

AST_GA05. PRODUCTS AND SERVICES.

SESSION 1: HOW TO EFFICIENTLY SELL YOUR PRODUCTS AND SERVICES.

1. Planning. What is a business plan?
 1. Useful language for a great business plan.
 2. Now it's your turn.
2. Learn how to define product and services.
 1. Measurement matters.
 2. Product and services features.
 3. Payment terms and conditions.
 4. After-sales services.
 5. What is a good sales Pitch?
 6. Now it's your turn. Pronunciation.
3. How much do you know about "Quantifiers"?
 1. When do you use "How much" or "How many"?
 2. Quantifiers: some, any, much, many, a lot of.
 3. Now it's your turn.
4. Imperative. Make suggestions.
 1. Now it's your turn.

SESSION 2: PROVIDING BUSINESS INFORMATION.

1. Business information sources.
2. Types of Data Sources.
 1. Primary Research.
 1. Internal data
 2. Secondary Research.
3. Business Data classification.
4. Now it's your turn.
5. What to say: Useful language to deal customers.
 1. The art of tact and diplomacy in customer service.
 2. Now put it into practice.
6. How to say it: Comparatives and superlatives.
 1. Now put it into practice.

COMMUNICATION ACTIVITIES.

1. Reading exercise.
2. Listening exercise.
3. Speaking exercise.
4. Writing exercise.

