

图书基本信息

书名：<<新编剑桥商务英语教师用书（高级）（第三版）>>

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内容概要

剑桥商务英语证书(BEC)考试是一种全新的实用型考试，侧重考察真实工作环境中的英语交流能力，专为广大商务英语学习者量身定做，获得全球众多教育机构及企业的认可，并将其作为入学考试或招聘录用的英语语言水平要求。

《新编剑桥商务英语教师用书》增加了学生用书中由于篇幅限制无法保留的部分内容，如详细的教学笔记、习题答案、听力文字材料和进一步的学习参考；还提供了内容高度凝练、充满趣味而且可以模仿的学习活动，是职场新人和广大师生们最理想的选择。

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章节摘录

4. 1 Listening script Sarah We make financial software for medium-sized companies. Competition is strong - not necessarily price competition, because in our sector, quality, reliability and service are far more important factors. We use a sales technique that's called relationship selling. In other words, we spend a lot of time getting to know each prospect's individual needs: their business processes, their strategic aims, and um... also the issues and constraints they face. The idea is that the customer sees us as a partner, someone who's going to work with them and help them find the best solution for their business. Working this way, there are times when I have to freely admit to people that our products may not be best suited to their particular needs, but to be honest I'd much prefer to be doing that than using some hard-sell technique to push something I don't really believe in myself, you know... Presenter Thank you, Sarah. Now, Dale Freidman, I know you have a very different approach... Dale I would say so, yes. In my line of business, it's all about perceived benefits - there are some tangible ones like, for example, use of natural ingredients in our deodorants, but everyone in the industry copies ideas, so it's difficult to sustain any kind of technical competitive advantage for long. So, I use a lot of anecdotes when I sell; I tell stories, get people laughing. My approach is direct - I guess some might say pushy, but I get results. I deal only with the decision maker, who's generally a buyer for a chain of stores. You'd be amazed how much time people waste talking to the wrong guy. I always start by presenting them with the most expensive options, because this increases our average sales, and as soon as I get a buying signal from them - it could be anything, you know, just a question like 'What's your most popular product?'

- I move in and close the sale by discussing quantities required, special delivery arrangements, favourable payment terms, things that make them feel they're getting added value...

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