

## A sales pitch script



Les mots en **gras** entre parenthèses vous indiquent le type d'information que vous devez ajouter à la suite. A vous de **compléter** le blanc qui suit en fonction de votre expérience. Les mots en *italiques* sont en français. **Choisissez** l'élément le plus pertinent lorsqu'il y a une **barre transversale (/)**.

### Word box

a sales pitch = a sales sketch = *un sketch de vente, un argumentaire de vente*  
sales = *la vente*

### 1. Step 1: meeting the customer

- 1.1. **Sales rep:** Good morning / afternoon, Sir / Madam!
- 1.2. Customer: Good morning / afternoon, Sir / Madam!
- 1.3. **Sales rep:** Pleased to meet you (= *enchanté*).
- 1.4. Customer: Nice to meet you (= *enchanté*) too.
- 1.5. **Sales rep:** I'm (**first name**) \_\_\_\_\_, a sales rep for (**company**) \_\_\_\_\_.

### Word box

a sales assistant = a shop assistant = a store assistant = a salesperson = a salesman / saleswoman = *un vendeur (celui qui vend le produit de quelqu'un d'autre)*  
a seller = *un vendeur (celui qui vend son propre produit)*  
a sales representative = a sales rep = *un commercial*

- 1.6. Customer: My name's \_\_\_\_\_
- 1.7. **Sales rep:** Our company is one of the top (**industry**) \_\_\_\_\_ companies on the market.
- 1.8. **Sales rep:** Are you curious about (**product**) \_\_\_\_\_?
- 1.9. Customer: Yes, very much so!
- 1.10. **Sales rep:** I'm with you today to tell you about our latest offer. I'm here to show you our new product (**name**) \_\_\_\_\_ which is presented in our (= *notre*) catalogue.
- 1.11. Customer: Ok.

### 2. Step 2: needs appraisal (= *évaluation des besoins*) **Select the relevant (= *pertinent*) questions.**

- 2.1. **Sales rep:** I need to ask you a few questions to get to know you better.
- 2.2. Customer: All right.
- 2.3. **Sales rep:** Is that for you or will it be a present (= gift)?
- 2.4. Customer: It's for me / It's a present.
- 2.3. **Sales rep:** Would you mind (= *verriez-vous un inconvénient à*) telling me your age?
- 2.4. Customer: I'm \_\_\_\_\_ (years old).
- 2.5. **Sales rep:** Are you married?
- 2.6. Customer: Yes, I am / No, I'm not.
- 2.7. **Sales rep:** Have you got children?
- 2.8. Customer: Yes, I have (**number**) \_\_\_\_\_ / No, I haven't.
- 2.9. **Sales rep:** What do you do for a living? (= What's your job? What's your occupation? *Que faites-vous dans la vie?*)

- 2.10. Customer: I'm a (**job**) \_\_\_\_\_
- 2.11. **Sales rep**: What do you like doing in your free time?
- 2.12. Customer: I like (**activities: verb + -ing**) \_\_\_\_\_
- 2.13. **Sales rep**: What's your budget?
- 2.14. Customer: I can spend (= *dépenser*) up to (= *jusqu'à*) (**number**) \_\_\_\_\_ \$  
(dollars) / £ (pounds) / € (euros).

### Word box

- to spend, I spent, I have spent = *dépenser*  
 - En anglais, la virgule remplace notre espace en français: 1,000 (anglais) = 1 000 (français)  
 Pour les décimales, on remplace notre virgule par un point (dot): 5.5 (anglais) = 5,5 (français)  
 - 100: a hundred = one hundred  
 1,000: a thousand = one thousand  
 Comment ne pas confondre *hundred* et *thousand*?  
*Thousand* commence par une consonne de plus (th-) que *hundred* (h-), donc la quantité représentée par *thousand* (1 000) est plus importante que celle de *hundred* (100).  
 A vous! Une autre astuce pour ne plus confondre *thousand* et *hundred*?

### 3. Step 3: presenting the product (= *l'argumentaire de vente*)

- 3.1. **Sales rep**: This product offers many advantages.  
 3.2. Customer: I'm listening.

### Méthode

1. dans le document du jeu de rôle qui vous est remis, soulignez en bleu les caractéristiques (les adjectifs subjectifs).
2. soulignez en vert les avantages (ce que le client pourra faire avec le produit ou n'aura plus besoin de faire)
3. soulignez en noir les preuves, c'est-à-dire les faits indiscutables, indéniables, comme les mesures, les certificats, les témoignages, etc.
4. placez ces éléments dans un tableau CAPSCONCAS.
5. classez ensuite les arguments en fonction du profil de votre client:
  - en tout premier ce à quoi il attribue le plus d'importance,
  - en dernier ce qui lui importe moins.
6. Insistez bien sur les avantages que le client va pouvoir en retirer. Il doit voir l'intérêt d'acheter ce produit.

### Action!

- Give details in order of importance.
- Explain why your product is better than similar ones from your competitors.

	Link word (= <i>mot de liaison</i> )	Characteristic (adjective)	Advantage (possibility)	Evidence (justification)
1	First,	it's _____ _____ _____	so you can _____ _____ _____	Indeed (= <i>en effet</i> ), _____ _____
2	Second,	it's _____ _____ _____	Hence (= <i>ainsi</i> ), you can _____ _____	As a matter of fact (= <i>en fait</i> ), _____ _____
3	Moreover,	it's _____	therefore (= <i>donc</i> ), _____	Actually (= <i>en fait</i> ) _____

		_____	_____	_____
		_____	_____	_____
4	What's more,	it's _____	Thus, _____	_____
		_____	_____	_____
		_____	_____	_____
5	Furthermore,	it's _____	_____	_____
		_____	_____	_____
		_____	_____	_____
6	To cap it all (= <i>pour couronner le tout</i> ),	it's _____	_____	_____
		_____	_____	_____
		_____	_____	_____
7	Finally,	it's _____	_____	_____
		_____	_____	_____
		_____	_____	_____

**4. Step 4: answering questions**

- 4.1. Customer: Where is it manufactured (= made)?
- 4.2. **Sales rep:** It is made in (**country**) \_\_\_\_\_
- 4.3. Customer: Is the (**accessory**) \_\_\_\_\_ included?
- 4.4. **Sales rep:** Yes, it is / No, it isn't but \_\_\_\_\_
- 4.5. Customer: How do you operate it? (= How does it work?)
- 4.6. **Sales rep:** Well, you simply press / switch \_\_\_\_\_
- 4.7. Customer: Is there a \_\_\_\_\_ ?
- 4.8. **Sales rep:** Yes, there is / No, there isn't but \_\_\_\_\_
- 4.9. Customer: Is it (**adjective**) \_\_\_\_\_ ?
- 4.10. **Sales rep:** Yes, it is / No, it isn't but \_\_\_\_\_
- 4.11. Customer: Can you explain the \_\_\_\_\_ ?
- 4.12. **Sales rep:** Yes, of course. In fact, \_\_\_\_\_
- 4.13. Customer: Does it come in different colours?
- 4.14. **Sales rep:** Yes, it does / No, it doesn't but \_\_\_\_\_
- 4.15. Customer: Can it be customized to my taste?
- 4.16. **Sales rep:** Yes, it can. What would you like? / No, it can't, but \_\_\_\_\_
- 4.17. Customer: How do I clean (= wash) it?
- 4.18. **Sales rep:** You simply \_\_\_\_\_
- 4.19. Customer: When will it be available?
- 4.20. **Sales rep:** It's available (right) now / You will get it by (= *pour le*) (**date**) \_\_\_\_\_
- 4.21. Customer: Does it come with a battery and a charger?
- 4.22. **Sales rep:** Yes, it does / No, it doesn't but \_\_\_\_\_
- 4.23. Customer: How long does it take to recharge?
- 4.24. **Sales rep:** It takes about (= around = *environ*) (**number**) \_\_\_\_\_ minutes / hours.
- 4.25. Customer: Does it come with an user manual (= an instruction booklet)?
- 4.26. **Sales rep:** Yes, it does / No, it doesn't but \_\_\_\_\_

**5. Step 5: persuading**

**Action!**

Use your imagination and pretend:

- "Show" a booklet (= brochure, leaflet).
- "Present" a catalogue.
- "Offer" a sample (= *un échantillon*).
- "Give" a demonstration.

### Useful phrases

- Our supply (= stock) is limited, so you should act now.
- It's yours for a full month risk-free (= *sans risque*).
- Feel free (= *n'hésitez pas*) to cancel (= *annuler*) at any time.
- We're not satisfied until (= till = *jusqu'à*) you are.
- You can get a full refund (= *remboursement*), exchange or credit (= *un avoir*).
- There's a full-year guarantee (UK) = warranty (US) / two-year guarantee / a six-month guarantee / a lifetime guarantee / a (number) \_\_\_\_\_ -(period) month / year guarantee.
- Nothing compares with our product. It's the best!

### 6. Step 6: the price

- 6.1. **Sales rep:** Take advantage of (= *profitez de*) this offer while (= *tant que*) it lasts (= *durer*). You won't find a better price.
- 6.2. Customer: I'd like to but I still find it too expensive (= *trop cher*).
- 6.3. **Sales rep:** Aren't you worth it? (= *ne le valez-vous pas?*). I advise you to seize this opportunity. Next week, the price won't be the same.
- 6.4. Customer: Could I get a discount (= *réduction*)?
- 6.5. **Sales rep:** If you order (= *commander*) now, I can offer you a (number) \_\_\_\_\_ % (percent) discount on the price, that is to say (= *c'est-à-dire*) that instead of (= *au lieu de*) paying (number) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros), you'll only pay (number) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros)
- 6.6. Customer: Can I buy several (= *plusieurs*)?
- 6.7. **Sales rep:** The more you buy, the less expensive it becomes. So if you buy (number) it will cost (number) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros) which means you'll save (number) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros).
- 6.8. Customer: Can I pay in several instalments (= *en plusieurs mensualités*)?
- 6.9. **Sales rep:** Yes, absolutely. You can pay in (number) \_\_\_\_\_ instalments that is to say you'll pay (number) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros) a month for (number) \_\_\_\_\_ months. / I'm afraid not but \_\_\_\_\_
- 6.10. Customer: When do I pay?
- 6.11. **Sales rep:** You can pay with the order (= *à la commande*), on delivery (= *à la livraison*) or at the end of the month.
- 6.12. Customer: All right, I prefer to \_\_\_\_\_
- 6.13. **Sales rep:** Shall we fill in (= *compléter*) the bill of order (= *le bon de commande*)?
- 6.14. Customer: Yes, let's! / No, thank you, I'd rather think about it. I'll call you later.
- 6.15. **Sales rep:** Or you can buy it and if you're not satisfied you'll get a refund within (= *d'ici*) two weeks.

### 7. Step 7: the order form

- 7.1. **Sales rep:** What's your billing (= *facturation*) address?
- 7.2. Customer: It's \_\_\_\_\_
- 7.3. **Sales rep:** Is your mailing address (= delivery address = *adresse d'expédition*) similar ?
- 7.4. Customer: Yes, it is. / No, it's not. It's a PO box (= *boîte postale*) / \_\_\_\_\_
- 7.5. **Sales rep:** How many items (= articles, products) would you like?
- 7.6. Customer: \_\_\_\_\_, please.

7.7. **Sales rep:** So four multiplied by eight equals thirty-two = Eight times (= *fois*) four is thirty-two = Eight times four are thirty-two = Eight fours are thirty-two = Eight fours make thirty-two. So...

7.8. Customer: All right.

7.9. **Sales rep:** How would you like to pay?

7.10. Customer: By credit card / by debit card / by cheque (UK) (= check US) / with a money transfer / with cash.

7.11. **Sales rep:** What's your credit card number?

7.12. Customer: It's \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

**Did you know?**

- Les chiffres se lisent les uns après les autres, un par un, dans les numéros de carte, comme pour les numéros de téléphone.
- Au lieu de dire *zero*, on dit la lettre *O*.

7.13. **Sales rep:** When does it expire?

7.14. Customer: In (**year**) \_\_\_\_\_.

7.15. **Sales rep:** Could you sign here please?

7.16. Customer: Yes, of course.

7.17. **Sales rep:** What's your phone number?











7.18. Customer: It's (*chiffre après chiffre, un par un*) ( \_ \_ \_ ) \_\_\_\_\_

7.19. **Sales rep:** What's your e-mail address?

7.20. Customer: It's \_\_\_\_\_ @ (at) \_\_\_\_\_ . (dot) \_\_\_\_\_.

**Did you know?**

Pour lire une adresse internet, on utilise *at* pour @ et *dot* pour le point.

Country	Internet address
 France	.fr
 Australia	.au
 Canada	.ca
 India	.in
 Ireland	.ie
 Jamaica	.jm
 Kenya	.ke
 New Zealand	.nz
 UK (= the United Kingdom)	.co.uk
 USA	.com

7.21. **Sales rep:** Have you got a loyalty card (= *une carte de fidélité*)?

7.22. Customer: Yes, I have. / No, I haven't.

7.19. **Sales rep:** Would you like one?

7.20. Customer: Yes, I would. / No, thank you.

**PRODUCT ORDER FORM**

Billing address (= <i>adresse de facturation</i> )		Mailing address (= <i>adresse d'expédition</i> )		
Name:		Name:		
Address:		Address:		
City:		City:		
State / Zip code = post code:		State / Zip code = post code:		
Quantity	Item #	Description	Price each (= <i>prix unitaire</i> )	Total price

			Subtotal	
Payment method (please select one)			Shipping (= <i>envoi</i> ) & handling (= <i>manutention</i> )	
<input type="checkbox"/> certified check	<input type="checkbox"/> cashier check	<input type="checkbox"/> money order	Sales tax 7%	
<input type="checkbox"/> visa	<input type="checkbox"/> mastercard	<input type="checkbox"/> cash	Total payment	

Credit card number : \_\_\_\_\_

Thank you for your business !

Expiration date : \_\_ - \_\_ - \_\_

Signature : \_\_\_\_\_

Phone : \_\_\_\_\_

E-mail : \_\_\_\_\_

Company's name: \_\_\_\_\_

Address: \_\_\_\_\_

City, post code: \_\_\_\_\_

Fax: \_\_\_\_\_

Phone: \_\_\_\_\_

### 8. Step 8: after buying an item

8.1. Customer: Does your price include the delivery?

8.2. **Sales rep:** Yes, it does. The delivery (= *livraison*) is free of charge (= *gratuite, sans frais*). / No, it doesn't. It costs (**number**) \_\_\_\_\_ £ (pounds) / \$ (dollars) / € (euros) but \_\_\_\_\_

8.3. Customer: When will it be delivered?

8.4. **Sales rep:** The delivery times (= *délais*) are very short. So the product will be delivered at your home within one week (= *dans la semaine*).

8.5. Customer: What if there's a problem with the product?

8.6. **Sales rep:** Please do not hesitate to contact our after sales service (= *service après vente*) from Monday to Friday during office hours (= *heures de bureau*) that is to say from 9 am (= nine o'clock in the morning) to 5 pm (= five o'clock in the afternoon).

8.7. Customer: What document will I need?

8.8. **Sales rep:** Just keep your receipt (= *reçu*).

8.9. Customer: Ok.

8.10. **Sales rep:** Is it possible to have it gift-wrapped (= *emballé pour un cadeau*)?

8.11. Customer: Yes, it is. / No, it's not but \_\_\_\_\_

8.12. **Sales rep:** You've made the right choice. Thank you!

8.13. Customer: All right.

8.14. **Sales rep:** Should you need me (= in case you need me), here's my business card.

8.15. Customer: Thank you. Have a nice day!

8.16. **Sales rep:** Thank you very much for your time. I hope we will be able to do some business together in a near future. Good bye, Sir / Madam. Have a nice day!

### Action!

- Shake hands (= *serrez-vous la main*).

- Give your visiting card.

### Your business card = your visiting card

Company's name: \_\_\_\_\_

Address: \_\_\_\_\_

City, post code: \_\_\_\_\_

Fax: \_\_\_\_\_

Phone:	_____		
Website:	_____		
Opening hours:	_____		
First name:	_____	Family name:	_____
Position (= <i>poste</i> ):	_____		
Office:	_____		
Cell (= mobile) (phone):	_____		
E-mail:	_____		