

UNIT 32



## Pitching for Business 2

### I. Express Yourself



### II. Vocabulary

Read and familiarize yourself with the following word/s or phrases.

critical

factor

significant

inventory

approved

III. Conversation Practice

Practice the conversation with your teacher by doing a role play.

**Steve:** Let's get to the most important piece of all, pricing.

**Mr. Simon:** Yes. Competitive pricing is critical but the other factors are very important as well.

**Steve:** We maintain the largest balance sheet on Wall Street. This enables us to hold significant inventory which we can offer to clients. Our traders are very skilled and extremely competitive on pricing.

**Mr. Simon:** Thanks very much, Steve. I have a much clearer picture of what your firm can offer us. We'd like to add you to our list of approved dealers.

**Steve:** Thank you very much. That's very good news. We'll work hard for you and if there are ever any problems, please call me directly.

**Mr. Simon:** I'll do that. Thanks again and congratulations.

 **Comprehension Check**

1. What did Steve say about their "pricing"?
2. Was Mr. Simon satisfied with Steve's pitch? Why do you say so?
3. Why did Steve say "that's very good news"?



<b>Let's get to the most important piece of all, pricing.</b>	- Let's hit the ground running with...
<b>Our traders are very skilled.</b>	- ...are experienced - ...are capable - ...are proficient
<b>We'll work hard for you.</b>	- We'll do our best for... - We'll try our best for... - We'll give our all for...

IV. Exercises

 Exercise A

Vocabulary Building

Fill in the blanks with the correct words from the box.

critical      factors      significant      inventory      approved

1. There are a lot of \_\_\_\_\_ to consider in executing this plan.
2. Only \_\_\_\_\_ products are sold to the community.
3. Being punctual is very \_\_\_\_\_.
4. John's presentation is \_\_\_\_\_ for his promotion.
5. The clerk checks the \_\_\_\_\_ to know what product is lacking.

 Exercise B

Arrange the following in descending order of importance (from the most important to the least important). Explain why.

money – love – friends – self – family

 Exercise C

Choose one product, and sell it to your teacher. Explain why it is worth buying.



 **ROLEPLAY**

**Convince your client to purchase your smartphone product. Tell them about its best features, and explain why they should buy your product.**

