

Chapter Three

Promotion

模块三 促销

Theory Part

理论部分

Service Position 服务岗位

Promotion is a process in which marketing staff try to convey information about a certain company and its products to the customers, convincing or attracting customers to make their purchase in order to increase their sales volume. As a strategy in marketing, promotion of a certain product comes in many ways: discount and rebates, cash back, premium marketing and bundling.

“Sales Promotion” is one of the most powerful weapons available to sales and marketing teams, and is used more than any other type of marketing because it works. Annual research shows that 60 percent of consumers participate in some form of sales promotion each month. Packed with practical examples as well as updated new case studies, “Sales Promotion” details the tried-and-tested methods that companies use to stay ahead of the competition, revealing the winning offers that gain new customers and keep existing ones happy. “Sales Promotion” includes new developments in the field, exploring the use of new media such as sms (short message service), mms (multimedia message service), interactive TV and web-based advertising.

Service Skills and Attainments 服务技能与素养

The salespeople, as the core part of the store, should pay more attention to the promotion skills:

Be sure that you can keep smiling politely; you should keep the goods clear and clean; when you talk with the customers, your introduction should be clear and attractive. Of course, you are required to be sure about the different ways of promotion and you must grasp the consumers' psychology.

The salespeople of the promotion position need to complete the following main services in English according to the MONEY rule.

- Be able to Master and introduce the features of the goods to customers in detail.
- Be skilled at grasping Opportunities to attract customers.
- Be skillful at seeing the customers' Needs.
- Be good at touching the customers' Emotions.
- Be able to put Yourself at the customers' position.

Key Words and Expressions 核心词汇

promote 促销	coupon 优惠券
bargain 便宜货	net price 实价
discount 折扣	half price 半价
twenty percent off 打八折	special price 特价
reduction 减少	price cutting 削价
rebate 折扣	bundling 捆绑销售

Key Sentences 必备表达

If I present this coupon, can I still get the original discount?

如果用优惠券,我还可以享有原来的折扣吗?

Our shop is having a clearance sale now.

本店清仓大甩卖。

For the popular clothing, shoppers can get RMB 100 off for every RMB 300 spent.

流行服饰消费每 300 元减 100 元。

It is on sale this week, 20% off.

本周特价,打八折。

If you spend more than RMB 500, you can get an extra gift.

消费满 500 元还可以得到一份额外的礼品。

This is a special price.

这是特价。

Sorry, but we can't make any reduction.

很抱歉,我们没有任何折扣。

Everything in the store is 30% off today.

今天店里所有的东西全部打 7 折。

Sorry, this is our lowest price. We cannot go any lower.

抱歉,这是我们的最低价,不能再低了。

You receive a better price by paying it off now.

现在就一次付清,价格可以优惠。

Buy one, get one free.

买一送一。

It's almost the cost price.

这差不多是成本价了。

They are on sale.

特价中。

Service Procedure 服务流程

- Attracting the customers' interest.
吸引顾客的注意。
- Giving regards to the customer.
向顾客问好。
- Products Information and Products Show.
商品介绍与展示。
Ask what the customer needs.
询问顾客需要什么。
Introduce the features and advantages of the product.
介绍产品的特点、优势。
- Telling the customer the benefits he can get, such as a gift.
告诉顾客他能得到什么好处,如送赠品。
- Help the customer to experience.
帮助顾客体验(产品)。

Points of Service 服务技能要点

- Please use polite words to greet customers to let them feel you are easy to communicate.
对顾客请使用礼貌的问候语,以便使顾客觉得你很容易交谈。
- You'd better make sure the different ways of promotion according to different products.
根据不同商品,确定不同的促销手段。
- Make sure that your promotion can attract customers.
确保促销方式能够吸引消费者。
- When customers asked for lower price, you should give suitable response.
当顾客要求低价时,应该给予合适的回应。

Service Dialogue 对话

Dialogue 1

S: Salesperson C: Customer

S: We are having a big sale for Mid-autumn Day. Everything is on sale.

C: I just get a very good chance. How much are the moon cakes?

S: 110 yuan for each box and the original price is 200 yuan. And we will charge for half price if you take two.

C: That is great! I will take two boxes.

Practice

Answer the questions according to the service dialogue.

1. Why is there a sale?
2. How much does the customer have to pay if he takes two boxes at the same time?

Dialogue 2

S: Salesperson C: Customer

S: Hello! May I help you?

C: Well, I am looking for some summer clothes.

S: OK. We are having a pre-season sale on all our summer fashion. All are sold for half price. The more you buy, the more discounts you will get.

C: I need a dark color T-shirt. Can you recommend some for me?

S: Why not try this one? It is thick and looks decent on you.

C: Thank you. I will take it.

Practice

Answer the questions according to the service dialogue.

1. Why is there a sale?
2. What does the man finally buy and why?

Practice Part

实训部分

Practice 1 Promotion with Gifts

实训项目 1 赠品促销

Dialogue 1: We're Having a Promotion Now and It Is Worthwhile Taking It

我们正在搞促销活动,现在买很划算

Task of Service Practice 实训任务

- Mr. Brown is going to buy a pair of decent shoes.
布朗先生想买一双体面的鞋。
- Mr. Brown thinks that the shoes he is trying on are a little tight and not comfortable.
布朗先生觉得现在试穿的这双鞋有点儿紧,不舒服。

- The salesgirl brings him a large pair and gives him a pair of socks for free.
售货员为他换了一双大码的鞋,并赠给他一双袜子。

Service Practice 服务实训

Now, let's begin the service practice according to *Task of Service Practice*.
请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Wang—Miss Wang: the salesgirl

Brown—Mr. Brown: a new customer

Brown: I will attend an important conference next week. And I need a pair of shoes to look decent.

Wang: We have shoes of different styles and designs. Why not try this pair?

Brown: Good. It is well made; however, it is a little tight and uncomfortable.

Wang: Why not choose a large pair? Please try on this one.

Brown: That is perfect. Can you make it cheaper?

Wang: Yes, we're having a promotion now and it is worthwhile taking it. If you choose this pair of shoes, we will give you one pair of socks for free. This is very cheap for this brand.

Brown: OK. I will take them. Thank you.

王——王小姐: 售货员

布朗——布朗先生: 一位新顾客

布朗: 下周我要参加一次重要的会议。我想买一双鞋,希望穿起来比较体面。

王: 我们的鞋子有多种风格、多款样式。您试试这双怎么样?

布朗: 很好,鞋子做得很好。但是,穿起来有点儿紧,感觉不舒服。

王: 您可以选一双大码的。请试一下这双吧。

布朗: 正好,有什么优惠吗?

王: 有啊,我们正在搞促销活动,现在买很划算。如果买这双鞋,就可以得到一双袜子。对这个品牌来说,这是很合算的。

布朗: 好的,这鞋我买了。谢谢。

Related Words and Expressions 相关词汇

barouches 女拖鞋

basketball shoes 篮球鞋

boots 靴子

climbing shoes 登山鞋

clogs 木屐

cloth shoes 布鞋

cotton-padded shoes 棉鞋

football shoes 足球鞋

hip boots 高筒胶鞋

loafers 平底便鞋

plastic shoes 塑料鞋
platform shoes 厚底鞋
rain shoes 雨鞋
roller skates 旱冰鞋
running shoes 跑鞋
skates 冰鞋
ski boots 滑雪鞋

slipper 拖鞋
snow shoes 雪鞋
sports shoes 运动鞋
straw sandals 草鞋
tennis shoes 网球鞋
track shoes 田径鞋
wellingtons 长筒皮靴

Dialogue 2: Buy One, Get One for Free

买 一 赠 一

Task of Service Practice 实训任务

- Mr. Lee is going to buy a pair of trousers.
李先生想买一条裤子。
- Mr. Lee thinks that the trousers he is trying on are a little expensive.
李先生觉得现在试穿的这条裤子有点儿贵。
- The salesgirl tells him that they are elastic and soft actually. What's more, it helps to look slim. And if he buys one, he can get another for free.
售货员告诉他,这条裤子有弹性又柔软。还有,穿着显得苗条,而且买一赠一。

Service Practice 服务实训

Now, let's begin the service practice according to *Task of Service Practice*.
请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Zhang—Miss Zhang: the salesgirl

Lee—Mr. Lee: a new customer

Zhang: Welcome to trousers' place. We have trousers of all styles, all designs, and all colors. There must be some suitable for you.

Lee: It is really a good place to buy trousers. I want to buy a pair of trousers to go with my T-shirt.

Zhang: Why not try this pair of jeans?

Lee: Oh, good. But I am afraid that they are too expensive. You know, 300 yuan.

Zhang: Don't worry. They are elastic and soft actually. What's more, it helps you to look slim. And most importantly, buy one, get one for free.

Lee: Really?

Zhang: Certainly. We are having a promotion now.

Lee: Thank you. It is really a bargain. I'll take it.

张——张小姐：售货员

李——李先生：新顾客

张：欢迎您来到裤子专卖区。我们的裤子风格不同，款式多样，颜色齐全，总有一款适合您。

李：确实是个买裤子的好地方。我想买条裤子，和我的 T 恤衫搭一下。

张：试试这条牛仔裤怎么样？

李：还行，但是有点贵啊。你看，300 元钱。

张：没事，这条裤子有弹性，又柔软。另外，您穿着也显得更苗条。况且，买一赠一啊。

李：真的吗？

张：当然，我们正在促销。

李：谢谢，很便宜，我买了。

Related Words and Expressions 相关词汇

bib pants 背带裤

riding breeches 马裤

overalls 连衣裤

flare trousers 喇叭裤

bargain 特价商品，便宜货

skinny jeans 紧身牛仔裤

shorts 短裤

leggings 打底裤

culottes 裙裤

Practice 2 Promotion at Reduced Price

实训项目 2 减价促销

Dialogue 1: It's 20 Percent off Today

今天打 8 折

Task of Service Practice 实训任务

- Mrs. Smith is going to buy some day cream, night cream and moisture lotion.
史密斯夫人想买日霜、晚霜和保湿水。
- The salesgirl helps to give her some advice.
售货员给她提供了一些建议。
- The salesgirl succeeds in selling two lipsticks.
售货员还成功地售出两支口红。

Service Practice 服务实训

Now, let's begin the service practice according to *Task of Service Practice*.

请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Liu—Miss Liu: the salesgirl

Smith—Mrs. Smith: a new customer

Liu: Don't miss a good chance. We are on sale right now.

Smith: What are on sale today?

Liu: Oh! There are quite a lot for sale today.

Smith: That is great! What's the best brand for day cream?

Liu: There is not much difference among the good name brands. If you're already used to a certain brand, don't change it.

Smith: I choose Estee Lauder for day cream and night cream; and I take TJOY for moisture.

Liu: Do you need some Maybelline lipsticks? It's 20 percent off today.

Smith: Why not? I will take two lipsticks.

Liu: Are they for yourself or for someone else?

Smith: One is for my daughter, and one is for my sister. Please wrap them separately.

刘——刘小姐：售货员

史密斯——史密斯太太：新顾客

刘： 走过路过不要错过。我们的产品正在促销。

史密斯： 今天促销的产品是什么呢？

刘： 瞧！这里有很多东西在搞促销活动。

史密斯： 太好了！日霜中哪个品牌最好呢？

刘： 名牌的日霜产品质量都相差无几。如果您正在用某一固定品牌的日霜，那就不要换牌子。

史密斯： 我用雅诗兰黛的日霜和晚霜。保湿霜，我选丁家宜。

刘： 您要美宝莲牌子的口红吗？今天打 8 折。

史密斯： 为什么不呢？我买两支。

刘： 是为您自己，还是为别人买呢？

史密斯： 一支是给我女儿买的；另外一支是为我妹妹买的。请分别包装。

Dialogue 2: If You Spend \$ 60 on Lancôme Products, You Can Have \$ 10 off

如果您购买兰蔻产品满 60 美元，可以优惠 10 美元

Task of Service Practice 实训任务

- Mrs. Williams is going to buy some foundation.
威廉姆斯夫人想买粉底。
- The salesgirl helps her to choose a Lancôme foundation.

售货员帮她选了一款兰蔻的粉底。

- The salesgirl recommends a lotion to her.
售货员还向她推荐了一款化妆水。

Service Practice 服务实训

Now, let's begin the service practice according to *Task of Service Practice*.
请按照上述实训任务开始实训。

Model of Service Practice 实训对照

Liu—Miss Liu: the salesgirl

Williams—Mrs. Williams: a new customer

Liu: May I help you?

Williams: Yes. I am looking for some foundation.

Liu: Is there any particular brand you have in mind?

Williams: No, but I prefer foundation with sun protection.

Liu: Then, I suggest that you try this new product from Lancôme. It is a great foundation and also protects you against ultraviolet rays. It is our best seller this month, and is on sale just in time for summer.

Williams: Sounds good. How much is it?

Liu: It's \$40. But we are having a big promotion event right now. If you spend \$60 on Lancôme products, you can have \$10 off. So actually you pay \$50 for it. So, would you like to see some other products as well?

Williams: Sure. I wouldn't mind checking out some lotion.

Liu: How about this one? The lavender smell is nice. Here is the latest. Try it.

Williams: It does smell nice. How much is in this container?

Liu: 100ml and it goes for \$20.

Williams: OK, I will take it along with the foundation for \$50.

刘——刘小姐：销售员

威廉姆斯——威廉姆斯夫人：新顾客

刘： 我能为您效劳吗？

威廉姆斯： 好的，我想买一些粉底。

刘： 您有什么自己心仪的牌子吗？

威廉姆斯： 没有，但是我想要防晒的粉底。

刘： 这样啊，我为您推荐一款由兰蔻新推出的产品。该产品是一款很不错的粉底，还可以帮助您对抗紫外线。该款产品是我们这个月的畅销产品，并且恰逢夏季促销活动。

威廉姆斯：听起来确实不错。多少钱？

刘：40 美元。但是我们现在正在举办大型的促销活动。如果您购买兰蔻产品金额达到 60 美元，可以优惠 10 美元，也就是实际支付 50 美元。您再看看别的产品吗？

威廉姆斯：好的，我再看看化妆水。

刘：这一款如何？熏衣草香味很不错。这是最新款，您试试。

威廉姆斯：确实闻着不错！这一瓶中的含量是多少啊？

刘：100 毫升，售价为 20 美元。

威廉姆斯：好的，我买这款粉底和这瓶化妆水，共 50 美元。

Related Words and Expressions 相关词汇

after sun 日晒后用品

blusher 腮红

cleaning cream 洁肤霜

day cream 日霜

dusting powder 扑粉；撒粉

essence 精华液

eyebrow brush 眉刷

eyelash pencil 睫毛笔

eye shadow 眼影

lanolin cream 绵羊油

lipstick 口红

lotion 水，露；化妆水

lavender 熏衣草；用熏衣草熏香

mascara 睫毛膏

nail polish 指甲油

normal skin 中性皮肤

pearl powder 珍珠粉

vanishing cream 雪花膏

pressed powder 粉饼

puff 粉扑

rouge 胭脂

sensitive skin 敏感性皮肤

shaving cream 刮胡膏，剃须膏

skin milk 乳液

suntan oil 防晒油

Practice 3 Promotions with Coupons

实训项目 3 优惠券促销

Dialogue 1: Sorry, This Is Our Lowest Price. We Cannot Go Any Lower

抱歉，这是我们的最低价，不能再低了

Task of Service Practice 实训任务

- Mr. Johnson is going to buy some rice paper, oil color and a palette.
约翰逊先生想买些宣纸、油画、调色板。
- The salesman gives him ten pieces of rice paper, four boxes of oil color and a palette.
售货员给他拿了十张宣纸、四瓶油画颜料和一块调色板。