔ It is comfortable as an old shoe.
- ✔ This device is as efficient as you want it to be.

3. How much do you know about "Quantifiers"?

Do you know the difference between **many** or **much**, **some** or **any**, **a lot of**, **a few**? We are going to study some determiners or quantifiers now.

The most common English quantifiers are:

- ✓ **Some, any, no, none (of).**
- ✓ **Much, many.**
- ✓ **A lot of, lots of, plenty of, heaps of, a load of, loads of, tons of**
- ✓ **Little, a little, few, a few, a bit of.**
- ✓ **All, every, the whole, enough, several.**
- ✓ **A couple of, hundreds of, thousands of.**
- ✓ **Both, either and neither.**
- ✓ **Every and each.**
- ✓ **No, none.**

Some pronouns which are derived from the determiners above are:

- ✓ **Something, somebody / someone, somewhere.**
- ✓ **Anything, anybody / anyone, anywhere.**
- ✓ **Everything, everyone / everybody, everywhere.**
- ✓ **Nothing, nobody / no one, nowhere.**



A Step Ahead

In the next page you can do some exercises about quantifiers.

 [More exercises about quantifiers.](#)

3.1. When do you use "How much" or "How many"?

HOW MUCH ...? - (Quantity)

How much is used with uncountable nouns. HOW MUCH + UNCOUNTABLE NOUN

- ✓ *How much time do we have to finish the test?*
- ✓ *How much money did you spend?*
- ✓ *How much sugar would you like in your coffee?*
- ✓ *How much paper will I need?*
- ✓ *How much traffic was there on the way to work?*
- ✓ *How much milk is in the fridge?*

HOW MUCH ...? - (Price)

How much can also be used when we want to know the PRICE of something. In this case, we can use **How much** with countable nouns (both singular and plural nouns).

- ✓ *How much is that folder?*
- ✓ *How much are those business chairs?*
- ✓ *How much did your suit cost?*
- ✓ *How much is the dress on display in the window?*
- ✓ *How much will it cost me?*
- ✓ *How much does it cost ?*

HOW MANY ...? - (Quantity)

How many is used when we want to know the QUANTITY of something. It is only used with plural countable nouns. HOW MANY + PLURAL NOUN

- ✓ *How many days are there in January?*
- ✓ *How many people work in your company?*
- ✓ *How many invoices did you send lastmonth?*
- ✓ *How many cousins do you have?*
- ✓ *How many books did you buy?*
- ✓ *How many countries are there in the world?*
- ✓ *How many students are in the class right now?*
- ✓ *How many chairs are there in this room?*
- ✓ *How many pieces of chocolate would you like?*



Did you understand? Let's check it.

_____ money do you have?

- How much
- How many

Correct Option

Wrong

Solution

1. Correct Option
2. Wrong

_____ **business guides does Mr. Johnson made?**

- How many
- How much

Correct Option

Wrong

Solution

1. Correct Option
2. Wrong

3.2. Quantifiers: some, any, much, many, a lot of.

Let's take a look at some of these quantifiers in more detail.

- ✓ **Some** is usually used in positive sentences before uncountable or plural countable nouns. It means “*un poco de/ algo de*” with uncountable nouns and “*algunos / algunas*” with countable nouns. We use any for both countable and uncountable nouns.
 - ◆ We use **any** for both countable and uncountable nouns.
 - ◆ Do you have **any** ice cream left for me?
 - ◆ My sister never does **any** 🧹 chores.
 - ◆ Do you have **any** cheese?
 - ◆ He doesn't have **any** friends in Paris.
 - ◆ **Note: Some** also can be used in interrogative sentences when we expect the answer "yes" or when we offer something.
 - Can I have **some** cake? Would you like **some** tea?
- ✓ **Any** is usually used in negative or interrogative sentences before uncountable or plural countable nouns. It means “*nada, ningún / ninguna*” in the negative form or “*algo de, algún / alguna*” in the interrogative form. Sometimes it is not translated. We use **any** for both countable and uncountable nouns.
 - ◆ We use **any** for both countable and uncountable nouns.
 - ◆ Do you have **any** ice cream left for me?
 - ◆ My brother never does **any** chores.
 - ◆ Do you have **any** cheese?
 - ◆ He doesn't have **any** friends in Burgos.
 - ◆ **Note: Any** also can be used in the affirmative form:
 - When it means *cualquier / cualquiera*.
 - ✳ I can do sport **any** day of the week.
 - In conditional sentences.
 - ✳ If you have **any** questions,...
- ✓ **A lot of, plenty of** are used with countable or uncountable nouns and are normally used in affirmative sentences.
 - ◆ A lot of / Lots of students / books / ideas.
 - ◆ A lot of / Plenty of / lots of sugar / water / information.
 - ◆ Katie has got **a lot of** teachers. There are **plenty of** students here.
 - ◆ We have **lots of** time.
 - ◆ Christian has **lots of** friends.
- ✓ **Many** is used with countable nouns. They are normally used in questions or negative sentences.
 - ◆ Andrea hasn't got **many** toys to play.
 - ◆ There aren't **many** parents here.
- ✓ **Much** is used with uncountable nouns and specially in **negative** sentences.
 - ◆ We haven't got **much** water / time / money / information.
- ✓ **Little** is used with uncountable nouns and a little is used with countable nouns.
 - ◆ We need little money to 🧑🏫 afford that.
 - ◆ There is **little** time, hurry up!
 - ◆ Patrick has got **little** money.
 - ◆ Don't worry, we have a **little** time.
 - ◆ Do you have **a little** money?
- ✓ **Few or a few** is used with countable nouns.
 - ◆ We need **few** 🧑🏫 samples for the presentation of this new product.
 - ◆ There are **few** tourists here today.

- There are **few** people in the square because it is really hot now.
- I have got a **few** friends in Valladolid to visit next weekend.

To sum up, we can use these quantifiers with both **countable** and **uncountable** nouns:

COUNTABLE NOUNS	<i>all</i>	<i>some</i>	<i>more</i>	<i>a lot of</i>	<i>enough</i>	<i>few</i>	<i>many</i>
UNCOUNTABLE NOUNS	<i>no</i>	<i>any</i>	<i>most</i>	<i>lots of</i>	<i>less</i>	<i>little</i>	<i>much</i>



Translation

Show Feedback

Echemos un vistazo a algunos de estos cuantificadores con más detalle.

Some: generalmente en oraciones afirmativas antes de sustantivos contables incontables o plurales. Significa “un poco de” con sustantivos incontables y “algunos / algunas” con sustantivos contables. Usamos SOME para sustantivos contables e incontables.

- ✓ ¿Te queda algún helado?
- ✓ Mi hermana nunca hace ninguna tarea.
- ✓ ¿Tienes queso? A veces no se traduce
- ✓ No tiene amigos en París.
- ✓ Nota: SOME también pueden usarse en oraciones interrogativas cuando esperamos la respuesta "sí" o cuando ofrecemos algo.
- ✓ ¿Me das un poco de pastel? ¿Te gustaría algo de té?

Any: se usa generalmente en oraciones negativas o interrogativas antes de sustantivos contables incontables o plurales. Significa “nada, ningún / ninguna” en la forma negativa o “algo de, algún / alguna” en la forma interrogativa. A veces no se traduce. Usamos ANY para sustantivos contables e incontables.

- ✓ ¿Te queda algún helado?
- ✓ Mi hermano nunca hace tareas.
- ✓ ¿Tienes queso?
- ✓ No tiene amigos en Burgos.

Nota: ANY también puede usarse en forma afirmativa: Cuando significa “cualquier / cualquiera”.

- ✓ Puedo hacer deporte cualquier día de la semana.
- ✓ En oraciones condicionales.
- ✓ Si tienes cualquier / pregunta,...

A lot of, plenty of : “Muchos, muchos” se usan con sustantivos contables o incontables y normalmente se usan en oraciones afirmativas.

- ✓ Muchos / estudiantes / libros / ideas.
- ✓ Mucha / azúcar / agua / información.
- ✓ Katie tiene muchos maestros. Hay muchos estudiantes aquí.
- ✓ Tenemos mucho tiempo

- ✔ Christian tiene muchos amigos.

Many: “Muchos” se usa con sustantivos contables. Normalmente se usan en preguntas u oraciones negativas.

- ✔ Andrea no tiene muchos juguetes para jugar.
- ✔ No hay muchos padres aquí.

Much: “Mucho” se usa con sustantivos incontables y sobre todo en frases negativas.

No tenemos mucha agua / tiempo / dinero / información.

Little o a little: “Poco” se usa con sustantivos incontables y “un poco” se usa con sustantivos contables.

- ✔ Hay poco tiempo, ¡date prisa!
- ✔ Patrick tiene poco dinero.
- ✔ No te preocupes, tenemos un poco de tiempo.
- ✔ ¿Tienes un poco de dinero?

Few o a few: “Pocos” o “unos pocos” se usan con sustantivos contables.

- ✔ Hay pocos turistas aquí hoy.
- ✔ Hay pocas personas en la plaza porque ahora hace mucho calor.
- ✔ Tengo unos pocos amigos en Valladolid para visitar el próximo fin de semana.

Some: Algunos se usan generalmente en oraciones positivas antes de sustantivos contables incontables o plurales. Significa un poco de / con innumerables sustantivos y algunos / algunas con sustantivos contables.

- ✔ Usamos cualquiera para sustantivos contables e incontables.
- ✔ ¿Te queda algún helado?
- ✔ Mi hermana nunca hace ninguna tarea.
- ✔ ¿Tienes queso?
- ✔ No tiene amigos en París.
- ✔ Nota: Algunos también pueden usarse en oraciones interrogativas cuando esperamos la respuesta "sí" o cuando ofrecemos algo.
- ✔ ¿Me das un poco de pastel?
- ✔ Te gustaría algo de té?

Any: Cualquiera se usa generalmente en oraciones negativas o interrogativas antes de sustantivos contables incontables o plurales. Significa nada, ningún / ninguna en la forma negativa o algo de, algún / alguna en la forma interrogativa. A veces no se traduce. Usamos cualquiera para sustantivos contables e incontables.

- ✔ ¿Te queda algún helado?
- ✔ Mi hermano nunca hace tareas.
- ✔ ¿Tienes queso?
- ✔ No tiene amigos en Burgos.
- ✔ Nota: Cualquiera también puede usarse en forma afirmativa:
- ✔ Cuando significa cualquier / cualquiera.
- ✔ Puedo hacer deporte cualquier día de la semana.
- ✔ En oraciones condicionales.
- ✔ Si tienes alguna pregunta,...

A lot of, plenty of : Muchos, muchos se usan con sustantivos contables o incontables y normalmente se usan en oraciones afirmativas.

- ✔ Muchos / muchos estudiantes / libros / ideas.
- ✔ Mucha / mucha / mucha azúcar / agua / información.
- ✔ Kattie tiene muchos maestros. Hay muchos estudiantes aquí.
- ✔ Tenemos mucho tiempo
- ✔ Christian tiene muchos amigos.

Many: Muchos se usan con sustantivos contables. Normalmente se usan en preguntas u

oraciones negativas.

- ✔ Andrea no tiene muchos juguetes para jugar.
- ✔ No hay muchos padres aquí.

Much: Mucho se usa con innumerables sustantivos.

- ✔ No tenemos mucha agua / tiempo / dinero / información.

Little: Poco se usa con sustantivos incontables y un poco se usa con sustantivos contables.

- ✔ Hay poco tiempo, date prisa!
- ✔ Patrick tiene poco dinero.
- ✔ No te preocupes, tenemos un poco de tiempo.
- ✔ ¿Tienes un poco de dinero?

Few o a few: Pocos o pocos se usan con sustantivos contables.

- ✔ Hay pocos turistas aquí hoy.
- ✔ Hay pocas personas en la plaza porque ahora hace mucho calor.
- ✔ Tengo algunos amigos en Valladolid para visitar el próximo fin de semana.

3.3. Now it's your turn!



How wide is your vocabulary?

From these sentences, would you know how to complete them with the appropriate quantifier in each case?

some / any / a lot of / much / many / How much / How many

1. Mathilde went to the meeting with [] of her colleagues.
2. Did they have [] news for you?
3. Chirstopher doesn't have [] meeting today.
4. Have you got [] suggestion?
5. I'm hurry - I'll have [] burgers.
6. We have [] foreign clients.
7. We don't have [] spare time and there is [] work to do.
8. [] is this? It's ten dollars.
9. [] envelopes do you want? Twenty, please.
10. Sue has [] free time, but Mary doesn't have much.
11. There aren't [] items left in the warehouse.
12. Germany has [] beautiful buildings and places to visit while you are at the conference.
13. Do you have [] invoices to be sent today? Yes, there are a lot of on my desk.
14. I don't want [] new catalogue.
15. I think you should send [] emails with our new offer.

Submit



Now it's your turn

Complete the following sentences using *little, a little, few or a few*.

1. Here's some money for you. → Here's [] money for you.
2. I knew I didn't have much time to spare. → I knew I had [] time to spare
3. There were some people in the queue in front of me. → There were [] people in the queue in front of me.
4. There are some good restaurants in Soria. → There are [] good restaurants in Soria.
5. There was some rain yesterday. → There was [] rain yesterday.
6. There hasn't been much rain lately. → There has been [] rain lately
7. There are not many books I enjoy reading more than once. → There are [] books I enjoy reading more than once.
8. There aren't many people I really trust. → There are [] people I really trust.

Submit



Now it's your turn

Complete the sentences with *much, many, few, little, lots, a lot of or enough*.

The problem is that there are too _____ online banks, I only know two, I need more options.

little

many

few

Show Feedback

Solution

1. Incorrect
2. Incorrect
3. Correct

I always receive letters from my bank, it's too _____ paperwork.

little

many

much

Show Feedback

Solution

- 1. Incorrect
- 2. Incorrect
- 3. Correct

It's not a lot but I have already saved a _____ money.

little

few

enough

Show Feedback

Solution

- 1. Correct
- 2. Incorrect
- 3. Incorrect

I can't afford a new car, I don't have _____ money yet.

enough

many

little

Show Feedback

Solution

- 1. Correct
- 2. Incorrect
- 3. Incorrect

I'm sorry I don't have _____ cash on me.

some

any

Show Feedback

Solution

- 1. Incorrect
- 2. Correct

There are _____ great money saving apps online.

some

any

Show Feedback

Solution

- 1. Correct
- 2. Incorrect

4. Imperative. Make suggestions.

The **imperative** is used to give commands and orders. The form of the verb used for the imperative is the base form of the main verb, which is used without a subject.

The word order of a sentence in the imperative is: **verb + object (if needed)**. The negative imperative is made with **do + not or don't**.

- ✓ Stop talking! I'm trying to work.
- ✓ Don't lose that key.
- ✓ Back without it!
- ✓ Be quiet!
- ✓ Sit down.
- ✓ Take your passport with you.



Making suggestions

Let's (let + us) + main verb is used in the 1st person plural only, especially when you are trying to encourage someone to do something with you. It includes both the speaker and the hearer, so the subject that is understood is represented by the plural **we**.

- ✓ Do let's have a look at your new computer, Mathilde.
- ✓ Let's visit Burgos this weekend.
- ✓ Please let's go to the cinema tonight.
- ✓ Let's pool our resources.

Suggestions which start with let's often end with the sentence tag shall we?

- ✓ Let's go for a walk after supper, shall we?
- ✓ Let's phone her now, shall we?

In ordinary English the negative is let's not + main verb or sometimes don't let's + main verb.

- ✓ Let's not worry about that now.
- ✓ Don't let's worry about that now.

In formal English, the negative is let us not + main verb.

- ✓ Let us not lose sight of our aims.

Do let's is the emphatic form.

- ✓ It's a very good **do let's** bargain; do let's buy it!

The non-contracted form let us + main verb is occasionally used in formal and written English.

- ✓ Let us hope that this will never happen again.
- ✓ Let us be clear about this.

The answer to a suggestion with let's is normally either, yes, let's or no, let's not or sometimes, no, don't let's (...).

- ✓ Let's phone her now, shall we? – No, let's not.
- ✓ Let's phone her now, shall we? – Yes, let's.
- ✓ Let's invite Mr. Johnson over this weekend. – No, don't let's do that.

4.1. Now it's your turn!



Imperative exercise.


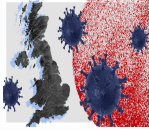










Complete the sentences with the corresponding verb in imperative tense.

- ✓ a minute.
- ✓ over here, please.
- ✓ the door when you go outside.
- ✓ your teacher.
- ✓ me your phone number so that I can call you.
- ✓ so hard.
- ✓ so rude.
- ✓ to tidy up your room.

Submit

Appendix.- Licences of resources.

Licences of resources.

Resource (1)	Resource information (1)	Resource (2)	Resource information (2)
	Autoría: Plenty.r. Licencia: CC by 2.0. Procedencia: http://www.flickr.com/photos/plenty/336033234/		Autoría: Plenty.r. Licencia: CC by 2.0. Procedencia: http://www.flickr.com/photos/plenty/332356234/
	Autoría: Plenty.r. Licencia: CC by 2.0. Procedencia: http://www.flickr.com/photos/plenty/313453234/		Autoría: agirregabiria. Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/agirregabiria/3499503013/sizes
	Autoría: Danmachold. Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/mybloodyself/159734466/		Autoría: Ombrelle (Martin) Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/flyweb/3780345533263/
	Autoría: Falwyn. Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/falwyn/3073812524/		Autoría: Freefotouk. Licencia: CC by-nc 2.0. Procedencia: http://www.flickr.com/photos/freefoto/2346237374/
	Autoría: Brtsergio. Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/brtsergio/165190117/		Autoría: willc2 Licencia: CC by-nc 2.0. Procedencia: http://www.flickr.com/photos/willc2/4415196162/
	Autoría: Treehugger. Licencia: CC by-nc-sa 2.0. Procedencia: http://www.flickr.com/photos/alenad/4638014/		Autoría: Trozbo. Licencia: CC by nc-sa 2.0. Procedencia: http://www.flickr.com/photos/ozbos/2421365752