



01

LESSON

cenario

**economics**

commerce and marketing

## TASK

**MATCHED**

Read or listen to the text. A several clients interacting with a retail employee. Identify which type of client appears in each segment and decide if the employee did a good job or not dealing with that particular client.

Possible customer types:

Wandering customers

Loyal customers

Well-informed customers

Discount customers

Impulsive customers

**TEXT: Customer 1**

**Customer:** Good morning. I would like to buy a 15 feet HDMI cable. I've seen on your website that you have the "Black Point" model with silver connectors, so that one would be perfect if you have it in stock.

**Employee:** Certainly sir, let me go check our stockroom. This item will cost around 20 euros, if I remember correctly.

**Customer:** Yes, it should be 20,50 euros according to your webpage.

**Employee:** Would you like to check other options? We have longer cables and HDMI with gold connectors, which are more durable.

**Customer:** I'm not interested, thank you.

**Employee:** Ok then, I'll be right back.

**Customer:** Ok.

**Employee:** Well, here it is. That will be twenty euros and fifty cents, please.

**Customer:** Here you are.

**Employee:** Thank you, have a nice day.

**ANSWER:** .....



TASK

MATCHED

Wandering customers

Loyal customers

Well-informed customers

Discount customers

Impulsive customers

**TEXT: Customer 2**

**Employee:** Good morning Madam, can I help you?

**Customer:** Hi there, I was just browsing, there are so many nice things in your shop. By the way, do you have these sweaters in other colors?

**Employee:** I don't think so, we only have the ones you can see on the hangers, sorry.

**Customer:** It's ok. Do you have any long-sleeve t-shirts I can try on?

**Employee:** Yes, of course, here they are. You can get these in more colors and sizes. Just check that shelf over there.

**Customer:** Oh, look at this. This one is so nice, I love it. How about pants, though? Do you have skinny black jeans in your store?

**Employee:** Yeah, I think so, maybe you'll find them in the trousers section over there.

**Customer:** Aha, I can see them now. I don't like these, they seem too edgy for me. Anyway, I guess I'll just head out then. Have a nice day!

**Employee:** You too. Thank you for your visit.

**ANSWER:** .....

TASK

MATCHED

Wandering customers

Loyal customers

Well-informed customers

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Impulsive customers

**TEXT: Customer 3**

**Employee:** Good morning, sir. What can I do for you?

**Customer:** Good morning. I was just checking your excellent wine section and really felt like buying a couple bottles. I'm not sure which one is more suitable for my tastes, though. Which one do you recommend?

**Employee:** If you're into red wine, this one from France is an excellent choice. It's really elegant and it's actually on sale this week only: if you buy 4 bottles, you get another one for free.

**Customer:** That sounds like a great deal!

**Employee:** It certainly is. Since you are here, may I interest you in these white wines? We just got a shipment from Chile and they are also excellent.

**Customer:** Oh, I love Chilean wines, they're amazing. Let me see that white wine.

**Employee:** Here you are, sir.

**Customer:** Yeah, that's a bit expensive for me, but I'll take the red wine anyway.

**Employee:** Perfect, that will be 38 euros for the 5 bottles.

**Customer:** There you go, thank you very much for your help.

**Employee:** You are welcome, sir. Have a great day.

**ANSWER:** .....

TASK

MATCHED

Wandering customers

Loyal customers

Well-informed customers

Discount customers

Impulsive customers

**TEXT: Customer 4**

**Customer:** Good morning. I got several discount coupons from your website. Are they valid today?

**Employee:** Good morning, let me check... Yes, they're certainly valid today, you will get a 10% discount on your purchase.

**Customer:** Great. Then I'd like to buy these sweatshirts, please.

**Employee:** Sure thing. That will be 40 euros after the discount. But we have a special offer if you're interested. If your purchase is over 50 euros, you will get 2 pairs of socks for free.

**Customer:** I see. So if I get this t-shirt too, I can get the free gift, right?

**Employee:** Definitely. Right now, your total is 55 euros, so you can pick 2 pairs of socks for free.

**Customer:** That's great, I'll take these 2, thank you very much.

**Employee:** Perfect, here you are, thank you very much for shopping with us, have a good day!

**ANSWER:** .....

TASK

**MATCHED**

Wandering customers

Well-informed customers

Impulsive customers

**TEXT: Customer 5**

Customer: Good morning. Did you rearrange this section? Last week the cutlery was in that aisle, if I remember correctly.

Employee: Good morning, madam. Yes, we have made some changes recently, as you have noticed.

Customer: I think it looks better now, congratulations for the idea.

Employee: Thank you so much.

Customer: Anyway, I'd like to buy some wine glasses, I am hosting a little party this weekend.

Employee: Excellent, here's our selection of wine glasses.

Customer: These ones are lovely. I recall you had some colored glasses too? Those would look fancier, I think.

Employee: Yes, we do have them Here you are.

Customer: Do you have them in any other colors? I think I saw some purples glasses the last time I was here.

Employee: Yes, certainly, we also have them in green and purple if you're interested.

Customer: Great, I'll take 6 purple glasses, please.

Employee: Of course, here you go. That will be 12 euros, please.

Customer: Here you are. See you!

Employee: Have a nice day.

**ANSWER:** .....

**TASK**



**ROLE-PLAY**

You will be working in groups of four. One of you will play the salesperson and the others will play potential customers. The salesperson will have to get some relevant information from the customers in a polite, non-intrusive way. Of course, the salesperson cannot ask certain questions. We need to be respectful and not be overly personal or too direct. The “taboo questions” section depicts those kind of questions. The students will play their roles in front of the whole class so the rest of the group will judge whether the sales pitch was too personal, insolent or, on the contrary, adequate.

**ROLE 1: SALESPERSON**

You are a salesperson for the famous “Tupperware” company, which sells lunch boxes. You are carrying out a home sale so you need to get personal information from the customers to offer the most suitable product for each of them. You cannot be rude so you have to avoid direct personal questions. This is the information you need to get from the potential customers.

	Children	Lives alone	Lives with a flatmate
Customer A			
Customer B			
Customer C			

	Low purchasing power	Medium purchasing power	High purchasing power
Customer A			
Customer B			
Customer C			



TASK

ROLE-PLAY

	Rarely cooks	Cooks because he or she has to	Likes cooking
Customer A			
Customer B			
Customer C			

Some of the characteristics of the Tupperware boxes you are selling:

- **Size:** small, medium, big.
- **Price and quality:** cheap and low quality/ expensive and high quality/ médium.
- **Boxes with different decorations:** transparent/ flowery/ plain
- **Boxes for cooking:** microwave (cheap), High temperatures (expensive), boil (medium Price)
- **Cover:** pressure cover (cheap and medium quality), slide in cover (medium Price and quality), vacuum cover (expensive and high quality).
- **Tupper Packs:** different shapes and sizes, square boxes, maxi boxes...

## TASK

## ROLE-PLAY



TABOO questions for the salesperson:

- 1 Do you have children? Do you live alone? How many people live with you? Are you in a relationship?
- 2 How much do you earn? What do you do for a living? Does everybody you live with work? How much do you want to spend?
- 3 What do you want the box for? Do you like cooking? Are you good at cooking? How often do you cook?

You cannot give away all of the information at once. You need to let the conversation flow naturally.

## ROLE 2: CUSTOMER A

You are a family person and you have two children who go to school. You need lunch boxes to keep the leftovers, to cook using fast methods like the microwave and to freeze food so as not to cook every day, as you do not really like cooking. Moreover, you don't have time to cook because you are multiemployed to try to earn a little more. Your salary is not too high though.



## TASK

## ROLE-PLAY

**ROLE 3: CUSTOMER B**

You are a student of a high standing cooking school in the capital city of your country. In addition to this, you are attending a very expensive course on cooking techniques. Right now, you are living on your own in a tiny flat in the city center so you don't have too much room for storage. Cooking, for you, is more than a need. You like trying new ingredients. You need lunchboxes that allow you to keep the different kinds of ingredients you use to cook the meals/cuisine of the best professionals. You need very high quality. Sometimes you can take the leftovers home, so you need individual lunchboxes.

**ROLE 4: CUSTOMER C**

You have been living with your partner for 2 months and you still don't have children. Both of you are working full time so you barely have time to cook. You usually order food or go to your parents' or in-law's house to have lunch. Most restaurants have a minimum order so you always have to keep leftovers. Even though both of you are working, your salary is not very high so your purchasing power is average.