

English at Work

Episode 34: The business trip

Language for clinching the deal



- Anna:** (At the airport) Tom, could you let go of my hand?
- Tom:** Sorry, it's just I get nervous flying.
- Anna:** Well, we've landed in Marseille now so you're safe... oh, I like your passport photo.
- Tom:** Oh do you?
- Anna:** I didn't know your middle name was Stanley.
- Tom:** After my great-great-grandfather.
- Anna:** Really? Come on we need to get a taxi. Taxi! Taxi!
- Narrator:** Hello again. Anna and Tom are on a very important business trip to try and sign a deal to sell their plastic fruit to a company in France. The company has received a better offer so Anna needs to convince them that Tip Top Trading's lemons are best. Are you feeling confident Anna?
- Anna:** Not really. It was OK speaking to them on the phone but seeing them face-to-face is quite scary.
- Narrator:** You'll be fine. Stay calm. They'll be pleased you've taken the time to fly out and see them – but tell them you're grateful for their time and recap what you told them on the phone.
- Anna:** Oh yes – beat the price of the competitor but get them to make a bigger order.
- Narrator:** Yes. If they order more you can offer a bigger discount. Good luck.
- Tom:** Oh look, we're here now. Now Anna, I hope you don't mind me saying, but just leave the talking to me. Right?
- Anna:** Err, well...
- Tom:** Oh, Madame Brown, ciao, great to see you
- Trader:** What?
- Anna:** Monsieur Brown. Bonjour. I'm Anna from Tip Top Trading. This is my colleague Tom. Thank you for sparing the time to see us.
- Trader:** No problem. Did you have a good flight?

Tom: It was great. I love those little bottles of wine they give out... I kept a few with me if you fancy a glass of vin rouge?

Anna: I think we should sit down and discuss business.

Trader: Of course.

Tom: Yeah, yeah, good idea.

Anna: Now, I believe Tutti Fruity has offered you a good price but as I said on the phone, we can beat that.

Trader: Yes you did.

Tom: Did you Anna?!

Anna: But to get this price you've got to buy lots more.

Narrator: Anna! That's not very subtle. You need to convince them they need to buy more without telling them they have to.

Tom: What she means is our Imperial Lemons are made with our unique laser curve technology. They are hard wearing and a joy to have on display in any shop window or restaurant.

Anna: Tom, that's amazing!

Tom: I read it on the back of the box!

Anna: So, we really feel that we have a product that you'll be proud to display. And to get this fantastic price you just need to place an order of 10,000.

Tom: And we can even throw in a free sample of our new Perfect Peach range.

Anna: Each lemon comes with a satisfaction guarantee. I know you won't be disappointed.

Trader: Hmm. It sounds good. OK, I think you have a deal.

Narrator: Good work Anna. Don't forget to ask him to sign the contract and tell him when he can expect the order to be delivered.

Anna: OK. I would be grateful if you could just sign the contract. We'll get the lemons to you as quickly as we can. Tom, do you have a pen?

Tom: Erm, no actually. It was in my bag yesterday but it's gone... it was a nice, a good one too.

Trader: No problem. I have a pen. (*signs the contract*). There you go.

Anna: Thank you. It was a pleasure doing business with you. We'll get those lemons to you in two weeks' time.

Trader: Perfect!

Narrator: Good work Anna...oh and Tom too. The contract is signed but now you have to deliver what you've promised. There are many ways to clinch a deal; here are some of the phrases Anna used...

Thank you for sparing the time to see us.

Each lemon comes with a satisfaction guarantee - I know you won't be disappointed.

I would be grateful if you could just sign the contract.

Thank you. It was a pleasure doing business with you.

Narrator: So it's been a successful day. It's time for Tom and Anna to fly back to London and tell Paul the good news... or is it?

(Back at the airport)

Anna: Oh no look, our flight to London is cancelled! It's the last one today. What are we going to do?

Tom: Well, I guess we're just going to have to stay here for the night. I'll sort out a hotel.

Narrator: Until next time. Bye!

- **Listening Challenge**

What does Tom offer to throw in as part of the deal with the company in France?

(Answer: a free sample of our new Perfect Peach range)