



## Sales & Purchasing

Communication Skills in English for Sales & Purchasing (Level/B1/B2/C1)

**“Through our team of teachers in Cambridge and our official Certificate you will achieve your professional objectives”**

### Course: B1, B2 40-hours

*A tailored teacher is assigned to Sales & Purchasing which covers the key features below:*

English for Sales and Purchasing *is an ideal short course for anyone who needs to communicate effectively with international clients and colleagues in a sales or purchasing environment.*

English for Sales and Purchasing *is an ideal course for students in employment, who want to communicate better in English.*

### Important relevant points:

English for **Sales and Purchasing** is suitable for both buyers and sales people, who require fluent **business English to manage international clients**, deal with foreign suppliers, attend international exhibitions, and deal with complaints and enquiries.

English for Sales and Purchasing presents the essential expressions and conversation techniques that will enable successful communication in these situations.

Every unit presents realistic scenarios and specific themes for **sales and purchasing**, such as approaching a new client, selecting potential suppliers, developing proposals, and **typing up orders and deliveries**.

### Key Feature:

- Engaging topics, motivating role-plays, and a variety of exercises provide a framework for each specialist subject
- Tip boxes present key language points, useful phrases, and strategies.
- STARTER section at the beginning of each unit has warm-up and awareness-raising activities
- OUTPUT sections at the end of each unit encourage discussion and reflection
- Answers, transcripts, and a glossary of useful phrases at the back of each book
- The interactive Multi ROM includes realistic listening extracts and interactive exercises for extra practice

### Some topics that is included in the Sales & Purchasing course:

**Jobs and responsibilities:** Job titles and tasks, a sales meeting, a requisition

**New contacts:** At a trade fair, relationship building, follow-up emails

**Offers:** A sales pitch, the AIDA approach to sales, a request for proposal, an offer letter

**Negotiations:** *Tips for successful negotiations, a company visit, negotiating styles*

**Orders:** *Telephone orders, online orders, numbers and figures, contract terms and phrases*

**Customer care:** *Dealing with problems over the telephone, online, and in writing*

★ **English Go Centre** provide a monthly report with official Cambridge IELTS exams.

*EGC: - offers IELTS tests at 14 locations across the country. Tests take place around 3 times per month. Registrations take place in person, by post or online. Processing takes place at one of the British Council offices in Barcelona, Bibao or Madrid.*