

The Podcast – Wendy

Wendy discusses the article on page 45 of *The Business* Pre-intermediate Student's Book. Listen to what she says about the text.

Before you listen.

1 Match the words and phrases to their synonyms.

- | | |
|-----------------|------------------|
| 1 revolutionize | a aggressive |
| 2 focus on | b difficult |
| 3 range | c transform |
| 4 pushy | d collection |
| 5 challenging | e concentrate on |

2 What are the antonyms for the following words?

- initiate ≠ _____
pick up ≠ _____

Listen again and complete the following.

3 Complete with the correct words.

One thing I think that she was particularly good at is actually getting _____ involved and they _____ the term 'hands on'. I think there are _____ entrepreneurs, bosses, who are very good at delegating but _____ get their hands dirty. It sounds like Estée Lauder went out and really worked very _____, giving free makeovers, free demonstrations and I think that's a _____ of a very good boss.

4 Answer the following questions:

- 1 What does Wendy say that customers are looking for when they buy a product?
- 2 For Wendy, what makes a good boss?
- 3 What two examples does Wendy give of companies giving free gifts with their products?
- 4 How does Wendy describe the stereotypical image of a sales person?
- 5 How does Wendy describe a good sales person?
- 6 Why could Wendy never be a sales person?

Discuss in pairs.

5 What makes a good sales person?

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Teacher's Notes

1

1 c 2 e 3 d 4 a 5 b

2

finish, put down

3

One thing I think that she was particularly good at is actually getting very involved and they use the term 'hands on'. I think there are a lot of entrepreneurs, bosses, who are very good at delegating but rarely get their hands dirty. It sounds like Estée Lauder went out and really worked very hard, giving free makeovers, free demonstrations and I think that's a sign of a very good boss.

4

- 1 Customers are looking for a style, a feeling, a dream.
- 2 Someone who gets involved and gets their hands dirty. Someone who works very hard.
- 3 fast-food restaurants giving away toys, and newspapers giving away CDs and DVDs
- 4 pushy, over-confident, doesn't take no for an answer
- 5 Someone who develops a relationship with the customer, knows the market and the product. Someone who makes a product relevant to the customer.
- 6 Wendy would have to believe 100% in the product. She doesn't think she is the right type of person for such a job.

5 Before you start, ask students when they last spoke to a sales person. Invite them to describe the sales person and say what they liked and didn't like about their technique. Now, get students to list and discuss what makes a good sales person.