


UNIT 5 ➤ Customer engagement

Lesson 5.1 Marketing strategies

VIDEO A  5.1.1 Watch the video again. Decide if these sentences are *true* (T) or *false* (F) according to the video. Correct the incorrect information.

- 1 Marketers need to understand what convinces customers to buy products because their competitors make use of these strategies.
- 2 Supermarkets give a great deal of thought to their layout and the order in which customers pass by the products.
- 3 Using the word 'superfood' to describe an item means that customers are sure to buy it.
- 4 Customers are often tempted to buy items which can help them when they are ill.
- 5 Customers admit that they don't always know what certain words used to describe products mean, although they think the products will be good for them.
- 6 Eating healthy foods can help to eliminate the bad effects of foods which are less healthy.
- 7 It is important for customers to feel they are getting a bargain even if it is not true.
- 8 The decoy effect involves adding a third product so that the customer decides a slightly less expensive one is still a bargain.
- 9 Some product lines owned by stores have packaging that sets them apart from well-known brands.
- 10 Marketers help to persuade customers which products to buy.

Vocabulary B Choose the correct options in *italics*.

- 1 When something is a **paradox**, it contains facts and arguments that *agree with each other / are different from each other*.
- 2 When someone has a **trick up their sleeve**, they *have a plan they haven't yet shown / are still working out a new plan*.
- 3 The **decoy effect** has to do with *packaging / pricing*.
- 4 If a display is **inviting**, it makes the customer *want to buy the product / feel comfortable*.
- 5 If something has **legal standing** it means that the producer or marketer *needs to prove / can claim* that it works.
- 6 A price that is **reasonable** is *a fair price / a lot of money*.
- 7 If you **get one over on someone** it means *they / you* have the advantage.
- 8 A person who is **persuasive** finds it *easy / difficult* to convince others to do something.

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Lesson 5.2 Persuasion

Reading A Match the sentence halves to make sentences that paraphrase ideas in the article on page 50 of the coursebook. Read the article again to find the original sentences.

- | | |
|---|--|
| 1 Professor Cialdini thinks that businesses need to set up a new position | a by the behaviour of those around them. |
| 2 Professor Cialdini's latest publication, like other successful books about behavioural economics, | b someone they feel is knowledgeable has recommended it. |
| 3 The goal of Professor Cialdini's book is to prove false | c we generally want to give them a positive response. |
| 4 When someone does something for another person, | d for someone to be in charge of methods and approaches on how best to influence others. |
| 5 People are often persuaded to do something because | e small changes have on people. |
| 6 When something is in short supply, | f the ethical beliefs that are important to them. |
| 7 When we like someone a lot, | g people tend to want it more. |
| 8 It is important to people that their actions reflect | h the idea that we can influence people's decisions by giving them as much data as possible. |
| 9 People are often influenced | i that person often feels they should do something in return. |
| 10 It is vital to realise how much influence | j is aimed at business people. |

Grammar B Complete the text with the correct form of the verbs in brackets.

Companies are always looking for ways to convince customers to buy their products. ¹ _____ (use) ideas from behavioural economics theory, several businesses are looking into some of the principles laid out by researchers. ² _____ (read) several books on the subject, one CEO decided to appoint a chief executive to be in charge of persuasion and influencing customers. ³ _____ (approach) the holiday season, the company felt it was important to ensure high sales figures. The executive ⁴ _____ (appoint) by the CEO decided to look at the six principles laid out in a popular business book. ⁵ _____ (be) a socially-orientated company meant that values and social issues were important to them. They once had a problem with a product that was not environmentally friendly, ⁶ _____ (damage) their reputation for some time. Concentrating on the principles ⁷ _____ (address) social issues and values, they started down the road towards finding a way to rebrand the company. ⁸ _____ (not concentrate) properly on customer satisfaction was what originally caused problems, so they were very glad to be able to improve the situation and are now convinced that human psychology plays an important role in the business world.

UNIT 5 ➤ Customer engagement**Lesson 5.3 Communication skills: Presenting research data****Useful language** **A** Complete the sentences with phrases in the box.

bland boost cater to churn out fare badly
improve the odds rate resonate tempting the bottom line

- 1 We need to adapt our products more in order to _____ the Asian markets.
- 2 It's _____ to focus entirely on digital marketing, but traditional face-to-face contact can still be more effective.
- 3 Sales in our physical stores _____ in the summer months, but online sales go up.
- 4 I _____ blog posts for the company intranet every week, but not many people read them.
- 5 None of the readers had strong views on this article. Most comments were quite _____.
- 6 The greener business initiatives are going to _____ with our target customers.
- 7 The new conference centre will _____ the number of visitors to the city.
- 8 We desperately need more funding to continue with our research and that's _____.
- 9 You can _____ of success if you get some specialist training in negotiations.
- 10 Surveys consistently _____ that tech company as one of the best places to work.

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Lesson 5.4 Business skills: Building relationships on trust

Useful language

- a Trust first
- b Show empathy
- c Be reliable
- d Demonstrate integrity
- e Prove competence
- f Establish similarity
- g Share information
- h Be open

A Match the short dialogues with the trust-building strategies Bob is using in each. There are two strategies you do not need.

- 1 **Jane:** I love Asian food.
Bob: Yeah, me too. Especially Thai food.
Jane: Really?
- 2 **Jane:** I'm feeling a bit unwell today.
Bob: Why don't you take the afternoon off? I can cover.
Jane: Yes, I think I might do that. Thanks, Bob.
- 3 **Jane:** When do you want to see my slides for the board meeting?
Bob: I don't need to. They'll be fine, I'm sure.
- 4 **Jane:** What's the best way to prepare a project business case?
Bob: To be honest, I haven't got a clue. Why don't you ask Agata?
Jane: Good idea, thanks. I'll do that.
- 5 **Jane:** Bob, did you ask Corey about my taking some holiday? We talked about it at the last meeting.
Bob: Yes, I did. He's fine with you taking three weeks off.
- 6 **Jane:** I feel nervous about the upcoming meeting with Intrabook.
Bob: Don't worry, let me give you some advance information about their accounts.
Jane: Thanks, Bob, that would really help me out.

B Establishing similarity is an important psychological feature of rapport and trust-building. Complete the dialogue in which Jack tries to build rapport with the phrases in the box.

Me, too Neither do I No, really Same here So have I
That's good for me, too We should What a coincidence

- Jack:** So where do you live exactly?
Pam: Sydney.
Jack: ¹ _____? I used to live there, too.
Pam: No way! ² _____.
Jack: Yes, that's amazing. You know, I really loved Sydney.
Pam: ³ _____! So when were you there?
Jack: I was there between 2012 and 2014.
Pam: And what were you doing? Were you working?
Jack: I was at university.
Pam: ⁴ _____. I was studying law. Seems a long time ago now, though.
Jack: Absolutely. I think I've forgotten just about everything I studied.
Pam: ⁵ _____. And it's a pity, I made some good friends, but I don't keep in touch with anyone these days.
Jack: ⁶ _____. But listen, tell me what, there's a new Australian restaurant opened in the city recently. How about we go there for old time's sake?
Pam: ⁷ _____! That's a great idea. Just tell me when.
Jack: Well, I'm free this weekend. Saturday's possible.
Pam: ⁸ _____. Will you book a table?
Jack: Right, consider it done.

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Lesson 5.5 Writing: Advertising copy

Useful language **A** Identify the persuasive techniques (a–g) used in the advertising copy (1–4).

- a** rhetorical question
- b** repetition of a sound
- c** repetition of a word
- d** repetition of a structure
- e** contrast
- f** three points
- g** customer viewpoint

1

Luxury watches by Auguste Schaller

Combining 150 years of tradition with innovative modern design.

Offering both elegant sophisticated watches and contemporary minimalistic styles.

Bringing complex mechanics to the simplicity of timekeeping.

Three techniques: ____ and ____ and ____

2

Deluxe Vegan Nut Roast

No added salt, no added sugar, no added nasties of any kind!

Just pure, natural deliciousness for your Sunday lunch.

A mix of mushrooms, pulses, vegetables, seeds and grains with perfect pecans, crunchy cashews and wonderful walnuts.

Comes with a generous portion of cranberry sauce.

Two techniques: ____ and ____

3

Live the dream at Atoll Resort in the Maldives

Imagine yourself lying on a white sand beach, a cocktail in your hand as you listen to the gentle sound of the waves. Some freshly grilled fish is waiting for you at lunchtime. And after lunch you might go diving, or rejuvenate at an award-winning spa. Does it sound like Paradise?

Three techniques: ____ and ____ and ____

4

Air Rubovia

Where would you like to go today? We fly to over 200 destinations across the world.

With our Business Class seats you'll arrive relaxed and refreshed, ready for the longest meeting agenda or toughest presentation questions.

Four techniques: ____ and ____ and ____ and ____