

Business English for Specific Needs – Sales & Purchasing

Period TBA

Instructor Information

Instructor

TBA

Email

info@viadolorosalanguage.com

Office Location & Hours

TBA

General Information

Description

This course is for people who need to communicate effectively with international clients and colleagues. Although sales and purchasing pursue different objectives within business, both roles require fluent business English to achieve their goals. Buyers and sales people manage international clients, deal with foreign suppliers, attend international exhibitions, draw up proposals, and deal with all manner of complaints and enquiries. This course presents all the essential expressions and conversation techniques that will enable the participants to communicate successfully in these situations.

Expectations and Goals

The programme is flexible and tailored to the specific personal/ organisational needs of each client. However, core subject areas for the Business English for Sales & Purchasing course will include:

- Understanding & explaining jobs & responsibilities
- How to build new contacts
- Giving offers
- Negotiating
- Taking orders
- Improving customer care

Required Materials

Materials are customized with topics focusing on English for Marketing & Advertising.

Optional Materials

Other handouts for participants will be delivered to each during the meetings if necessary.

Course Schedule

Lesson	Topic	Details
Lesson 1	Introduction to Sales & Purchasing	Jobs and responsibilities, Talking about your job
Lesson 2	Meeting & Requisition	Talking about goals, objectives & targets, Telephoning language
Lesson 3	New Contacts pt. I	Trade fair language, being polite, relationship building, establishing contacts at a trade fair
Lesson 4	New Contacts pt. II	Follow-up emails, Small-talk strategies, email conventions & phrases
Lesson 5	Offers pt. I	Sales pitch, offers, tenders, and bids, The AIDA approach to sales, talking about a product
Lesson 6	Offers pt. II	Request for proposal, Tendering/Bidding process, Offer letters, Active listening
Lesson 7	Negotiations pt. I	Tips for successful negotiations, discussing terms & conditions
Lesson 8	Negotiations pt. II	Company visit, negotiating styles, agreeing & disagreeing
Lesson 9	Negotiations pt. III	Win-win negotiations, Starting & ending negotiations
Lesson 10	Orders pt. I	Telephone orders, exchanging information, Online orders, handling orders
Lesson 11	Orders pt. II	Change to an order, referring numbers in an order, Numbers & figures, contract terms & phrases
Lesson 12	Customer Care Excellence pt. I	Dealing with problems over the phone and in writing, Complaining effectively
Lesson 13	Customer Care Excellence pt. II	Online complaint form, Letters of Complaint & Apology
Lesson 14	Customer Care Excellence pt. III	Practicing different series of complaints
FINAL	Tests	
Duration		120 mins / meeting

Price & Other Details

Program	Investment	Package price
BE – Insurance (min. 10 delegates)	IDR 4,500,0000 / delegate	IDR 45,000,000 / package
BE – Insurance (min. 14 delegates)	IDR 4,250,000 / delegate	IDR 59,500,000 / package
BE – Insurance (min. 16 delegates)	IDR 4,000,000 / delegate (max. 18 delegates)	IDR 64,000,000 / package
Materials		Included