

Selling

1. Greetings

- I am the sales representatives for ...
- Thank you for accepting to meet me. I know / realize that you are very busy...
- I am grateful for your help on how to get here. I found your office without any difficulty
- Good morning / Good afternoon Sir, Madam
- How do you do ? ↔ How do you do ?
- Nice to meet you . ↔ Nice to meet you too / pleased to meet you too !

2. Questioning

- What are you familiar with (in terms of...)
- What have you been using up to now for this particular job / operation / industrial stage ?
- What exactly are you looking for ?
- Do you need to modernize your equipment ? / Do you need something upscale / upmarket / top of the range ?
- What are your needs in terms of quality / efficiency / reliability / value for money / wear and tear ?
- Are you looking for something more reliable / more affordable / more efficient / more hard-wearing / stronger / sturdier / cheaper / dearer / safer for your workforce / trendier ?
- Are you thinking of updating your production line ?

3. Specificity or boasting

- Have you heard of this device / machine / piece of equipment / item ? It is state-of-the-art / the very latest in our range
- We have just brought out this model
- You will not find anything better on the market at the moment
- I'll show you our newest model which completes our range / I'll just have to show you / Just have a look at...
- You can take it on a trial run / You can try it out for a week
- This model is available immediately / It will give you entire satisfaction / There is a lot of demand for this particular appliance
- It is worth buying something which will last longer
- This is slightly better made but more expensive
- This item will give you good service

4. Price negotiation

- You have a five-year guarantee with most appliances and a quick after-sale service
- You have a good value for money here
- This is really worth your money
- You have got your money's worth
- This is worth the price we are asking
- Moreover credit facilities are available
- We offer free-of-charge credit facilities on this type of product
- Our credit facilities are interest-free for orders under £ 200
- Prepayment is not necessary

- You can pay by (monthly)installments if you wish
- We do not charge for delivery on bulk orders

5. Selling

- I'll take the model on offer
- I'd rather have the model on offer
- May I try this product for two or three months and see how it goes ?
- May I have / take these items on trial ?
- Will you let me have a fair / large / substantial discount as I am placing a large order ?
- Will you grant me a 10% discount ?
- As this new model is very expensive / may not catch on...
- As this line will be discontinued shortly...

6. Order form

- Shall we fill in the order form ?
- So you would like ...the price per item is ...however, we will let you have / we are prepared to grant you a X% reduction / discount / rebate...it comes to / it will be ...
- Will you please sign here ? / Would you mind signing here ?
- I can assure you will be fully satisfied with this order / I can guarantee delivery will be affected on time / we never have complaints for late deliveries

7. Greetings

- It has been nice meeting you / It has been very pleasant doing business with you / We are looking forward to doing business with you again / Do not hesitate to contact me if you have any query whatsoever
- Good bye, Sir / Madam. I hope you have a good journey back