

SALES-RELATED **BUSINESS ENGLISH** **EXPRESSIONS**

BUSINESS ENGLISH WEEK – PART V



CLOSE A DEAL

To successfully complete a sales transaction or secure a sale.

After weeks of negotiations, the sales representative was able to close the deal and secure a large contract with the client.



FOLLOW UP

To continue communication or contact with a prospect or customer after an initial interaction.

The salesperson promised to follow up with the potential customer after the initial meeting to address any questions or concerns they may have.



PITCH A PRODUCT OR SERVICE

To present or promote a product or service to a potential customer.

The sales team prepared a compelling presentation to pitch their new software solution to the prospective client.



PROSPECT/CLIENT/CUSTOMER

Terms used to refer to individuals or companies who may be interested in purchasing a product or service.

The salesperson identified several promising prospects who could benefit from their consulting services.



GENERATE LEADS

To identify or generate potential customers or sales opportunities.

The company implemented a targeted marketing campaign to generate leads and attract potential customers to their website.



EXCEED TARGETS

To achieve or surpass sales goals or objectives.

The sales team celebrated their success after exceeding their quarterly sales targets by 20%.



NEGOTIATE A DEAL

To engage in discussions and reach an agreement on terms, pricing, or conditions of a sale.

The sales team negotiated a deal with the client, finding a mutually agreeable price and terms for the product purchase.



SALES PITCH

A persuasive presentation or speech aimed at convincing a prospect to buy a product or service.

The sales representative delivered an engaging sales pitch, highlighting the unique features and benefits of their product.



UPSELL

To persuade a customer to purchase additional or upgraded products or services.

The sales associate successfully upsold the customer to a premium package by showcasing the additional features and added value it offered.



COLD CALLING

Making unsolicited phone calls or visits to potential customers to initiate sales.

The sales team spent a significant portion of their day **cold calling** potential clients to introduce their new line of products.



SALES PIPELINE

The visual representation of the sales process, including potential customers at different stages of the buying journey.

The sales manager reviewed the sales pipeline to assess the progress of each potential customer and prioritize follow-up actions.



BUSINESS-TO-BUSINESS SALES **(B2B)**

Sales activities conducted between two businesses, rather than between a business and individual consumers.

The company's sales department focused on **B2B sales**, targeting other businesses as their primary customers.



CUSTOMER RETENTION

The efforts made to keep existing customers and encourage repeat purchases.

The company implemented a **customer retention** program, offering exclusive discounts and personalized support to keep existing customers satisfied and loyal.



VALUE PROPOSITION

The unique benefits or advantages that a product or service offers to customers.

The salesperson emphasized the cost savings, increased efficiency, and improved productivity as the value proposition of their software solution.



SALES TARGET

A specific sales goal or objective set for a particular period of time.

The sales team set a monthly sales target of 50 units and worked diligently to achieve and exceed it by the end of the month.



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