

## UNIT 3 Dealing with Customer Face to Face

### Starter

1. Have you ever experienced joining a trade fair? Tell the class.
2. What is the main reason for a company to attend a trade fair? Discuss with the class.

Did you know?

During trade fairs, many companies organize social events for their customers and business partners. These events provide an excellent opportunity for business people to 'meet and greet' in an informal setting. Business is seldom discussed at such events. The focus instead is on relationship-building through small talk and introducing mutual friends. Such events are also a rare and useful chance to speak to the competition and find out more about one's rivals.

Taken from: Gore, S. English for Marketing & Advertising, p.56. Oxford, 2011

1. Kristen and Michael are manning the stand at the trade fair. Match their answers (a-g)

with the visitors' questions and comments (1-7).

1. Excuse me, are these memory sticks to take away?
2. Would it be possible to be put on your mailing list?
3. I'd like to discuss this with my boss first. How can I reach you?
4. Do you have some information I can take away?
5. What does your company do?
6. Do you make natural cosmetics as well?
7. I'm just browsing.

- a. No, we don't. We focus on medications.
- b. Yes, certainly. If you just give me your card, I'll be happy to add your name.
- c. Here's my card. Feel free to call or email me.
- d. They are indeed. They've got our URL printed on them, so do have a look at our website too when you get a chance. Or do you have any questions for me now?
- e. Well, just let me know if you need anything.
- f. We use natural sources to create effective medications.
- g. Yes, let me give you one of our brochures. It lists the points we've just discussed.

Listen to the dialogues to check your answers. Then practice reading them with a partner.

Useful phrases

Attending trade fairs

Hello, may I help you?

Let me introduce myself. I'm ...

Let me give you my card.

Can I ask what company you're with?

Would you like to put your name on our mailing list?

Just let me know if you need anything.

SAMPLE

Visitors' questions

Could you tell me more about your company?

I'm interested in ... . Do you offer ...?

Would it be possible to be put on your mailing list?

How can I reach you?

Do you have some information I can take away?

Excuse me, are these pens, brochures to take away?

SAMPLE