

## Seasonal sales

### Level

Elementary

### Tasks

Discussing when students last bought certain products

Scanning and reading an extract from a sales report

Completing collocations with the word 'sales'

Describing sales trends in the students' company

### How to use the lesson

- 1 Hand out the worksheet and ask students to write down when they last bought the products in the box. Get students to compare their answers with a partner. Elicit feedback and ask questions: Who has the oldest car? The newest mobile phone? What was the last book / CD students bought?
- 2 Check students remember the names of the seasons. Tell them that they are going to read a sales report. Ask students to scan the report to see how many products and company names they can find in one minute.

### Answers

*Paragraph 1: cars, clothes, furniture, electronic goods, books, music, health & beauty products*

*Paragraph 2: clothes. Companies: Next*

*Paragraph 3: ice cream, cold drinks, mineral water and fruit juices. Companies: Unilever / Coca-Cola*

*Paragraph 4: mobile phones, flat screen televisions. Companies: Nokia / Motorola / Sony*

- 3 Ask students to read the report again. Ask them which products' sales figures are increasing or decreasing.
- 4 Write the word 'sales' on the board. Show how words usually go *before* sales (e.g. rising) to form an adjective–noun collocation and *after* sales (e.g. forecast) to form a noun–noun collocation. Ask students to complete the tables and check understanding of the vocabulary.

### Answers

*Before: rising / falling / improving / declining / increasing*

*After: forecast / department / team / figures / report*

- 5 Ask students to work in small groups. Tell them to complete the graph showing the seasonal sales for their own company / business industry, or one that they are familiar with. The students can research sales figures on the Internet and write a short sales report for 2004. Ask the groups to present their findings to the rest of the class and explain why the figures have gone up or down. If students are unable to find the exact sales figures, ask them to make a guess.

### Related websites

Send your students to these websites, or just take a look yourself.

<http://www.statistics.gov.uk/cci/nugget.asp?id=256>

<http://www.next.co.uk/>

<http://www.msnbc.msn.com/id/5998505/>