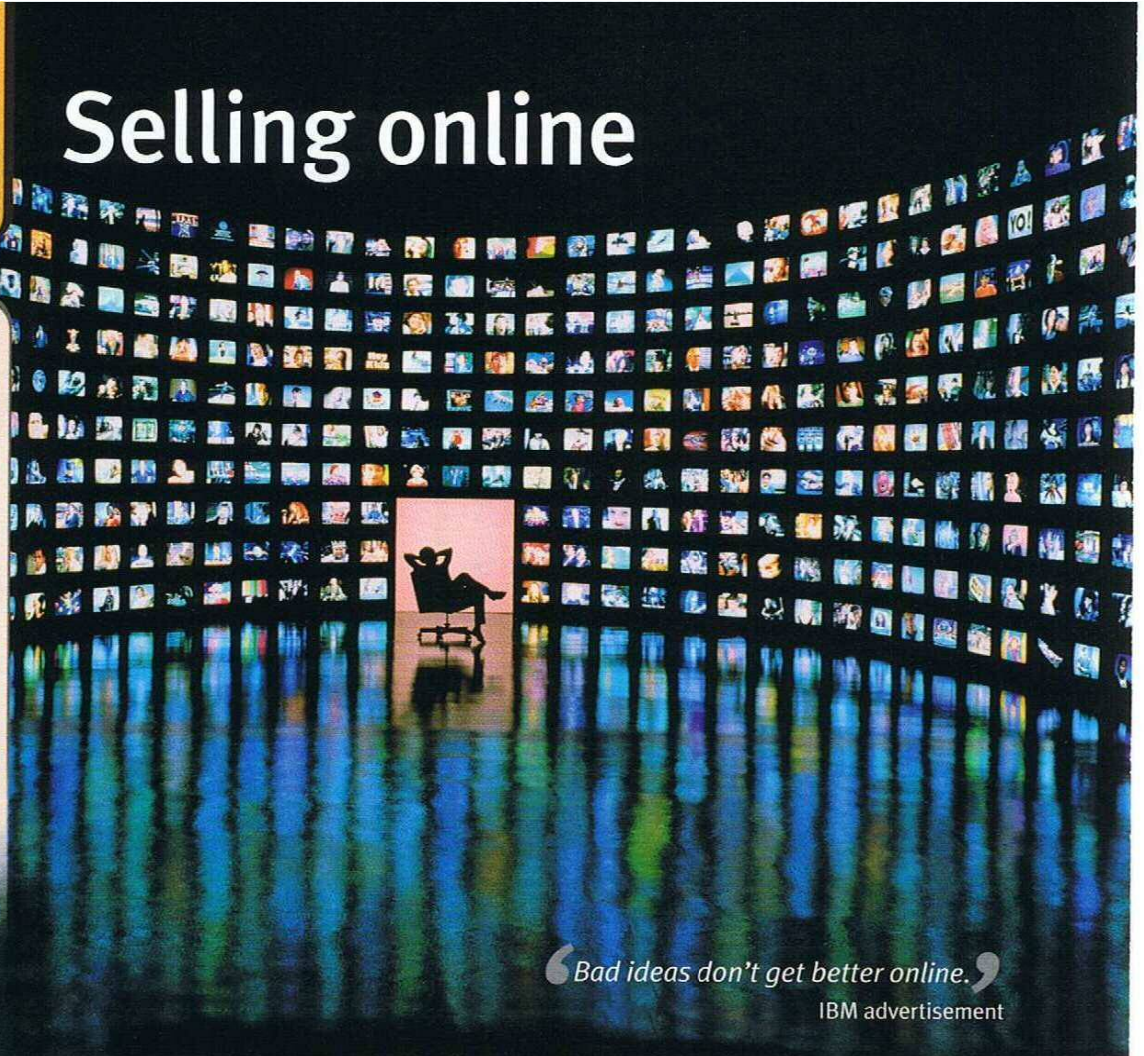


Selling online

OVERVIEW ▼

- Vocabulary**
Shopping online
- Listening**
Multi-channel retail
- Reading**
Worry for retailers
- Language review**
Modals 2: *must, need to, have to, should*
- Skills**
Negotiating: reaching agreement
- Case study**
Lifetime Holidays



“Bad ideas don’t get better online.”
IBM advertisement

Starting up

books and magazines
designer clothes CDs
perfume holidays
groceries jewellery
travel/concert tickets

Vocabulary

Shopping online

- A** What do you or don’t you like about shopping? What are the advantages of shopping online?
- B** Which of the items on the left have you bought online? Why?
- C** Which of those items would you *not* buy online, and why? Give three reasons why some people prefer not to buy goods and services online.
- A** Choose the correct word to complete each sentence.
- 1 We offer a ... *discount* ... to customers who buy in bulk.
a) refund b) discount c) delivery
 - 2 We ask customers who are not fully satisfied to goods within seven days.
a) discount b) refund c) return
 - 3 In order to get a full, customers must send back goods in the original packaging.
a) discount b) refund c) return
 - 4 Goods will be within 24 hours of your order.
a) despatched b) purchased c) exchanged
 - 5 Goods are kept in our until ready for delivery.
a) stock b) storage c) warehouse
 - 6 Products and services offered at a large discount are generally a(n)
a) sale b) bargain c) offer

- B** Combine words from boxes A and B. Make phrases that match the definitions (1–7). For example, *credit card details* – 2 *the name, number and expiry date on your credit card.*

A

credit-card cooling off money back
method of interest-free out of after-sales

B

guarantee stock period credit
-details service payment

- 1 the time when you can change your mind and cancel an order
- 2 the name, number and expiry date on your credit card
- 3 the way you choose to buy the goods you want
- 4 when you can pay some time after you buy, but at no extra cost
- 5 when the goods you require are not available
- 6 a promise to give your money back if you are not happy
- 7 the help you get from a company when you start to use their product

Listening

Multi-channel retail



▲ Indira Thambiah

- A** Work in pairs. Discuss which words from the box you could use to complete the sentences below about Argos, the UK's largest multi-channel retailer.

channel enquire identical integrated online
order run store telephone website

- 1 Our experience shows that customers will sometimes buy , sometimes order on the and sometimes go into the stores to pick up goods. So we need to understand what our customers want.
- 2 Our operations are fully integrated. The prices that we show on the are to the prices that you would pay in the
- 3 You can call up a call centre and about an that you placed through any
- 4 We don't operations side by side; we run a truly multi-channel offer.

- B** 2.1 Now listen to the interview with Indira Thambiah, Head of E-Commerce at Argos, and complete the sentences in Exercise A.

- C** 2.2 Here are some of the keys to successful online selling, in Indira's experience. Listen to the second part of the interview and number each point in the order in which she mentions them.

- a) to be very clear about the price of the product and about any promotions
- b) to be very clear to the customer about what the delivery options are
- c) to provide good images and good information
- d) to understand or recognise what the customer wants

- D** Work in pairs. Discuss whether you think these statements are true or false.

- 1 A lot of people research products online and then go to the store to pick that product up.
- 2 Customers on the high street behave very differently from customers online.
- 3 A good website is one that is easy to navigate, easy to find, and easy to transact with.

- E** 2.3 Listen to the last part of the interview. Are the statements in Exercise D true or false, in Indira's experience?