

**Food, drink and kitchen supplies to present and sell**  
**Market Leader Elementary Units 5 and 6**

*Work in groups of two or three. Deal out the pack of cards between you. Choose one of the things on the cards in your hand and try to sell it to your partner, as a presentation and/ or as a conversation. Start with its selling points (you can imagine any USPs that you like). Before you start, tell your partner(s) if you are selling to a consumer or if it is B2B sales, e.g. a food manufacturer selling to a supermarket chain.*

<b>Useful language for presenting and selling products</b>			
after-sales service	aimed at...	best-selling	deliver within...
easy to.../ You can easily...	free delivery	free gift	free sample
great deal	in stock	large discount	large order
limited period	made of/ from...	money-back guarantee	
monthly payment(s)	plenty of...	real bargain	retail price
(unique) selling point (= USP)	special feature	special offer	target market
trade price	unique design		

aluminium foil/ aluminum foil	chopsticks	(hard) cider	combined bottle opener/ corkscrew
cooker/ stove	fizzy drink/ soda/ pop	homemade jam	hot chocolate
barley tea	instant mashed potato	cough drop/ lozenge	mug
pineapple juice	plastic bottle	plastic containers (like Tupperware)	pot noodles
rice crackers	rice wine	salad dressing	spring rolls
vodka	washing up liquid	soy sauce	tofu/ bean curd

*Look at the full list above and ask about any things you don't understand.*

*In the same pairs, discuss how well you sold the products.*

*What advice would you give new sales staff?*

*What mistakes do sales staff often make? What recommendations would you give on how not to make those mistakes?*

## Describing products collocations

### Market Leader Elementary Unit 6

*Without looking above for now, try to think of words that go before or after the words below to make common expressions to describe products, for example when trying to sell them. Collocations which haven't been mentioned in the book are also fine as long as they make sense and are on topic.*

- + bargain
- + deal
- + delivery
- + design
- + discount
- + feature
- + guarantee
- + offer
- + order
- + payments
- + point
- + price
- + price
- + sample
- + selling
- + service
- + stock
- aimed +
- deliver +
- easy +
- free +
- limited +
- made +
- mashed +
- plenty +
- target +

*If you need to or your teacher tells you to, use the words on the next page to help with the task above.*

*Without looking above for now, try to think of other expressions which mean the same as those below*

very good value

not for long

USP

*What are the differences between these things?*

bargain/ sale (e.g. summer sale)

free gift/ free sample/ service

*Without looking above for now, correct the expressions below*

after service X

sales point X

bargain sale X

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*Use the expressions below to help with the collocations activity above:*

after-sales  
at...  
best-  
free  
free  
gift  
great  
in  
large  
large  
market  
money-back  
monthly  
of  
of/ from  
period  
potato  
real  
retail  
selling  
special  
special  
to  
trade  
unique  
within

## Food and drink collocations

*Without looking above for now, brainstorm at least one collocation for each of the words below words (= words that go together with those words)*

+ cider  
+ bottle  
+ chocolate  
+ containers  
+ crackers  
+ dressing  
+ foil  
+ noodles  
+ opener  
barley +  
cork +  
cough +  
fizzy +  
homemade +  
spring +  
washing up +

*If you need to or your teacher says you should, look below the fold for words that could collocate with the words above. Note that many other answers are possible.*

*Without looking above for now, try to think of other expressions which mean the same as those below*

soda/ pop =

lozenge =

Tupperware =

sake =

*What are the differences between these things?*

pine/ pineapple

cider/ soda

*Without looking above for now, correct the expressions below*

alumi foil X

mash potato X

pine juice X

PET bottle X

cup ramen X

salada dressing X

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*Use the expressions below to help with the collocations activity above:*

aluminium

bottle

drink

drop

hard

hot

jam

liquid

plastic

plastic

pot

rice

rolls

salad

screw

tea