

<<销售英语口语>>

图书基本信息

书名：<<销售英语口语>>

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前言

我社于1999年出版了“实用英语书系丛书”，近10年来，该系列图书连年再版，成为深受读者欢迎的畅销书。

但为了满足读者新的要求，我们特邀高校富有教学经验和实践经验的老师编写了一套新的丛书“新世纪实用英语培训系列”，将陆续推出《公关英语》、《商贸英语》、《交际英语》、《销售英语口语》、《金融银行英语》、《实用医学英语》等。

该系列整体层次比原“实用英语书系丛书”有较大的提升，其编写体例和内容则更适合专科学校和职业学校作为培训教材之用，也可供有需要的读者自学之用。

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内容概要

《销售英语口语》是新世纪实用英语培训系列教材之一。
本教材是专门为大中专院校相关专业的师生、目前从事或准备从事商品销售工作的人员编写的。
该教材也适合销售英语培训班学员或英语自学者使用。

教材共15个单元。

内容包括玩具、服装、皮革制品、家用电器、家具、珠宝、工艺品、化妆品、医药、食品与饮料、纸制品、古董、IT产品、乐器和个人交通工具15类商品。

作者简介

(石本俊) :

A Profile of Freeman Stone Freeman Stone . who graduated frOm Central China Normal Univer耐in the 1980s , has been an English teacher for more than 20 years . He now teaches at a large university in Guangdong Province , with a student body of 12 . 000 plus . This is his second book from the same publishers and fulfills a dream of his to help students all over China who will enter the sales professions .

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章节摘录

When selling furniture to foreigners , it is important to find out the uses for the furniture before demonstrating or showing individual pieces. For example , a living room chair may need to contrast in color or style the present furniture in a room. Your customer will tell you what use the piece will serve and you can then make a correct decision about what to show them. Do not show too many pieces for a single use as your customer may not be able to choose between many. It is better to ask a few more questions and give them less choices if the choices are the correct ones. Most customers already know what materials they want in the furniture they want to buy. It is not profitable to show artificial materials to a customer who is looking for a classic piece. Always enquire about the pieces they now have in the room where they wish to put the new pieces. This will also help the customer visualize the new piece with their own furniture. If you show them something that will fit the style they already have. That will help to close the sale with them. If the customer asks for your suggestions about two similar pieces , it is better not to discuss price until they seem to be comfortable with the piece's suitability in the room they intend for it. Then when they are comfortable , you can discuss price. Do not always push for the most expensive piece , but let the customer choose. Then they will probably ask if there is any discount. At that point , the sale becomes the same as any other sale. Sometimes , given two or more choices , the furniture customer may choose the most expensive , for reasons you are not aware of. Furniture is something we show off to our guests and our families. A foreigner may buy the most expensive piece in order to show their success to others. They are not always bargain hunting when they buy furniture items. It is important to allow the foreign customer to talk themselves into the better pieces.

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