

# Advanced Conversations in English

Sales and Marketing Conversations

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## Course Description

The Advanced Conversations in English courses are the most advanced materials in our English conversation course series. They were created for higher-level English language learners, from high school students to professionals, who are interested in business and medical topics and want to work with more complex texts, speech patterns, and cultural nuances. These courses can be used in the classroom or during independent study. We encourage learners wishing to take the Advanced Conversations courses to have a working proficiency in English and have some relevant experience with business topics and concepts.

Learners will be exposed to and asked to interact with business language in the form of reports, presentations, negotiations, telephone conversations, emails, blogs, websites, and more within three main topics: Medical, Finance, and Sales & Marketing.

Skills practiced in the courses include:

- Intensive listening
- Speaking
- Textual/situational analysis
- Writing/spelling
- Idiomatic language comprehension
- Tone, style and knowledge of communication methods

## Unit and Lesson Structure

Each unit in the Advanced Conversations Courses is centered around a topic and contains three lessons related to that topic. For example, in the Sales and Marketing course, the Business Development – Part 1 unit contains three lessons.

The screenshot shows a 'BROWSE' interface with a search bar and a navigation bar. The navigation bar includes 'CATEGORIES', '...', '...', and 'BUSINESS DEVELOPMENT - PART 1: INBOUND MARKETING', along with a '+ ADD ALL TO PATH' button. Below the navigation bar, three lessons are listed, each with a 'LESSON' icon, a title, and a 'LEARN' button.

| LESSON | Lesson Title   | Action |
|--------|--|--------|
| LESSON | Business Development - Part 1: Inbound Marketing - Introduction: Inbound vs. Outbound Marketing  | LEARN  |
| LESSON | Business Development - Part 1: Inbound Marketing - Conversation: Inbound Marketing Consult       | LEARN  |
| LESSON | Business Development - Part 1: Inbound Marketing - What Would You Say: Inbound Marketing Results | LEARN  |

- Lesson 1 sets the context of the situation and introduces the unit topic. Lesson 1 activities involve reading and analyzing a text, image, or recording and drawing conclusions.

The screenshot shows a lesson interface with a blog post on the left and a 'QUESTIONS' section on the right. The blog post is titled '4 Signs It's Time to Break Up with Outbound Marketing and Move Inbound' and is posted by Tina Knight on Aug 2, 2016. The questions section contains two questions with multiple-choice answers.

**QUESTIONS**

1. In this passage, the expression "to tune out" means:

- to mute TV advertisements
- to get a song out of your head
- to turn off a radio or television
- to ignore something or someone

2. Based on the description of opting out in the second paragraph, which of these is an example of opting in?

- businesses broadcasting advertisements and sending direct mail
- online visitors clicking through to your email list via your landing page
- website visitors subscribing to your email or phone list
- potential customers categorizing your emails or phone calls as spam

☒ DONE

*In the Business Development – Part 1: Inbound Marketing unit, learners are presented with a blog post on marketing strategies.*

- Lesson 2 features a conversation about the unit topic. Lesson 2 activities include fill in the blank and dictation activities that require learners to interact with challenging lexical items and structures found in the conversation as well as a comprehension activity to test understanding.

The screenshot displays a digital interface for an English conversation lesson. At the top, a purple header bar contains the title 'English • Conversation Preview', a 'MENU' icon, a progress indicator '0 % Complete', a 'REFERENCE' dropdown, and icons for audio and settings. Below the header, a white box provides context: 'Chef Jeff is the owner of Red Hot, a food truck catering service that specializes in hot dogs and root beer shakes. Jeff wants to revamp his website, so he calls a digital marketing consultant, Tina, to do an inbound marketing assessment.'

The conversation is presented in three distinct blocks, each featuring a profile picture, a speaker icon, and a text bubble:

- Chef Jeff:** 'Thanks for coming by, Tina! Have you had a chance to review the website? What do you think?'
- Digital Marketing Consultant:** 'Yes. I can see from your conversion tracking system that you had a steady opt-in rate...'
- Digital Marketing Consultant:** '45% from first-time visitors hitting your latest landing page is great for a first attempt!'

At the bottom of the interface, there is a section titled 'Listen to the entire conversation' with navigation buttons: a left arrow, a 'PLAY ALL' button with a speaker icon, and a right arrow.

*In the Business Development – Part 1: Inbound Marketing unit, learners are presented with a conversation between a small business owner and a digital marketing consultant.*

MENU

English • What Would You Say?

34 % Complete

REFERENCE

SHORTCUTS (CTRL + H)

Jeff reminds Eileen that his outbound campaign was both expensive and ineffective at bringing in new customers.

But all the website revamping and paying for social media ads must be costing a lot of dough! There's no way you're making money with this approach.

Inbound traffic makes over for the costs of revamping and blogging. Sure, my radio and TV spots brought more customers than my social media campaigns, but they really emptied my bank!

Just one radio ad set me back \$5000 a week. The cost to maintain this website and run a Facebook ad only costs \$700, and I got about 2,000 people to show up for the last event.

*In the Business Development – Part 1: Inbound Marketing unit, learners choose logical responses in a conversation between the small business owner from Lesson 1 and a friend who challenges the benefits of inbound marketing.*

## Course focus

These courses are centered around conversations that challenge learners to understand concepts and recognize contexts for domain-specific words. Conversations in a business setting contain many important language strategies needed for fluency: Identifying yourself, making small talk, stating initial positions, making clarifications, discussing concessions, giving the history or results of a situation, brainstorming solutions, and more.

These courses are not meant to serve as a comprehensive how-to guide in the domain, but rather to deliver written and spoken material in business situations and allow learners to gain familiarity with new terms in context. Learners are required to use their logic and language skills to complete the lessons.



# Business Development Part 1: Inbound Marketing

## Unit Objectives

### **Introduction:**

Read through a blog post called “4 Signs It’s Time to Break Up with Outbound Marketing and Move Inbound” and answer comprehension questions to test your understanding.


### **Conversation:**

Chef Jeff, the owner of a food truck catering service, calls a digital marketing consultant to do an inbound marketing assessment for his business. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### **What Would You Say?**

Choose what you would say in a conversation between Chef Jeff and his friend as they discuss his experience employing inbound marketing strategies.

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# 4 Signs It's Time to Break Up with Outbound Marketing and Move Inbound

Posted by Tina Knight on Aug 2, 2019 8:43 AM

Trying to attract more customers to your business? Don't get out there, get in with inbound marketing. Unlike traditional outbound marketing, inbound efforts don't leave you chasing down customers. Be helpful and they'll come to you.



- ### 1 You're Starting to Feel the Pinch

If you're not seeing substantial returns from your broadcasting advertisements or the printing costs involved with direct mail, consider digital and social media advertising.
- ### 2 Everyone is Tuning You Out

Consumers are increasingly rejecting outbound marketing. Research shows that 55% of TV viewers skip or mute commercials during peak hours. They also screen incoming calls and unsubscribe from email feeds. If your opt-out rate is above 0.5%, it's time to take action before your content and services are permanently categorized as spam.
- ### 3 No One Is Taking Interest in YOU

No matter what marketing tactic you're using, the top of the sales funnel is all about lead generation. If your opt-in rates have not improved over six months and your click-through rate is anything below 2%, it's time to rebuild your ideal customer profile and remind them you still exist.
- ### 4 You Want a More Personal Connection with Your Customers

It's easy to forget who your leads and prospects are when you target the masses. Get to know them better—and help them get to know you better—by interacting and receiving feedback.

Want to find out more about how inbound marketing can help your business thrive? Fill out the form below for a free 30-minute consultation.

## Reading Comprehension

|   |   |   |
|---|---|---|
| 1. In this passage, the expression “to tune out” means:   | to mute TV advertisements   |   |
|   | to get a song out of your head  |   |
|   | to turn off a radio or television   |   |
|   | to ignore something or someone  | x |
| 2. Based on the description of opting out in the second paragraph, which of these is an example of opting in? | businesses broadcasting advertisements and sending direct mail            |   |
|   | online visitors clicking through to your email list via your landing page |   |
|   | website visitors subscribing to your email or phone list                  | x |
|   | potential customers categorizing your emails or phone calls as spam       |   |
| 3. Which of these opt-out rates would a company least want to see?  | 0.3%  |   |
|   | 0.4%  |   |
|   | 0.5%  |   |
|   | 0.6%  | x |
| 4. Which of these services would Tina Knight likely recommend?  | cold-calling for lead generation  |   |
|   | creating print ads  |   |
|   | making a YouTube video  | x |
|   | mailing catalogues and brochures of products                              |   |
| 5. According to this passage, how can a business strengthen its personal connection with its customers?       | targeting the masses with generic advertisements                          |   |
|   | interacting with customers and receiving feedback                         | x |
|   | cold-calling potential customers with a targeted message                  |   |
|   | creating shorter television commercials with more personalized messages   |   |

## Conversation: Inbound Marketing Consult

|   |  |
|---|--|
| <p>Chef Jeff is the owner of Red Hot, a food truck catering service that specializes in hot dogs and root beer shakes. Jeff wants to revamp his website, so he calls a digital marketing consultant, Tina, to do an inbound marketing assessment.</p> |  |
| Chef Jeff   | Thanks for coming by, Tina! Have you had a chance to review the website? What do you think?  |
| Digital Marketing Consultant  | Yes. I can see from your conversion tracking system that you had a steady opt-in rate...   |
| Digital Marketing Consultant  | 45% from first-time visitors hitting your latest landing page is great for a first attempt!  |
| Chef Jeff   | I've implemented a few good ideas, but I haven't really been able to wrap my head around inbound marketing.  |
| Chef Jeff   | My goal is to develop a real strategy for my business.   |
| Digital Marketing Consultant  | Sure, that's understandable... it takes some legwork to get going, and it doesn't make a quick buck.   |
| Digital Marketing Consultant  | But, it's effective in the long run compared to all the money you'd be investing in outbound strategies, like billboards or television commercials.      |
| Digital Marketing Consultant  | Since you're in the food industry and directly dealing with customers, quality content creation will be our first priority.                              |
| Digital Marketing Consultant  | How do you feel about a blog? Most lead generation comes from nurturing a relationship with site visitors.   |
| Chef Jeff   | That sounds great. I'd like to connect with interested customers, instead of just pumping out a message to the world and hoping someone wants to listen. |
| Digital Marketing Consultant  | Subscribing to a blog is often an effective call to action, as form submissions turn visitors into leads.  |
| Digital Marketing Consultant  | Blogs give you the opportunity to be in touch regularly with new posts, which can boost engagement and increase conversions.                             |
| Chef Jeff   | I'm concerned I won't have the time to blog. I also need someone to set up and write posts for different social media networks.                          |
| Digital Marketing Consultant  | It's actually a lot simpler than you think, and it would be good for the company to have your voice.   |
| Digital Marketing Consultant  | I can show you some best practices and help you get started.   |
| Chef Jeff   | Thank you, that would be great.  |
| Digital Marketing Consultant  | Well, our consultation is almost up, and I would like to remind you there is no obligation to work with my team.   |
| Chef Jeff   | Thank you, Tina. Send me a quote for your services and we will be in touch.  |
| Digital Marketing Consultant  | Sounds good!   |

## Conversation Comprehension: Inbound Marketing Consult

|  |  |   |
|--|--|---|
| 1. What does Chef Jeff hope Tina will give him during this consultation call?  | constructive criticism on his current marketing approach   | x |
|  | a lecture on best practices in inbound marketing   |   |
|  | an estimate for how much inbound marketing will cost him   |   |
| 2. Which of the following best describes Chef Jeff's current marketing efforts?  | He has some great ideas for long-term marketing strategies, but needs some immediate help with his current campaign. |   |
|  | He realizes that outbound marketing is beneficial, but can only afford inbound.                                      |   |
|  | He is having some success but would like a plan for his business going forward.                                      | x |
| 3. Listen to how the digital marketing consultant describes inbound marketing in line 6. What's another way she could have phrased that? | Inbound marketing is a stretch and should be taken slowly.   |   |
|  | Inbound marketing is tricky and blogging is extremely time-intensive.  |   |
|  | Inbound marketing requires a lot of preparation and might not show immediate returns.                                | x |
| 4. What type of person does Chef Jeff say he wants to connect with through his blog?   | any internet user who likes to read food-related blogs   |   |
|  | any internet user who opts out of food-related blogs   |   |
|  | potential customers who are interested in his company's message  | x |
|  | chefs who have received a certification in leadership  |   |
| 5. What type of blog posts would Tina recommend Jeff write?  | advertising pitches about hot dogs that make readers hungry  |   |
|  | stories that encourage visitors to leave comments and ask questions  | x |
|  | cutting-edge technical documents for restaurant industry professionals   |   |
| 6. What words best describe the digital marketing consultant's interaction with Chef Jeff?   | supportive, encouraging  | x |
|  | rushed, impatient  |   |
|  | pushy, aggressive  |   |

## What Would You Say: Inbound Marketing Results

|  |   |
|--|---|
| Chef Jeff talks to his friend, Eileen, about focusing his marketing efforts for his food truck.  |   |
| <b>You said you switched from outbound marketing to mostly inbound; I know inbound marketing involves writing and the internet... somehow. What kinds of things have you been doing?</b>   |   |
| I've been trying to promote my brand by heading to as many trade shows as I can and cold-calling potential customers every day. My digital marketing consultant suggested that I start investing in billboards and television commercials. |   |
| I'm focused on creating quality materials to create interest and awareness about my food truck. I've started a blog and have been actively posting on different social media networks.   | x |
| Eileen is skeptical about using inbound marketing techniques.  |   |
| <b>Wait, so blogging about hot dogs is really working? What do you even write about?</b>   |   |
| It's uncanny, really, how many blog topics I've come up with. Mostly, I write about all the things I see in the park where I sell my hot dogs, like squirrels, dogs, and playgrounds.  |   |
| What don't I write about? Last week, I wrote about the history of food trucks and I'm working on a post now about sausages around the world. I'm up to forty blog posts, and there's no end of material in sight.                          | x |
| There's a lot to say! I've covered everything from the business side of things, to recipes, to trivia. Hot dogs are so inspired; the words just keep flowing!  |   |
| Jeff reminds Eileen that his outbound campaign was both expensive and ineffective at bringing in new customers.  |   |
| <b>But all the website revamping and paying for social media ads must be costing a lot of dough! There's no way you're making money with this approach.</b>  |   |
| Just one radio ad set me back \$5000 a week. The cost to maintain this website and run a Facebook ad only costs \$700, and I got about 2,000 people to show up for the last event.   | x |
| Inbound traffic makes over for the costs of revamping and blogging. Sure, my radio and TV spots brought more customers than my social media campaigns, but they really emptied my bank!  |   |
| Jeff explains to Eileen that inbound marketing affords him the flexibility he needs for his food truck.  |   |
| <b>Yeah, but how are people able to find your truck? The whole point of a food truck is that it never stays in one place too long.</b>   |   |
| We live in a digital age, Eileen. People don't hear about others through the grapevine or playing the telephone game anymore. I'm found online at reasonable business hours.   |   |
| The whole point of going inbound is that you build your presence. My customers know that Red Hot is wherever there is fun to be had. Guess where my truck is when there's a weekly town beach party?                                       | x |
| After I went inbound, I could let my goals of traveling to fun places and being able to serve them delicious food.   |   |

|   |   |
|---|---|
| Jeff offers his friend the same help that he had when switching to inbound marketing.   |   |
| <b>Hmm, I guess I'm starting to see the light. How did you get started with inbound marketing?<br/>Could you give me some pointers?</b>   |   |
| Let's get you started building your online presents. Tomorrow, I'll talk to my friend who hosts a radio show and see if I can get you a deal on a lunch time advertisement package. |   |
| I'll send you the contact information for the consultant I hired. She'll look at your online presence and business goals and come up with a strategy to get you started.            | x |
| This won't be easy... we will have to get started right away printing out ads and fliers to distribute. You'll also want to look into purchasing some air time for commercials.     |   |
| <b>Jeff encourages Eileen to set up social media and explore low-cost inbound marketing options to increase traffic in Eileen's store.</b>  |   |
| <b>Come on! Don't be so old-fashioned! Imagine how many more people would stop by your store if they could see some reviews and pictures online beforehand?</b>                     |   |
| Good point. I'll set up a Facebook page to make my store easier to find, upload some pictures of merchandise, and put in information about the store's hours.                       | x |
| You're right! I can start leaving an online social in print. What about using Instagram and start taking pictures of some of the lovely rings and necklaces I have on display?      |   |

## Business Development - Part 2: Trade Show Shipping

### Unit Objectives

#### **Introduction:**

Read through a brochure from a company called Drayage Solutions, a freight carrier that specializes in shipping for exhibit and trade shows, and answer comprehension questions to test your understanding.

#### **Conversation:**

A customer service representative from Drayage Solutions calls Chef Jeff, a small business owner, to discuss the cost of shipping his materials to a trade show. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

#### **What Would You Say?**

Choose what you would say in a conversation between Chef Jeff and a customer service representative from Drayage Solutions as they discuss an issue with shipping his materials after a trade show.





**YOUR RELIABLE FREIGHT CARRIER FOR TRADE SHOW AND EXHIBIT SERVICES!**

**It's showtime!**

- ✓ When you need it there on time and undamaged
- ✓ Cost effective, door-to-door service
- ✓ On-time delivery guaranteed!
- ✓ Servicing all your drayage needs since 1987

**When would you like it installed?**

- ✓ Lowest prices for trade show drayage costs based on weight per 100 lbs (CWT)<sup>\*2</sup>
- ✓ Complimentary on-site managers for flawless and speedy move-ins and move-outs
- ✓ Free one-month storage before the show

**When would you like it delivered?**

- ✓ Dependable tracking and expediting services
- ✓ Overnight deliveries available<sup>\*1</sup>

**You can rely on us!**

- ✓ 24/7 Customer Service! Call us, message us, or chat with one of our customer representatives.
- ✓ We are ready for any follow-up requests or last-minute changes.

We understand the time, employee, product and monetary commitment you make to exhibit at a show. Drayage Solutions is here to make sure you put your best foot forward. We guarantee our service and promise to get your booth to its location on time and at a fantastic rate.

Material handling is very expensive and often costs more than the base shipping fee. By using trade show certified marketers and interior designers, Drayage Solutions works with trade show personnel and union laborers to deliver your booth. Typical labor costs can be as much as \$125/hour. With Drayage Solutions, we offer competitive prices per CWT!

**Winner of TOP 5 SHIPPING CARRIERS AWARD 18 years in a row!**

**OUR CLIENTS**

Before they turned into a successful fast food chain, Mick Ronald's began as a quaint restaurant serving burgers, fries and soda. Mick Ronald decided he wanted to open up a chain of restaurants all over the nation. He attended his first trade show at International Food Marketers in New York and the rest is history!

*"Drayage Solutions is the best carrier I've ever used. They always take care to follow up before, during and after trade shows."*



**Mick Ronald's**



<sup>\*1</sup> At a 30% surcharge fee  
<sup>\*2</sup> Call to find out if there are any package deals available for material handling

## Reading Comprehension

|  |  |   |
|--|--|---|
| <b>1. When referring to trade shows, “drayage” means:</b>  | union labor expenses   |   |
|  | storage fees   |   |
|  | material handling  | x |
|  | CWT  |   |
| <b>2. How is drayage cost calculated at Drayage Solutions?</b>   | based on weight of materials   | x |
|  | based on the rates of certified marketers and interior designers                         |   |
|  | based on the hourly labor costs  |   |
|  | based on the rate given by the convention center/ exhibition hall                        |   |
| <b>3. Which of these is not a service offered by Drayage Solutions?</b>  | transporting materials for a trade show to a warehouse                                   |   |
|  | transporting materials from a warehouse to your booth at an exposition or trade show     |   |
|  | unpacking your materials and setting up your booth at a trade show or exposition         | x |
|  | making sure that your materials do not get damaged or lost during transportation         |   |
| <b>4. Based on the passage, what do Catersource Expo, International Food Marketers and Granite State Dental Products have in common?</b> | all of them are food trade shows   |   |
|  | all of them have gone to trade shows   |   |
|  | all of them have voted Drayage Solutions for the Top 5 Shipping Carrier Award            |   |
|  | all of them have used services from Drayage Solutions                                    | x |
| <b>5. The primary purpose of this brochure is most likely to:</b>  | use testimonials to show how Drayage Solutions is reliable and trustworthy               |   |
|  | list Drayage Solutions’ competitive features   |   |
|  | prompt readers to use Drayage Solutions for their freight and exhibit services           | x |
|  | demonstrate how other competitors are more expensive and lack important service features |   |

## Conversation: Sales Call for Shipping Costs

|   |   |
|---|---|
| Sarah Levine from Drayage Solutions, a freight carrier that specializes in shipping for exhibit and trade shows, is on a sales call with Chef Jeff Sanchez, the owner of a food truck and catering service. Jeff will soon attend a trade show and is looking to find a shipping arrangement that doesn't break the bank. |   |
| Chef Jeff   | Jeff Sanchez of Red Hot speaking. Who is this?  |
| Drayage Solutions Associate   | Jeff! This is Sarah Levine from Drayage Solutions.  |
| Drayage Solutions Associate   | We spoke last week about potentially partnering up for the upcoming catering trade show. You said you were looking into shipping options...     |
| Drayage Solutions Associate   | I wanted to follow up and tell you about the services we offer. Is now a good time to talk?   |
| Chef Jeff   | Yeah, now works.  |
| Drayage Solutions Associate   | Perfect. Let's go over the package deal we have available, the timing, and the price breakdown.   |
| Drayage Solutions Associate   | Afterwards, I'd be happy to answer any questions you might have.  |
| Drayage Solutions Associate   | When we talked previously, you mentioned that you were going to Catersource Expo in Las Vegas. What a great trade show to get your feet wet at! |
| Chef Jeff   | It's a little nerve-wracking for a first-time exhibitor like me, but your services brochure definitely won me over.                             |
| Drayage Solutions Associate   | Now, Jeff, based on your 10 x 20 booth specifications, we estimate the weight should be approximately 250 pounds.                               |
| Drayage Solutions Associate   | I have here that you mentioned that you are bringing a grill, so you'll probably be bringing at least one gas tank as well.                     |
| Drayage Solutions Associate   | Along with your electrical cables, cooling appliances, and lighting, we can estimate the overall weight at 400 pounds.                          |
| Drayage Solutions Associate   | Based on that weight, the shipping from Louisville to Las Vegas will be \$1,115 and should take three days.                                     |
| Chef Jeff   | I'll only need one truck though, right? Does the package deal still apply?  |
| Drayage Solutions Associate   | Our package deal for drayage costs is \$2,300, as long as the shipment is less than 600 pounds.   |
| Drayage Solutions Associate   | You get a 10% discount if you use direct shipping to the show venue with all materials packaged and crated.                                     |
| Chef Jeff   | Is this negotiable?   |
| Drayage Solutions Associate   | \$2,300 is not a fixed price. At the end of installation, we will do a price revision and send you the total.                                   |

|                             |  |
|-----------------------------|--|
| Drayage Solutions Associate | However, we do match prices from competitors if you were to find a lower estimate.   |
| Chef Jeff                   | The show starts on February 19th. I arrive on the 17th.  |
| Chef Jeff                   | I'd like to start setting up my display that afternoon. Can you have booth and materials delivered by 11?                        |
| Drayage Solutions Associate | We'll deliver everything on February 17th, no later than 11 a.m. There will be no issues with setting up the booth at that time. |
| Drayage Solutions Associate | That means we will need to pick up the booth from you no later than February 11th.   |
| Drayage Solutions Associate | Just fill out the bill of lading form we provided and call us when you're ready to schedule a pick-up.                           |
| Chef Jeff                   | Sounds great, thank you! I'll be in touch soon!  |

### Conversation Comprehension Sales Call for Shipping Costs

|   |   |   |
|---|---|---|
| 1. What is the purpose of this call?  | to discuss whether Drayage Solutions' prices and capabilities work with Chef Jeff's budget and timeline | x |
|   | to schedule a pickup and delivery of Chef Jeff's trade show booth                                       |   |
|   | to quote a final price for drayage to and from the Catersource Expo trade show                          |   |
| 2. What materials does Chef Jeff want Drayage Solutions to handle?  | storage crating, electrical/gas heating, and industrial lighting  |   |
|   | exhibitor identification signage and vendor table displays  |   |
|   | food warming and cooling equipment and show lighting  | x |
| 3. Which of the following descriptions most closely suits Chef Jeff?  | He is an amateur cook, but an expert presenter.   |   |
|   | He is an impressive cook and presenter.   |   |
|   | He is an experienced cook, but a novice presenter.  | x |
|   | He is an experienced cook, and an expert presenter.   |   |
| 4. Drayage Solutions will reduce the amount of money they charge for their services, depending upon the actual work they perform. What is this policy called? | a surcharge   |   |
|   | a renegotiation   |   |
|   | a price revision  | x |
|   | a fire sale   |   |

|  |  |   |
|--|--|---|
| 5. Chef Jeff cannot change what he needs to bring to the trade show, but he can get 10% off the final price of his shipment. How?  | He can package his trade show materials before they're picked up.        | x |
|  | He can use a coupon included with Drayage Solutions' brochure.           |   |
|  | He can opt to bring lighter appliances to reduce his total booth weight. |   |
|  | He can schedule his booth pickup a week early to prevent rush shipping.  |   |
| 6. Chef Jeff might be unhappy with the amount he is charged, but Drayage Solutions is willing to consider changing it. If this policy were not in place, which word would best describe Drayage Solutions' prices? | The prices would be negotiable.  |   |
|  | The prices would be fixed.   | x |
|  | The prices would be imprecise.   |   |
|  | The prices would be uncertain.   |   |

### What Would You Say: Problem-Solving a Shipping Issue

|   |   |  |
|---|---|--|
| Chef Jeff, owner of Red Hot, calls Drayage Solutions customer service. He has a trade show in two days and his booth has not been returned by Drayage Solutions.  |   |  |
| <b>Jeff Sanchez here. My booth hasn't arrived yet! Our contract said you would have it back to my office in Louisville today. I need to take it to an event at the Nashville Convention Center in Tennessee tomorrow.</b> |   |  |
| Drayage Solutions apologizes for the inconvenience, man. Here at Drayage Solutions, we offer on-time delivery guaranteed and dependable tracking services.  |   |  |
| I'm sorry to hear about this issue, Mr. Sanchez. Could you remind me of your company name? I will look into it.   | x |  |
| Thank you for your call. But I would like to remind you that Drayage Solutions does not offer credit for delayed shipments due to unforeseen circumstances on your end.   |   |  |
| The customer service representative looks up the information she needs based on the company name and number in her system.  |   |  |
| <b>My company is "Red Hot" and we contracted with you on the 15th of last month. I needed my booth picked up on Monday at the Las Vegas convention center.</b>  |   |  |
| Ah, yes, here it is, "Red Hot, LLC". It says here we have confirmation that your booth was picked up on Monday morning.   | x |  |
| We have a "Red Hot" listed under your phone number. It was confirmed that the booth was shipped to the Las Vegas convention center at 8:00 a.m. on Monday.  |   |  |
| Thank you for your patience, Mr. Sanchez, and I do apologize again. I would like to remind you that we do have a Delivery Intercept system in case you had provided us with a wrong address.                              |   |  |

|   |   |
|---|---|
| Jeff wants to know why his booth wasn't shipped to his office in Louisville, Kentucky.  |   |
| <b>We were ready to deliver it on time to your office in Louisville. However, it looks like on Wednesday morning, we received an email from Donna Goldsmith-Sanchez, asking that it be rerouted to go directly to the convention center in Nashville for your next show.</b>  |   |
| It looks like there has been a case of mistaken identity. Can you put me in contact with this person?   |   |
| It seems like there's been an email interception. Could you send me the message for confirmation?   |   |
| It sounds like there were too many cooks in the kitchen. Could you forward me the email with the request to reroute the delivery?   | x |
| Jeff recognizes the name, "Donna Goldsmith-Sanchez", and realizes what happened.  |   |
| <b>Mrs. Sanchez provided the email and attached our bill of lading. My notes say that she knows you are tired from traveling and thought this would make it easier for you. Since she is the contact you provided for our invoice, we redirected the booth per her directions. It is scheduled for delivery at 3:00 p.m. today. I will forward her communications with us to you.</b> |   |
| Are you kidding me? I wasn't told about the rerouting of the booth! I'm very upset! This is sagacious!  |   |
| Donna's my wife and runs operations for us. She did not tell me she was rerouting the booth.  | x |
| I see what happened. By redirecting Donna's communications, you disregarded my intentions.  |   |
| Jeff makes a phone call to his wife, Donna. Jeff then addresses Sarah, the customer service representative.   |   |
| <b>I'm sorry. Please forgive me for being so upset, but I am sure you can see my concern. These are the first two shows we have ever participated in and it is a big investment for us.</b>   |   |
| I'm glad that you came to your senses, Mr. Sanchez.   |   |
| There's no reason to apologize, Mr. Sanchez. When it comes to your booth, that ship has sailed.   |   |
| It could have been worse, Mr. Sanchez. At least Drayage Solutions didn't do anything wrong this time.   |   |
| Not a problem, Mr. Sanchez, I fully understand. We have never lost a package and I am glad we did not lose yours.   | x |
| Jeff's issue is resolved. He's ready to wrap up the call.   |   |
| <b>You should be all set for your show this week, and any time you need your booth shipped, we are here for you! Is there anything else that I can assist you with at this time, Mr. Sanchez?</b>   |   |
| Not at all. It's too late for the Nashville show after the tracking and communication mishap.   |   |
| No, thank you. I will be back in my office next week. Please call me on Tuesday about our fall trade shows. Thanks.   | x |
| No, and thank you very much for your patience. What were the fees for the rerouting service? Could you change the time it gets delivered to the convention center?  |   |



# Business Development - Part 3: Meeting a Prospect at a Trade Show

## Unit Objectives

### Introduction:

Read through a pre-trade-show marketing email from a small business owner to a key business prospect that he plans to meet at an upcoming event and answer comprehension questions to test your understanding.

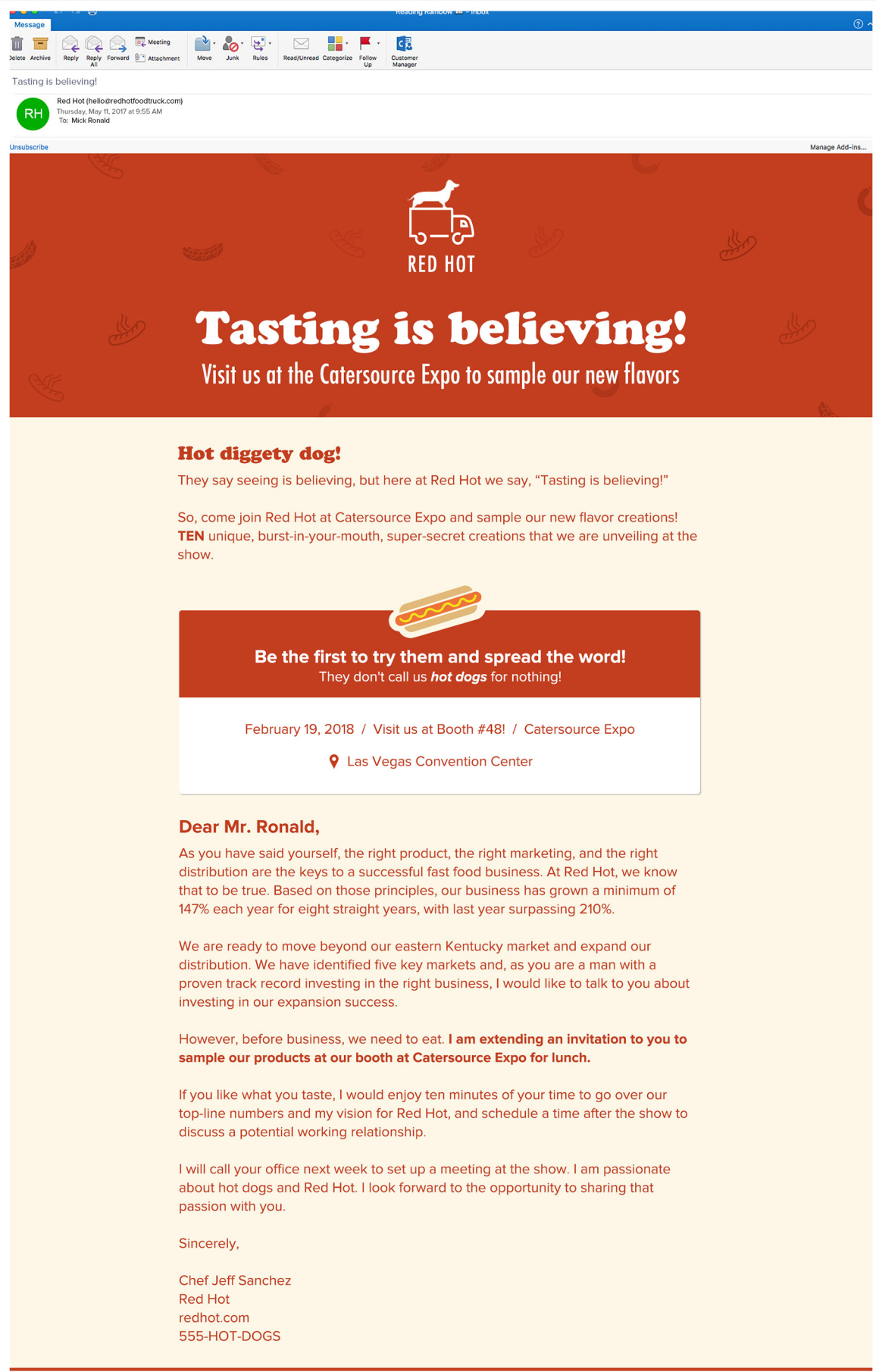
### Conversation:

Chef Jeff, the owner of a food truck catering service meets a potential business partner at a trade show. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### What Would You Say?

Choose what you would say in a conversation between Chef Jeff and his friend as they talk about meeting a business prospect at a trade show.

## Introduction: Pre-Trade-Show Email





## Reading Comprehension

|  |  |   |
|--|--|---|
| 1. Which pair of words is closely associated with the meaning of the word 'hot dogs' in "They don't call us hot dogs for nothing!" | delightful, pleasing   | x |
|  | prosperous, creative   |   |
|  | frank, popular   |   |
|  | successful, grateful   |   |
| 2. Why is Chef Jeff contacting Mr. Ronald?   | to test if fast food industry leaders like Chef Jeff's new recipes                   |   |
|  | to secure a meeting in order to discuss a potential working relationship             | x |
|  | to share Chef Jeff's passion about hot dogs and Red Hot                              |   |
|  | to send a list of Red Hot's top-line numbers   |   |
| 3. Who is Mr. Ronald?  | an experienced sales professional  |   |
|  | Chef Jeff's business partner   |   |
|  | a successful investor  | x |
|  | a corporate accountant   |   |
| 4. What is the main message of this email?   | I have run out of funding for my business and am looking for someone to bail me out. |   |
|  | I have strived to raise money in order to unveil new recipes at this trade show.     |   |
|  | I am looking for a partner to help me take my business to the next level.            | x |
|  | I have a good understanding of my customers and I need you to buy my products.       |   |
| 5. Based on this passage, what is Chef Jeff's main goal?   | to make his products available to a wider audience                                   | x |
|  | to downscale and consolidate his sales   |   |
|  | to grow a minimum of 147% by next year   |   |
|  | to identify key markets for product research   |   |

## Conversation: Meeting a Prospect at a Trade Show

|   |   |
|---|---|
| Chef Jeff has secured a meeting with Mick Ronald, fast food industry icon, at his Red Hot booth at the Catersource Expo. He hopes that scheduling meetings with key prospects will result in very productive conversations and leads. |   |
| Mick Ronald   | Chef Jeff, your contact letter and follow-up made quite an impression. I'm glad we have a chance to talk in person.   |
| Mick Ronald   | Sending free passes and offering food was a smart decision on your part. It made me think: This young man must really believe he has a stellar product on his hands.                    |
| Chef Jeff   | Thank you, Mr. Ronald. I do believe in my product! Let me introduce you to our Elvis-inspired creation, the 'Ain't Nothing but a Hot Dog'.  |
| Chef Jeff   | I hope you like it as much as I do. Here you go.  |
| Chef Jeff   | Bacon, banana caramel sauce drizzle, and, of course, our perfectly smoked and grilled frank on a steamed poppy seed bun.  |
| Mick Ronald   | Mmm. Wow, that is good! The flavors complement each other very well. And the steamed bun is the only way to go. Nice work.  |
| Chef Jeff   | Thank you. As you can well imagine, there was some trial and error in developing my new product, but this and my other nine creations were a huge hit when I tested them in Louisville. |
| Chef Jeff   | I also did some test marketing in Raleigh, Birmingham, and Tucson. I can't make them fast enough, Mr. Ronald!   |
| Mick Ronald   | Call me Mick, and you've got my attention. Now, how do you make a living selling these and can you grow from a few food trucks in Kentucky to a fast food chain? Show me the money!     |
| Chef Jeff   | I am happy to give you an overview of my business and expansion plan, Mick. Have a seat. Here are my top-line profit and loss numbers.  |
| Chef Jeff   | As you can imagine, marketing is the key to growing successfully, but we can't sacrifice quality.   |
| Mick Ronald   | I've looked into your business. You have a loyal customer base. When that YouTube video promoting your business went viral, I knew you had something going.                             |
| Chef Jeff   | Thank you for that, Mick. I am honored you have been following Red Hot.   |
| Mick Ronald   | I've found brick-and-mortar chains to be challenging, at least at first. Do you really think you can manage all those locations?  |
| Chef Jeff   | We need to have controlled growth, or we will be in trouble. Like I said, I've built my reputation on quality and that's not something I'm willing to compromise.                       |
| Chef Jeff   | The key, in my opinion, is to make sure we have product distribution set up and scalable, and quality assurance consistent at all locations.  |
| Mick Ronald   | This sounds very promising, Jeff. I've got to head out, but let's talk details next week at my office.  |
| Chef Jeff   | I can't agree more, Mick. Thank you for your time. I look forward to getting together next week. I'll bring my marketing plan and a nondisclosure form.                                 |
| Mick Ronald   | I expect nothing less. Thank you.   |

## Conversation Comprehension: Meeting a Prospect at a Trade Show

|   |  |   |
|---|--|---|
| 1. How did Chef Jeff meet up with Mick Ronald at the trade show?                  | He sent promotional materials before the show and hoped Mick Ronald would show up at his booth.        | x |
|   | He ran into Mick Ronald at his booth at the trade show and recognized him from a brochure.             |   |
|   | He called Mick Ronald's assistant and scheduled a meet-up at his booth during the trade show.          |   |
| 2. When developing his new hot dog recipes, did Chef Jeff have immediate success? | Yes, he hit it out of the ballpark on his first try.   |   |
|   | Yes, though he had the most success in select test markets.  |   |
|   | No, he found the best taste profile through experimentation.   | x |
|   | No, he has to go back to the drawing board.  |   |
| 3. What did Chef Jeff do in Raleigh, Birmingham, and Tucson?                      | Test marketing: He tried his new recipes out on a small scale.   | x |
|   | Mass marketing: He advertised his new recipes in a big way.  |   |
|   | Market targeting: He identified the parts of the market he can serve most profitably.                  |   |
|   | Stereotype marketing: He based his recipes on commonly-held perceptions of the people that live there. |   |
| 4. How would Mick Ronald describe Chef Jeff's business?                           | promising, with a loyal customer base  | x |
|   | established and ready for a food truck challenge   |   |
|   | enterprising but not ready for the next step   |   |
|   | delicious and prepared for controlled growth   |   |
| 5. How would Chef Jeff describe his company's mission and values?                 | Red Hot is dedicated to success.   |   |
|   | Red Hot is dedicated to profitability.   |   |
|   | Red Hot is dedicated to popularity.  |   |
|   | Red Hot is dedicated to quality.   | x |

## What Would You Say: Discussing Business Plans

|  |   |
|--|---|
| Chef Jeff talks to his friend, Eileen, about how his first trade show meeting with Mick Ronald went. She disapproves of Chef Jeff's idea of a restaurant chain.  |   |
| <b>I've heard through the grapevine that you are planning on turning Red Hot into a fast food chain like Mick Ronald's. Is that true?</b>  |   |
| It is! At our meeting, Mick Ronald himself told me that you can never trust anything you hear in a vineyard.   |   |
| Well, we did get to meet, and I asked for his advice. The goal is to franchise my way into owning a Mick Ronald's of my very own.  |   |
| I'm certainly looking into it. I don't know if I will be as big as Mick Ronald's, but we had a good chat and we're going to meet up next week to discuss further.  | x |
| <b>Chef Jeff wants to be a successful businessman, and he believes turning Red Hot into a franchise will help him achieve that goal.</b>   |   |
| <b>Are you sure you're not thinking too big with this franchise idea? Won't you miss getting your hands dirty, and serving up hot dogs to customers yourself?</b>  |   |
| You're probably right. If I have franchises, food safety regulations mean I'll always have to wear gloves.   |   |
| I love having a personal connection with my customers, but I want to see what I can make of myself.  | x |
| Having the occasion for people across the country to enjoy my dogs? I can't think of anything better.  |   |
| <b>Eileen wants to know more about Chef Jeff's potential deal with Mick Ronald.</b>  |   |
| <b>Well, you sure sound excited. Fine, tell me more about the meeting with Mick Ronald.</b>  |   |
| You should've been there! What a pitch. He tried one of my new recipes and said it was good. Then, we talked enough business to get him to commit to a meeting with me next week. Getting a franchise deal with this guy will be huge. | x |
| It was fantastic! It's all baby steps in the right direction. I'm hoping we can meet next week to seal the deal, but I'm too nervous about calling his personal assistant to set anything up.  |   |
| <b>Chef Jeff feels he is up to the challenge of owning several restaurants.</b>  |   |
| <b>There are more things to consider with brick-and-mortar stores than with food trucks, though. Do you really think you can manage all those locations?</b>   |   |
| I think we can handle it - we've already gone to a ton of different locations with the food truck.   |   |
| Of course, there's a lot I need to think about. On one hand, it would be challenging to own a chain of Red Hots, but on the other hand, I want to stifle my growth.  |   |
| It will be a learning experience, but I've always put quality first. That won't change as I grow.  | x |

**Chef Jeff shows Eileen a copy of the business plan he shared with Mick Ronald.**

**I have to admit; this business plan looks solid. What do you want him to take away from it?**

To me, it's important he knows how good our hot dogs taste. Then he'll understand our passion and vision for the business.

I'm going to print out a copy for him to take home with him after our meeting. When he reads through it, that should be enough to get him to invest.

I want him to see our proven track record and the attention I've paid to our marketing plan and profit and loss numbers.

x

# Business Development - Part 4: Taking an Order from a Customer

## Unit Objectives

### Introduction:

Listen to a phone call between a small business owner and the director of a non-profit organization as they discuss catering needs for a fundraiser, and answer comprehension questions to test your understanding.

### Conversation 1:

A catering client calls Chef Jeff to discuss an update to her order for an upcoming fundraiser. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### Conversation 2:

Chef Jeff negotiates a rush order with his supplier in order to handle the increased catering needs for a fundraising event. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

## Introduction: Discussing an Order

|          |   |
|----------|---|
| Narrator | Catering is a strong revenue stream for Red Hot and Chef Jeff is working a lead with a close acquaintance, Martha, who manages House for Tails, a non-profit organization devoted to helping animals in need. |
| Narrator | Jeff wants to donate his time and food for their annual fundraiser in exchange for title sponsorship of the event and to ride the coattails of the advertising and PR machine Martha will put behind it.      |
| Narrator | Jeff knows the publicity will result a big upswing in sales that will more than cover his costs, and he can write off the food and his time as a donation.  |
| Jeff     | Hello from Las Vegas! Only one more day at the show and then I'm headed back home.  |
| Martha   | Hi! How is the trade show? I hope it's successful and you left some time for fun too!   |
| Jeff     | The show has been incredible so far. It truly exceeded my expectations and I will be following up on leads for weeks! And what a foodie town, you can get any kind of food in world here.                     |
| Martha   | I can't wait to hear more about it!   |
| Jeff     | I was thinking about your annual House for Tails Fundraiser in July. I want to be part of it in a big way. I'll cater the event for free.   |
| Jeff     | In exchange, I just ask that you let me park two of my trucks outside and that all promotion, advertising and signage say, "Sponsored by Red Hot".  |
| Martha   | Are you sure?   |
| Jeff     | Promotion for some free food and the animals in your shelter get to reap the benefits? I'm 100% sure.   |
| Martha   | Jeff, I can't thank you enough. You've got a deal.  |
| Jeff     | I'm so happy to help. I'll be in touch tomorrow with the agreement. But now I have to run; the last day of the show starts in an hour and I have to open up my booth.   |
| Martha   | Thank you! Have a great show and safe travels back home.  |

## Listening Comprehension

|  |  |   |
|--|--|---|
| 1. What does "to cater" mean in this conversation?     | to provide for a client's emotional needs or demands during an event     |   |
|  | to make and serve food and drinks in a professional capacity at an event | x |
|  | to ask friends and family to provide food and beverages for an event     |   |
|  | to write and deliver speeches at a public event                          |   |
| 2. Pick the statement that is true for this situation: | Martha asked Chef Jeff to cater her event for free.                      |   |
|  | Chef Jeff owes Martha money and wants to make it up to her.              |   |
|  | Chef Jeff offered to cater Martha's event for free.                      | x |
|  | Chef Jeff is required to cater nonprofit events.                         |   |

|  |  |   |
|--|--|---|
| 3. Which of these pairs of adjectives best describes Chef Jeff?                    | self-absorbed, ambitious   |   |
|  | calm, forthright   |   |
|  | relieved, flexible   |   |
|  | driven, charitable   | x |
| 4. What does Chef Jeff want from Martha in exchange for his products and services? | He wants Martha to make him the main sponsor of the event.                   | x |
|  | He wants Martha to write a review of Red Hot for his blog.                   |   |
|  | He wants Martha to help him network with nonprofit executives.               |   |
|  | He wants Martha to sponsor his promotion and advertising.                    |   |
| 5. What benefit will Jeff get from catering the House for Tails event?             | He will get to film a commercial for his business for free.                  |   |
|  | He will get to promote his partnership with a nonprofit organization.        |   |
|  | He will gain publicity and positive PR (public relations).                   | x |
|  | He will be able to give a press release about his business to the attendees. |   |

### Conversation 1: Order Updates

|   |  |
|---|--|
| <p>During the last trade show, Chef Jeff secured a catering job with his longtime friend, Martha Shepherd. Martha is the director for House for Tails, a nonprofit animal welfare group and shelter. At the show, Chef Jeff offered to cater Martha's annual summer fundraiser.</p> |  |
| Nonprofit Director  | Hello Jeff! I can't believe it's only five days until the big House for Tails fundraising event. I still have so much work to do.              |
| Chef Jeff   | You will do great, Martha. You're an old pro and you know you don't have anything to worry about regarding the catering - we have you covered. |
| Chef Jeff   | Your advertising and PR look like they are really paying off. News about the event is everywhere!  |
| Nonprofit Director  | That's what I'm calling you about. K9 Radio Station asked to broadcast from the event.   |
| Nonprofit Director  | Since I said yes, they have been talking it up on the air. We have nearly doubled our ticket sales this week!                                  |
| Chef Jeff   | Wow, it's going to be a successful event!  |
| Nonprofit Director  | Hopefully... but can you handle the increased catering needs? It's a lot more than you signed up for. I can't ask you to pay for it.           |
| Chef Jeff   | Well, I know I can get the product, but a rush order to my dog and bun supplier will be a lot more expensive.                                  |



|                    |  |
|--------------------|--|
| Chef Jeff          | I'll tell you what. I planned on 600 dogs and drinks and 900 sides; I'll meet you halfway on anything extra.   |
| Nonprofit Director | Alright, you're on. Please send over an updated contract and I will sign it right away.  |
| Chef Jeff          | Sounds good. So... 600 dogs and drinks and 900 sides - no charge - and 50% retail for anything above and beyond. Got it.   |
| Chef Jeff          | I'll do that, but first I need to call my suppliers; we don't want to be caught a few dogs short! I'll have the contract to you by end of business today.                        |
| Chef Jeff          | Martha, I hope you don't mind if I try some of my new recipes at the event. There are ten I test marketed earlier in the year and officially introduced at the Catersource Expo. |
| Chef Jeff          | I'll have a healthy mix of my tried-and-true recipes and my new taste sensations. I think they will go over well!  |
| Nonprofit Director | Not a problem, Jeff. I look forward to trying them myself!   |

### Conversation Comprehension: Order Updates

|  |   |   |
|--|---|---|
| 1. How does Martha feel about her upcoming fundraising event?  | anxious, terrified  |   |
|  | confident, ambitious  |   |
|  | overwhelmed, flustered  | x |
|  | realistic, driven   |   |
| 2. What event caused ticket sales to spike?  | Martha's advertising and PR last month  |   |
|  | a viral video about the animal shelter  |   |
|  | news that Chef Jeff would be catering it  |   |
|  | publicity from a local radio station last week  | x |
| 3. With the event looking like it'll be so successful, what else do Martha and Chef Jeff have to consider? | More attendees means more food and drink will be consumed.  | x |
|  | More attendees means a need for more parking and security.  |   |
|  | More ticket sales means Martha needs to spend more in advertising.  |   |
|  | More catering means Martha can't afford to pay Chef Jeff.   |   |
| 4. What did Chef Jeff and Martha negotiate in regards to increased catering needs?                         | Martha would pay 50% of the price of any materials above a certain threshold.   | x |
|  | Martha and Chef Jeff will meet halfway to the venue to deliver the additional hot dogs, sides, and drinks.                    |   |
|  | Chef Jeff won't order anything extra until the contract has been signed, confirming the 50% discount on additional materials. |   |
|  | Chef Jeff will use the extra hot dogs to test out some of his new recipes on the crowd.                                       |   |

|  |   |   |
|--|---|---|
| 5. Which phrase indicates that the terms of Chef Jeff's and Martha's contract have changed because of the new quantity of food required? | I know I can get the product, but a rush order to my dog and bun supplier will be a lot more expensive. |   |
|  | It's a lot more than you signed up for. I can't ask you to pay for it!                                  | x |
|  | I'll do that, but first I need to call my suppliers; we don't want to be caught a few dogs short!       |   |

## Conversation 2: Rush Order Negotiation

|   |   |  |
|---|---|--|
| Chef Jeff of Red Hot is catering a fundraising event. However, five days before, the event organizer called to say her ticket sales are nearly double what they originally anticipated. After their phone call, Jeff immediately calls his hot dog and bun supplier to see if he can handle the increased catering needs. |   |  |
| Supplier  | Matt Johnson, how can I help you?   |  |
| Chef Jeff   | Matt, this is Chef Jeff at Red Hot. I have a rush order. I need 450 buns added to the Wednesday order.  |  |
| Supplier  | Let me take a look, Jeff. OK, here's your order... Checking inventory, just a sec.  |  |
| Supplier  | We have 300 in stock I can send you. The shipment isn't leaving until tomorrow morning, so there is no upcharge for delivery.                               |  |
| Chef Jeff   | Thanks, Matt, much appreciated; but I need 450. I am catering an event and I can't be caught short.   |  |
| Supplier  | Give me an hour, I have a couple of ideas. Don't worry, we'll come up with a solution to take care of you.  |  |
| Chef Jeff   | Thanks, Matt, I look forward to hearing from you in an hour.  |  |
| Chef Jeff   | This is Chef Jeff.  |  |
| Supplier  | Chef Jeff, it's Matt Johnson. I've got a couple of options for you.   |  |
| Supplier  | We will have more buns on Thursday and can have them to you by Friday afternoon. However, we'd need to expedite shipping, so it would carry a 20% upcharge. |  |
| Supplier  | But listen to this, I also checked with the other reps and I think I found a great solution.  |  |
| Supplier  | Billy's Brats in Lexington is overstocked on buns.  |  |
| Supplier  | We can work out a deal to pick them up from him and get them to you; but we can't get them there before Saturday at 9.                                      |  |
| Supplier  | There's no extra shipping charge for that and we can get him product next week to cover his needs. Everyone's happy. What do you think?                     |  |
| Chef Jeff   | The event is Saturday and that only gives me two hours before it starts.  |  |
| Chef Jeff   | That is a great solution, but I just don't want to chance it. I need to make sure I have the event covered.   |  |
| Chef Jeff   | I'll take the 20% upcharge for shipping if you can guarantee they make it here on Friday afternoon.   |  |

|           |   |
|-----------|---|
| Supplier  | Jeff, you have my word. I'll draw up the paperwork, send you a purchase order and get the bill of lading ready. |
| Chef Jeff | Thanks, Matt, sounds good. I appreciate the help.   |

### Conversation Comprehension: Rush Order Negotiation

|  |  |   |
|--|--|---|
| 1. You could say the supplier has a ____ attitude.                                   | good-for-nothing   |   |
|  | gung-ho  |   |
|  | can-do   | x |
|  | ne'er-do-well  |   |
| 2. What are the details of the option involving Chef Jeff's current supplier?        | The supplier can request rush shipping of the product at an additional cost, and deliver the product the day before the fundraising event. | x |
|  | Chef Jeff can purchase different, but similar, buns at 20% above what he usually pays and take delivery of them later in the week.         |   |
|  | The supplier confirms that inventory is too low to accommodate an additional order right now.  |   |
| 3. What are the details of the option involving Billy's Brats?                       | The supplier buys extra product from another vendor and delivers it on the day of the fundraising event.                                   | x |
|  | The supplier guarantees an on-time delivery of the buns on Saturday.   |   |
|  | The supplier waives the delivery charge of Billy Brat's next order as a thanks for helping out.  |   |
| 4. What's Chef Jeff's attitude toward the rush order options Matt presents him with? | cautious and sensible  | x |
|  | ambitious and creative   |   |
|  | flexible and unconcerned   |   |
|  | worried and surprised  |   |
| 5. Which option does Chef Jeff choose to go with?                                    | negotiating more product from a new vendor   |   |
|  | paying more money and asking for a rush shipment from a known supplier   | x |
|  | taking his chances with his initial supply volume  |   |

# Customer Service: Retail Store Exchange

## Unit Objectives

### **Introduction:**

Read a magazine article about retail theft called “Sticky Fingers Causing Serious Losses” and answer comprehension questions to test your understanding.

### **Conversation:**

A customer works with a retail employee to exchange a purchase. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### **What Would You Say?**

Choose what you would say in a conversation between a sales clerk and a customer who would like to exchange a purchase, but is behaving suspiciously.



## STICKY FINGERS causing **serious** losses

Lt. Samuel McDougal of Bradley Valley P.D. recollects the afternoon of December 26, 2015. "It was pandemonium. Our department got a call from mall security personnel, explaining their situation. Middle school-aged kids were **shoplifting** and employees everywhere were terrorized. A **salesperson** for Wendy's Fudge was shaking. "I never liked children. I saw a group of suspicious-looking children enter. I asked them, **'Can I help you find anything?'** When no one replied, I demanded to know where their parents were. Then the tallest one of the group screamed out, 'Just get the chocolate boxes and put them in my bag!' Suddenly, the kids were vandalizing our **show window** and stealing everything. They were so aggressive, I cowered behind the **cash register**. After that incident, I feel like I've been scarred for life!" It was the first time in national history that the police were forced to book so many young shoplifters for petit larceny and other criminal charges.



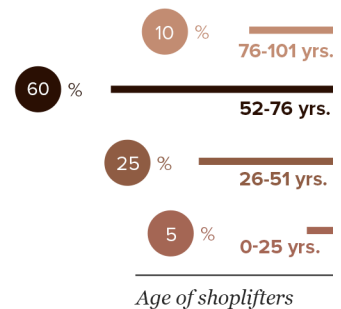
*Shoplifting causes a **\$10 billion loss** of annual profits to retailers.*

*Gourmet chocolate is one of the **top ten shoplifted items** during and after the holidays.*

**M**ost of the recovered merchandise had been gourmet chocolate bars and boxes. Gourmet chocolate is one of the top ten most shoplifted products during and after the holidays, even when **winter clearance sales** offer them at 50% to 80% off. Surprisingly, the average age of shoplifters that pocket gourmet chocolate is 55.

Nevertheless, shoplifting causes a \$10 billion loss of annual profits to retailers. Maryland plans to increase local and state sale taxes by 1% to cover the experienced losses. **Retail** stores in Bradley Valley Mall amped up their security for the after-Christmas sales. One chocolate store decided to

lock their most expensive gourmet chocolate bars made from Ecuadorian beans in individual security cases. Other outlet venues decided to hire more security guards, store detectives, and protection specialists to let potential buyers know that they are being closely monitored, although complaints of increased racial profiling have been on the rise.



## Reading Comprehension

|  |   |   |
|--|---|---|
| 1. What caused gourmet chocolate bars to be put in individual security cases?  | paranoia  |   |
|  | the increase in local and state sales taxes   |   |
|  | after-Christmas/holiday sales   |   |
|  | shoplifting   | x |
| 2. Which of these words describe the following sentences? "Lt. Samuel McDougal of Bradley Valley P.D. recalls the afternoon of December 26, 2015. 'It was pandemonium.'" | cause and effect  |   |
|  | addition  |   |
|  | summary   | x |
|  | contrast  |   |
| 3. What was one of the effects of the shoplifting incident that occurred in Bradley Valley?  | a \$10-million-dollar loss of annual profits  |   |
|  | a decrease of winter clearance sales  |   |
|  | an increase in store security   | x |
|  | an increase of state sales taxes  |   |
| 4. Which of these sentences uses "pandemonium" correctly?  | The crowd experienced pandemonium when their favorite TV show was cancelled.                              |   |
|  | There was pandemonium in the stadium after the local football team won the championship.                  | x |
|  | The children were instructed to be on their best behavior: It was pandemonium.                            |   |
| 5. Which of these statements would the author of this article support?   | Shoplifting statistics and case studies have determined that most of the crimes are done because of need. |   |
|  | Children require strict supervision so they do not engage in criminal activities.                         |   |
|  | One of the most harmful forms of shrinkage that retailers experience annually is shoplifting.             | x |

## Conversation: Exchanging a Product 1

|   |   |
|---|---|
| Jacob has discovered that he bought the wrong product from a premium food retailer. Worried, he returns to the retail store and talks with Marie, an employee in charge of the sales counter. |   |
| Store Clerk   | Happy New Year's Eve! How can I help you on this chilly winter day?   |
| Customer  | Last week, I bought this Chocolate Lovers Gift Tower as a gift for my neighbor.   |
| Store Clerk   | Oh yes, that's one of our best sellers. That's the one with the chocolate truffles, pralines, and malt balls.   |
| Customer  | It was such a bargain! But I'm kicking myself for not reading the ingredients.  |
| Customer  | My neighbor is allergic to nuts and those pralines are made with pecans.  |
| Customer  | I'm in a time crunch, as I'm heading over to her house this afternoon for a New Year's Eve party.   |
| Customer  | I know you don't usually do refunds, but is there any way I can return the chocolate tower? I haven't opened the box or anything.                         |
| Store Clerk   | I'm sure that we can work something out. Do you have your receipt?  |
| Customer  | No, I threw it away without thinking.   |
| Store Clerk   | That's alright. We can look it up with your phone number.   |
| Customer  | Sure, it's 617-555-9780.  |
| Store Clerk   | Hmm. I'm not seeing any purchases under that phone number.  |
| Store Clerk   | Unfortunately, without a receipt, I can only do store credit or an exchange.  |
| Customer  | Maybe we could swap the chocolate for something without nuts.   |
| Store Clerk   | Does your neighbor like popcorn? We have a gourmet popcorn tin with four assorted flavors.  |
| Store Clerk   | It's the same price as the chocolate gift tower, so it would be an even exchange.   |
| Customer  | It says right on the box that this popcorn is produced in a wheat- and nut-free facility, so it should be safe for her to eat. This will be a great gift! |
| Store Clerk   | Here is your new receipt. Please note that the value of the chocolate tower has been put towards the final balance. Can I help you find anything else?    |
| Customer  | No, thank you, you've been very helpful. I was so worried when I came up to this register, and you solved my problem in no time. Happy New Year!          |
| Store Clerk   | Thanks! Happy New Year to you, too!   |

## Conversation Comprehension: Exchanging a Product 1

|  |  |   |
|--|--|---|
| 1. How would you describe the store clerk's tone during this conversation?                         | friendly and ready to assist   | x |
|  | enthusiastic and scattered   |   |
|  | overbearing and coming on too strong   |   |
|  | skeptical and bored  |   |
| 2. What event on the part of the customer caused this situation to happen?                         | a coincidence  |   |
|  | a policy change  |   |
|  | discrimination   |   |
|  | an oversight   | x |
| 3. Why did the store clerk ask for a phone number for the return?                                  | to look up the customer's account and see his purchase history                   | x |
|  | to call to verify the customer's identity  |   |
|  | to check the customer's credit score   |   |
| 4. What needs to be true for the customer to return the Chocolate Tower he purchased for a refund? | The package must be unopened and he needs the receipt.                           | x |
|  | The customer must demonstrate proof of allergies to the product.                 |   |
|  | The customer must ask the employee nicely to work out a solution.                |   |
| 5. Which of these things is not true about an even exchange?                                       | The new item costs the same as the original purchase.                            |   |
|  | The customer can buy something later for the amount of the original purchase.    |   |
|  | The new item can be more expensive, as long as the customer pays the difference. | x |



## What Would You Say: Exchanging a Product 2

|  |   |
|--|---|
| Cynthia purchased a box of chocolates from a gourmet foods and gifts store. Marie, the store clerk, must figure out why her customer is dissatisfied.  |   |
| <b>Happy New Year's Eve! What can I do for you on this chilly winter day?</b>  |   |
| I am extremely restless. I'm upset about this chocolate and would like to return it. I bought it last week as a gift for my grandson, but one mouthful sent him into shock!  |   |
| I have a serious complaint. This chocolate almost killed my grandson! It wasn't supposed to contain any nuts, but one bite caused an allergic reaction.  | x |
| I purchased this box of chocolate last week for my grandson for a Valentine's Day surprise. He took one bite and collapsed into shock due to his allergies.  |   |
| <b>The customer seems to have another motive for returning the opened box of chocolates.</b>   |   |
| <b>I'm truly sorry to hear about your grandson, ma'am. I can assure you, all of our products are made in-house and are certified nut-free.</b>   |   |
| Well, I have never seen this certificate, and my grandson can't read, so the label didn't do any good. What you should do is give me that gift basket in the window.   |   |
| At the very least, I'd like some compensation for my troubles. How about one of your big gift baskets in the window?   | x |
| If all your products are never nut-free, then how did my nephew and grandson get sick? Honestly, I have half a mind to complain to the Better Business Bureau.   |   |
| <b>The store clerk remains professional despite the customer's suspicious behavior. She offers the customer a reasonable solution, but the customer insists the clerk leave the room to get her manager.</b>                     |   |
| <b>We can accept the return of your purchase, and I can give you an in-store credit, but the gift baskets exceed the value of the box of chocolates. You'd have to make up the difference in price to complete the purchase.</b> |   |
| To your credit, young lady, that sounds suspicious. I demand to see your store manager immediately!  |   |
| This solution is disreasonable, as far as I'm concerned. You cannot compare the two. I must speak with your manager.   |   |
| That's completely unacceptable. I can see you're not going to be reasonable. I want to speak to your boss. Where's the manager?  | x |
| I can't accept that! I don't want your makeup, and I certainly don't want your credit. Now please get your manager!  |   |

|   |   |
|---|---|
| When the manager arrives, they find the customer is leaving the store with unpaid merchandise. The anti-theft alarm goes off and the woman is apprehended. The store security guard talks to the sales clerk. |   |
| Can you believe that woman had over \$250.00 worth of chocolate in her bag? I don't know how she managed it.  |   |
| That notorious thief wanted me to leave the counter to get the manager. That's how she stole so much while I wasn't looking.  |   |
| For all intensive purposes, it's my fault she got her hands on our most valuable products. We're so lucky she was caught!   |   |
| When she asked for the manager, she must have been hoping I'd leave the counter so she could get her hands on our most expensive merchandise.   | x |
| The security guard talks to the store clerk about loss from shoplifting.  |   |
| What do you think we should do prevent shoplifting in our store?  |   |
| I'll sit down with the manager to come up with a comprehensive plan. In the meantime, we really should lock our most expensive merchandise in security cases.   | x |
| This is really effecting our bottom line. I'm going to suggest a staff training session on loss prevention.   |   |
| We shouldn't take any chances with these criminals. Having a security background, they should be locked up.   |   |
| A zero-tolerance policy is the best approach. We should have the store headquarters persecute thieves to the full extent of the law.  |   |

# Product Development: Market Research

## Unit Objectives

### **Introduction:**

Read an email from a product manager to her company announcing the market research plan for a new product and answer comprehension questions to test your understanding.

### **Conversation:**

Granite State Dental Products' marketing associate meets with a product manager to hash out the details and goals of their upcoming market research and focus testing phase for a new product. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### **What Would You Say?**

Choose what you would say in a conversation between a product manager and a marketing associate as they discuss product testing.

## Introduction: Market Research Announcement

New, All-Organic Manuka Honey Licorice Toothpaste

Message

DeleteArchive

ReplyReply All

ForwardAttachment

Meeting

MoveJunkRules

Read/UnreadCategorizeFollow Up

Customer Manager

New, All-Organic Manuka Honey Licorice Toothpaste

SW

[ejchooze@gsdp.com](mailto:ejchooze@gsdp.com)

Thursday, May 11, 2017 at 9:55 AM

To: (Granite State Dental Products Employees)

To all employees,

As you know, we have been developing our new Manuka Honey Licorice Organic Toothpaste for the last year. Our preliminary research shows the market for organic toothpaste is growing. Manuka Honey is very popular today among people who purchase organic products and, when paired with licorice, creates a flavor combination shown to be uniquely appealing.

This week, we'll begin our month-long market research in 5 key US markets – Chicago, Los Angeles, Houston, Atlanta, and Boston.

We will conduct two qualitative studies, both with force-ranked surveys, to determine which formula is most appealing and to find out what positioning is better received by the target market.

For messaging, packaging, and advertising, we will conduct a focus group with seven participants in each of the target markets. We will incorporate classic A/B testing to determine which messages and executions resonate best with the audience.

Once we are done with our market research, we will enter our final product production phase gate. Marketing will fine-tune the best advertising and packaging designs, launch our advertising and social media, and kick off our public relations campaign. We are on target to have the product on store shelves in four months!

Thank you all for your hard work up to this point. It has been a long road; but I am confident that our efforts will result in us capturing 14% of the growing organic flavored toothpaste market within the next four years.

For questions related to market research, please contact product manager, Marina Gonzalez ([mgonzalez@gsdp.com](mailto:mgonzalez@gsdp.com)). For questions related to marketing, please contact marketing associate, Tim Kaelin ([tkaelin@gsdp.com](mailto:tkaelin@gsdp.com)).

As always, GSDP strives to create products made with the finest ingredients that really work.

Sincerely,

**Emily Jackson-Chooze**  
Director of Product Management  
Granite State Dental Products

## Reading Comprehension

|   |   |   |
|---|---|---|
| 1. Which sentence best summarizes this email?   | GSDP has finalized the new product formula and is ready for manufacturing and distribution.                             |   |
|   | GSDP is announcing its market research plan to inform marketing and product production.                                 | x |
|   | GSDP will use force-ranked surveys and classic A/B testing will determine whether the product launch will move forward. |   |
| 2. Which of these topics would be appropriate to send in an email to Tim Kaelin?      | queries about the deadline for the product testing phase  |   |
|   | types of advertisements to use in the social media campaign   | x |
|   | health effects of all-organic toothpaste in long-term blind studies   |   |
| 3. Which of these topics would be appropriate to send in an email to Marina Gonzalez? | ongoing product publicity and public relations  |   |
|   | organic search engine results and keyword optimization  |   |
|   | projected growth in the organic oral hygiene products market  | x |
|   | hiring a certifying agent to verify GSDP's production process meets USDA organic standards                              |   |
| 4. What won't GSDP do A/B testing for?  | flavor preference   | x |
|   | packaging   |   |
|   | slogans/messaging   |   |
|   | advertising   |   |
| 5. Which of these steps did GSDP need to complete first in their market research?     | launch advertising and social media   |   |
|   | determine which positioning resonates best with consumers   |   |
|   | conduct force-ranked surveys to determine product formula   |   |
|   | determine key markets   | x |

## Conversation: Market Research Details

|   |   |
|---|---|
| Granite State Dental Products' marketing associate meets with a product manager to hash out the details and goals of their upcoming market research and focus testing phase for Manuka Honey Licorice Organic Toothpaste. |   |
| Product Manager   | Our third-party market data strongly suggests that the organic dental product market is growing at a tremendous rate. |
| Product Manager   | With a forecasted 30% annual growth, the market will be at 7.5 million dollars in the next four years.                |

|                     |  |
|---------------------|--|
| Marketing Associate | ...And Manuka honey is trending today among people who purchase organic products.  |
| Marketing Associate | I know we can jump on that bandwagon and drive sales through our advertising and branding.   |
| Product Manager     | There are a lot of ways we could go wrong with taste, so we have to make sure we get it right.   |
| Product Manager     | I want to test our top three variations in targeted market research to determine the best flavor.  |
| Marketing Associate | Ok, so you'll conduct the in-home testing with the different product formulas and follow up with a force-ranked survey.  |
| Marketing Associate | The feedback we get will be helpful for my marketing survey. What size sample group are you working with?  |
| Product Manager     | We have 200 individuals in each of the five key markets that will test our top three formulas for one month.   |
| Product Manager     | Every week, each participant will fill out a survey that includes a mix of open-ended and closed questions.  |
| Product Manager     | Their answers will allow us to determine which formula is best.  |
| Marketing Associate | I suggest we up our sample to 500 people from each of the key markets; we really want to kill it with advertising and we need a statistically meaningful sample to do it.                  |
| Product Manager     | You better kill it on marketing; we've got a strong forecast for this product. Once my market research is complete, we'll know we'll have the best tasting product.                        |
| Product Manager     | Manuka honey is from New Zealand, right? We know that people like honey and licorice, but how do we get people to say "New Zealand, honey, licorice... toothpaste? I think I'll try that!" |
| Marketing Associate | The preliminary market research indicates that, because of popular culture, New Zealand, and things from New Zealand, are very hot right now.  |
| Marketing Associate | We've come up with three lead messages we'd like to test with audiences, keeping that in mind.   |
| Marketing Associate | We were thinking of positioning our advertising and product design options to incorporate New Zealand elements.  |
| Marketing Associate | That way, we can tie our product to the unspoiled beauty and natural wonder that is New Zealand.   |
| Marketing Associate | I have a feeling we'll have better results with the "natural ingredients from the most natural place, New Zealand" or "Keep your smile sweet with Manuka honey and licorice".              |
| Product Manager     | Obviously, we need to make sure that one of the key components of our message is "When used correctly and consistently, this product cleans teeth and prevents gingivitis."                |
| Marketing Associate | Of course, we could always go with "Honey and licorice from a brand you trust, Granite State Dental Products".   |
| Marketing Associate | I'll try out a few of these with our focus group and see which resonates best with them.   |

## Conversation Comprehension: Market Research Details

|   |  |   |
|---|--|---|
| 1. Listen to each of the conversation lines listed below. Which suggests that Manuka honey licorice toothpaste will be successful on the market?              | line 11  |   |
|   | line 13  | x |
|   | line 18  |   |
| 2. What does the marketing associate mean by “jump on that bandwagon” in line 4?  | Granite State Dental is going to take advantage of Manuka honey’s current popularity among people who buy organic dental products to release a new toothpaste. | x |
|   | The marketing team forecasts enormous market growth for organic dental products because people who buy organic products are spending more money.               |   |
| 3. What is the first step in positioning Manuka honey licorice toothpaste in the consumer market?   | product design   |   |
|   | gathering market data  | x |
|   | conducting market research via audience testing  |   |
|   | advertising the product  |   |
| 4. Which aspect of market research is not applicable to the launch of the new Manuka honey toothpaste?  | testing in multiple cities around the United States  |   |
|   | having testers fill out surveys with both multiple choice and open-ended questions   |   |
|   | asking testers to talk to their friends about the product  | x |
|   | testing the product over several weeks to form an impression   |   |
| 5. In line 19, “Natural ingredients from the most natural place, New Zealand.” and “Keep your smile sweet with Manuka honey and licorice.” are examples of... | market research  |   |
|   | product formulas   |   |
|   | product messaging  | x |
|   | key components   |   |
| 6. Which of these comes last in the market research process?  | determining focus group size   |   |
|   | getting marketing survey feedback  |   |
|   | testing lead messages with audiences   |   |
|   | deciding on product packaging  | x |

## What Would You Say: Product Testing

|   |   |
|---|---|
| Tim, the marketing associate, and Marina, the product manager for Manuka Honey Licorice Toothpaste, are having a high-level discussion about their respective teams' thoughts on product testing.   |   |
| The product team will need marketing's assistance in setting up several focus groups. What do you anticipate being the best approach?   |   |
| In my experience, hiring a third-party company to facilitate the groups always works best. That way, our employees don't sway the conversation one way or another.  | x |
| Third-parties inside the company act as the best mediators between our two teams. That way, they can analyze if the strategies we're implementing will be effective on our target group.  |   |
| Tim has extensive experience conducting tests and surveys to narrow down product and marketing choices and get the answers he needs.  |   |
| From a marketing perspective, how do you suggest starting our research? Would it be beneficial for the marketing team to conduct A/B tests of the color of the packaging, proposed slogans, and key messaging in social media ads? We can use this data to further develop the product. |   |
| My gut feeling is to start with testing out category A, which will be proposed slogans, against category B, which will be the color of the packaging, to see which customers like better: slogans or packaging.   |   |
| Let's run an A/B test in our five key markets on two of your most promising slogans first. As we find out what works, we can move on to packaging and social media messaging.   | x |
| Marina is excited about the forecasted growth in the organic hygiene products market, but Tim first wants to make sure the product they are currently working on is well-received.  |   |
| I can't help but think we should make a whole product line of organic flavored toothpastes.   |   |
| Great idea! My sales forecast predicts that a whole line of flavored mouthwash might expedite profits by 2% from impulse buying in key markets.   |   |
| Marketing a licorice flavored toothpaste is difficult enough. I don't even know what organic flavor tastes like.  |   |
| Let's focus on the task at hand here. We want to know if Manuka Honey Licorice Toothpaste is going to be a hit with the masses before we think about other flavors.   | x |
| Tim agrees with Marina that publicizing their product through word-of-mouth is a good strategy.   |   |
| Do you think your marketing team could hire some brand ambassadors to hit the streets and pass out samples of the product in our key test markets?  |   |
| Definitely! If we're proactive about hitting the streets, the brand ambassadors will market the samples enthusiastically, subverting our image.   |   |
| Absolutely! The more we can get the word out about the product, the better. Within these cities we're testing, I'm sure we'll find college students looking to earn a little extra cash.  | x |



Tim and Marina come up with an idea to help publicize their product with local professionals and businesses.

**We should contact established dentists in the five key market areas, and provide them early access to the product, as well as samples to hand out to patients.**

I think we're on the right track. Once we found these dentists, we'll get them to cooperate in our program with incentives and free publicity.

Agreed, it would be helpful to have some advocates in the industry. We could even contact local pharmacies and grocery stores and provide them with promotional materials.

x

# Search Engine Marketing - Part 1: Pay-Per-Click Advertising

## Unit Objectives

### **Introduction:**

Read a passage about the basics of pay-per-click (PPC) advertising and answer comprehension questions to test your understanding.

### **Conversation:**

The online marketing manager for an online footwear retailer discusses the results of her pay-per-click campaign with the financial manager. Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### **What Would You Say?**

Choose what you would say in a conversation between a product manager and a marketing associate as they discuss product testing.

## Introduction: PPC Basics

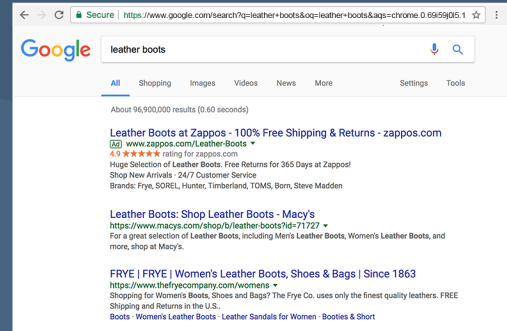


### Pay-Per-Click Advertising

Search Engine Marketing (SEM) is the process by which businesses get noticed online in search engine results. There are two major components to SEM: paid and organic. Paid SEM involves promoting websites by increasing their visibility in search engine results pages (SERPs). Typically, companies pay per click (PPC) for these sponsored search listings. Organic SEM is based on search engine optimization (SEO) of the website.

Looking more closely at PPC, the most common way to use PPC advertising is with Google AdWords or Bing Ads. A business will buy inclusion in search result listings based on the search words and phrases they'd like to appear for. Depending on the popularity of these keywords and how frequently the business wants to appear in search results, the search engine sets a price per click. More popular and frequently-used keywords are often more expensive.

When you use a search engine like Google or Bing, PPC results have the word “Sponsored” or “Ad” on them. When someone clicks on one of those sponsored results, the company is charged the per click price set by the search engine and agreed to by the business.



#### IMAGE

Paid and organic search results in Google. Note that sponsored listings appear above organic search results.

## Reading Comprehension

|  |   |   |
|--|---|---|
| 1. What is Search Engine Marketing?  | paid search engine results based on keyword optimization                        |   |
|  | a way to get businesses noticed online in search engine results                 | x |
|  | a list of keywords that advertisers use to show up in SERPs                     |   |
|  | sponsored ads that cost money every time someone searches for specific keywords |   |
| 2. Who pays per click in PPC advertising?                                    | companies who have purchased keywords   | x |
|  | search engines like Google or Bing  |   |
|  | customers searching on keywords   |   |
|  | marketing programs like Google AdWords or Bing Ads                              |   |
| 3. How can you recognize a PPC ad?   | It appears in a separate browser tab.   |   |
|  | It has image, video or audio elements.  |   |
|  | It says PPC below the text.   |   |
|  | It says “Sponsored” or “Ad”.  | x |
| 4. Which keyword is a shoe retailer unlikely to bid on for PPC ad placement? | buy shoes online  |   |
|  | cobbler near me   | x |
|  | black pumps   |   |
|  | cheap women’s sneakers  |   |
| 5. Which of these keywords is likely to have the highest cost per click?     | wingtips  |   |
|  | chukka  |   |
|  | men’s boots   | x |
|  | handmade Italian leather high heels   |   |
| 6. What is another word for “paid” as in “paid search results”?              | organic   |   |
|  | sponsored   | x |
|  | popular   |   |
|  | charged   |   |

## Conversation: PPC Results

|   |   |
|---|---|
| Karly, the online marketing manager for Sneaks and Kleats, is in a monthly status meeting with the financial manager, Frank. They are discussing the results of her pay-per-click (PPC) campaign in Google AdWords. |   |
| Online Marketing Manager  | This month, I researched and bid on keywords needed to promote our spring sports shoes in Google AdWords.   |
| Online Marketing Manager  | Of course, I started with basic keywords like “soccer”, “cleats”, “tennis shoes” and “hiking boots”... These are terms that we’ve been unable to rank on organically. |
| Financial Manager   | It seems like many people would be searching for those terms. Were ad clicks from those search results profitable?  |
| Online Marketing Manager  | Our sponsored search results received a high number of clicks, but conversion rate from ad click to sale was low.   |
| Financial Manager   | It sounds like these ads were too broadly targeted. What is your recommendation to optimize the campaign?   |
| Online Marketing Manager  | We researched long tail keywords to improve our ad targeting and found that these ads brought in a highly qualified ad click.   |
| Online Marketing Manager  | Conversion rates from ad click to sale increased because we were linking the ad to the product they were specifically searching for.                                  |
| Online Marketing Manager  | For example, searches that we bid on included “soccer cleats for grass” or “tennis shoes for clay”.   |
| Online Marketing Manager  | I ended up bidding on about ten of these types of searches.   |
| Financial Manager   | That sounds promising! What were the results for the long tail keywords? Were they profitable?  |
| Online Marketing Manager  | My monthly budget was \$1,000. Our campaign delivered 600 ad clicks.  |
| Online Marketing Manager  | Of those 600 ad clicks, 200 turned into sales, with an average order value of \$25.   |
| Online Marketing Manager  | Our campaign resulted in \$5,000 in sales for a \$1,000 ad spend.   |
| Financial Manager   | That is an excellent return on investment. Can you foresee scaling the campaign while maintaining a similar profitability?  |
| Online Marketing Manager  | Yes, PPC will work for any of our sports shoes, but results will vary every month due to the seasonal nature of our industry.   |
| Online Marketing Manager  | Search volume and ad clicks for our targeted keywords can increase or decrease depending on the sport season.   |
| Online Marketing Manager  | Conversion rates from ad click to sale will also reflect that.  |

|                          |  |
|--------------------------|--|
| Online Marketing Manager | I'm in the process of planning campaigns around sports seasons. This can help improve results.                   |
| Financial Manager        | True, that makes sense. I'll talk to Margorie, our Comptroller, about getting an approval for a budget increase. |

### Conversation Comprehension: PPC Results

|   |   |   |
|---|---|---|
| 1. What were the results of using basic keywords that broadly targeted customers looking for sports shoes?  | A lot of people clicked through from the search results to the website, but not a lot of those people bought shoes. | x |
|   | The company saved money on bidding for long tail searches.  |   |
|   | The company started ranking organically, something they'd had problems with in the past.                            |   |
| 2. After her PPC success in the spring and summer, Karly starts researching new/different keywords related to football, volleyball, and soccer cleats in the fall. This is an example of: | adapting a campaign to fit the sports season  | x |
|   | maintaining a level of profitability  |   |
|   | scaling the campaign  |   |
| 3. What is Karly describing in lines 11 through 13?   | campaign optimization   |   |
|   | monthly ad spend budget   |   |
|   | average order value   |   |
|   | return on investment  | x |
| 4. What does Frank, the finance manager, mean when he asks about "scaling the campaign while maintaining a similar profitability" in Line 14?   | Will the campaign be able to grow at a sustainable rate while still earning money?                                  | x |
|   | Can the campaign be better balanced between SEO and PPC to save on big ad buys?                                     |   |
|   | Can the campaign be pared back while still turning a profit?  |   |
| 5. What's another way Karly could have phrased line 7?  | Shoe sales decreased because ads were too specific.   |   |
|   | Shoe sales increased due to generic ads.  |   |
|   | Shoe sales increased from targeted ads.   | x |

## What Would You Say: PPC Q&A

|  |   |
|--|---|
| Julie is a new intern at Sneaks and Kleats, an online footwear retailer. Karly, the online marketing manager, meets with her.  |   |
| <b>Welcome aboard, Julie. It's great to have you here as an intern. Our mission this summer will be to drive qualified traffic from search engines to our site and increase sales for the fall sports season.</b>  |   |
| I'm glad to be here and I hope to contribute to this future and success.   |   |
| I'm so glad to be here and oversee all that you do in this department.   |   |
| I am grateful for this opportunity and am looking forward to learning a lot.   | x |
| Thank you so much. I can assure you, my best service is the bottom line.   |   |
| <b>Karly tells her intern, Julie, about her process of analyzing keywords based on frequency of use and results.</b>   |   |
| <b>I have some experience with organic SEO, but this is my first time with PPC advertising. How do you identify trends in demand to decide which keywords to spend money on?</b>   |   |
| We do a lot of research on relevant, long tail keywords. Then, we look to see which ones are searched for the most, but used the least by our competitors.   | x |
| When it comes to long tail keywords, we work a lot with our intuition. That is, getting a feel for what's on the customer's mind and anticipating what they'll like.   |   |
| Well, over time we've come up with a list of keywords that suit our company well. We like to stick with that and don't really change our approach.   |   |
| <b>Karly explains how to make their PPC campaign better after a performance analysis.</b>  |   |
| <b>Some keywords perform better than others, of course, so we have to look at the return on investment, or ROI, for each keyword. We then distribute funds to the ones that do well, and remove funds from the ones that aren't as successful.</b>               |   |
| Of course! This is called sponsored search listings.   |   |
| I remember this! This is called keyword depreciation.  |   |
| They taught this in marketing class! Isn't that called return on investment?   |   |
| I remember this from class. It's called campaign optimization.   | x |
| <b>Karly, the online marketing manager, asks new intern Julie for her input on using PPC advertising to drive qualified customers towards purchasing footwear.</b>   |   |
| <b>We began our last campaign bidding on basic keywords, but found they were too broadly targeted for customers: Lots of people clicked, but few people bought. What sort of keyword would you suggest to improve our conversion rate from ad click to sale?</b> |   |
| I'd pick something even more universal, like "boots". More people will be directed to the website; they just have to navigate to the product they're interested in.  |   |
| Maybe something more specific so customers who know what they're looking for can find it, like "waterproof hiking boots" or "women's trail running shoes".   | x |
| It seems like we'd want to relate the customer's interests to their buying needs. If they're looking to buy cleats, they may search for "soccer club" or "track and field records".  |   |

|  |   |
|--|---|
| Julie, the intern, wants to know how to stay within budget.  |   |
| How can we control our spending on a PPC advertising campaign?   |   |
| Google AdWords will set a maximum number of search result listings any time someone clicks on an ad. Once we hit that number, the ads will stop running.   |   |
| We can set a maximum dollar amount with a service like Google AdWords. They will charge us the current cost per click on a particular keyword until our budget has been depleted.                      | x |
| We have to set a maximum revenue in Google AdWords based on each click, then measure those results each month.   |   |
| Karly explains another way to manage the costs of a PPC campaign   |   |
| Is setting a maximum dollar amount the only way to control our PPC advertising spending? If there are a lot of busy shopping days, we might hit our total spending cap before the end of the campaign! |   |
| We can also manage our costs by designating a daily spending amount in our campaign settings. This budget cap prevents our campaign spending from exceeding a certain amount per day.                  | x |
| We love when our customers purchase from us, but unfortunately, it can be hit or miss when it comes to exceeding our spending cap. That's one of the downsides of managing costs for PPC campaigns.    |   |
| Julie knows that every business considers a PPC campaign effective for different reasons.  |   |
| What metrics are Sneaks and Kleats looking at to determine how successful our PPC campaign was?  |   |
| Great question, Julie! In this campaign, we're focused on how many people opt out of the ad when it appears in search results and compare that to how much they buy.                                   |   |
| That's an important question to ask! Right now, we're focusing on measuring the conversion rate from ad clicks to online sales.  | x |



# Search Engine Marketing - Part 2: Search Engine Optimization

## Unit Objectives

### **Introduction:**

Read a passage about the basics of organic search engine optimization and answer comprehension questions to test your understanding.

### **Conversation:**

The online marketing manager for an online footwear retailer works with her associate to determine the cause of low rankings on SERPs (search engine results pages). Work with the conversation text to develop a deeper understanding of the grammar and vocabulary used in this domain.

### **What Would You Say?**

Choose what you would say in a conversation between an online marketing manager and a marketing associate as they discuss product testing.

### Search Engine Optimization

Search Engine Marketing (SEM) is the process by which businesses get noticed online in search engine results. There are two major components to SEM: paid and organic. Organic results are achieved through SEO practices. These web pages appear in order of relevancy to the keywords entered into a search engine.

SEO is the way in which businesses get their web pages to rank on search engine result pages (SERPs) without spending any money on advertising. The most important part of SEO is conducting keyword research to find the right keywords, and then optimizing your website content around them (e.g. keywords, page content, URL, etc.). The key is to use words that people will likely search on, but are not heavily used by competitors. Often, marketers use longtail keywords to increase the likelihood of finding keywords that aren't used by competitors, but are still popular. They're usually at least three words long, and tend to be more specific to the product being sold than simple keywords.

In addition, the keywords used must be relevant to the site. Search engines use algorithms to determine how relevant the information on a web page is to the keywords being used. If they don't match, the web page doesn't rank well in a search.

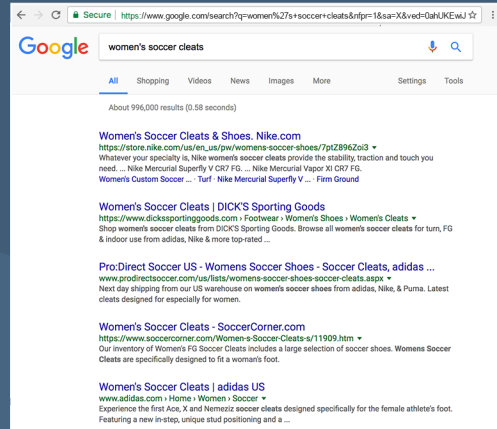


IMAGE 1

Top organic search results for "women's soccer cleats". Note that keywords appear in bold and that exact matches rank higher on the page than "soccer cleats" or "women's soccer shoes".

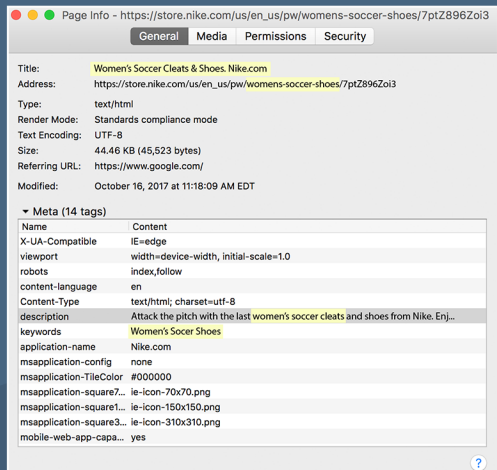


IMAGE 2

Page info for top-ranking organic search result for "women's soccer cleats" with keywords in page description, URL, and title highlighted in yellow.

## Reading Comprehension

|  |   |   |
|--|---|---|
| 1. What is SEO?  | a process of getting web pages online using money                             |   |
|  | a way to get a web page to rank in SERPs (search engine results pages)        | x |
|  | a process of bidding on keywords and long tail keywords                       |   |
|  | a paid process of getting businesses noticed online                           |   |
| 2. What is not considered part of a website's content?             | keywords  |   |
|  | text on a website   |   |
|  | images on a website   |   |
|  | URL   |   |
|  | search engine   | x |
| 3. The most important part of SEO is...                            | competition over keywords   |   |
|  | using the right clickbait   |   |
|  | keyword density in product/service description                                |   |
|  | keyword research and content optimization                                     | x |
| 4. Which of the following could be considered a long tail keyword? | sneakers  |   |
|  | running shoes   |   |
|  | best women's running shoes  | x |
|  | cleats  |   |
| 5. Why must keywords be relevant to the web page?                  | People will be confused if they're not.                                       |   |
|  | They don't have to be; you can use any keyword.                               |   |
|  | They should make the web page visually interesting.                           |   |
|  | Web pages won't appear in search results if they contain irrelevant keywords. | x |

## Conversation: SEO Results

|  |  |
|--|--|
| <p>Karly, the online marketing manager for Sneaks and Kleats, recently started using Yoast, a software tool that integrates with websites to improve SEO (search engine optimization). Karly's SEO reports show that Sneaks and Kleats doesn't rank well on the SERPs (search engine results pages). She and her intern, David, look into the cause of the low rankings.</p> |  |
| Online Marketing Manager   | David, can you walk me through how you've been using Yoast to add meta tag data to our web pages?                                    |
| Intern   | Sure. I go to the Sneaks and Kleats' home page and grab the meta tag data from Yoast.  |
| Intern   | Then I copy/paste it into the code for all the pages you've assigned to me.  |
| Online Marketing Manager   | That would explain it. All the pages must have unique meta tags in order to rank well in SERPs.                                      |
| Online Marketing Manager   | For example, the page for "soccer cleats" should only have meta titles, descriptions, keywords, and tags related to "soccer cleats". |

|                          |  |
|--------------------------|--|
| Intern                   | But soccer cleats aren't the only thing we sell. What if someone comes in looking for cleats, but ends up deciding they want something else? |
| Online Marketing Manager | Right, but tennis shoes and hiking boots are not related to soccer cleats.   |
| Online Marketing Manager | Search engines will penalize us for stuffing our pages with unrelated keywords by making our page show up very low in search results.        |
| Intern                   | Okay, but what do we do with the metadata for the tennis shoes and hiking boots?   |
| Online Marketing Manager | Those are each separate pages within the site. Each page needs to have unique metadata based on what's on it, specifically.                  |
| Intern                   | Oh. So, I should also be doing different meta tags for all of the pictures on the site, then.  |
| Online Marketing Manager | Yes, exactly. And they should be even more specific as you drill down to the pages for each individual shoe.                                 |
| Online Marketing Manager | For example, metadata on product pages should contain targeted keyword variations related to that cleat's make and model.                    |
| Intern                   | I see. I will correct the ones I've done so far and do them the right way moving forward.  |

### Conversation Comprehension: SEO Results

|  |  |   |
|--|--|---|
| 1. This conversation is the result of:   | a misunderstanding   | x |
|  | a conflict of interest   |   |
|  | a penalization   |   |
| 2. According to the online marketing manager, Karly, which action caused the search engines to penalize their website?         | David grabbed the meta tag data from Yoast.                              |   |
|  | David pasted the same meta tag data into every page in the web site.     | x |
|  | David did not check how well the web page ranks in SERPs.                |   |
| 3. According to the online marketing manager, meta tags on a product page should be more ____ than tags on the main/home page. | variable   |   |
|  | specific   | x |
|  | general  |   |
|  | coordinated  |   |
| 4. What will search engines penalize a business' website for doing?  | frequently varying simple and long tail keywords depending on the season |   |
|  | using unrelated keywords as filler on web pages                          | x |
|  | paying to optimize PPC campaigns   |   |

|  |             |   |
|--|-------------|---|
| 5. What tone did Karly, the online marketing manager have during this conversation with her intern, David? | irritated   |   |
|  | mentoring   | x |
|  | patronizing |   |
|  | impatient   |   |

### What Would You Say: SEO Q&A

|  |  |   |
|--|--|---|
| Karly has just presented an in-house workshop on SEO to her colleagues at Sneaks and Kleats and is now fielding questions. (Note: SERP = search engine results page, SEO = search engine optimization) |  |   |
| <b>How can we tell if our SEO efforts make us easier to find than other online athletic footwear retailers?</b>  |  |   |
| Our visibility to potential customers is linked to ranking higher in the SERPs than our competitors.   |  | x |
| The easier we are to find in SERPs than our competitors, the higher we appear in the e-commerce ranges.  |  |   |
| One way is to copy which keywords our competitors are using. If it's good for them, it should be good for our results, too.  |  |   |
| <b>Jane, the manufacturing supervisor, is curious how SEO efforts may impact her need to increase or decrease production.</b>  |  |   |
| <b>I assume the idea with all of this is to drive up sales. When can we assume a higher volume of sales so I can adjust my production runs accordingly?</b>  |  |   |
| We can't predict a concrete timeline. However, you can increase productivity as you see fit, as consumers are guaranteed to make a purchase.   |  |   |
| I think you might have misunderstood. The idea isn't to drive up sales, it is to increase production first.  |  |   |
| It may take weeks, months, or years. But the more traffic we send through our website, the more business we're likely to get overall.  |  | x |
| <b>The content department is satisfied with the copy they've been writing so far. The edge they'll get from implementing SEO effectively isn't clear to them.</b>                                      |  |   |
| <b>You mentioned that having compelling copy is an important part of this. If we already have good content, why put in the work to do SEO?</b>   |  |   |
| I didn't realize you already had optimized your content. In that case, our efforts can be focused elsewhere.   |  |   |
| We'll need to coordinate our efforts. The part of SEO that I do happens behind the scenes, but your engaging website content is the most visible component to our customers.                           |  | x |
| I'm glad you brought this up. We're going to be replacing copywriting with SEO going forward. Keywords are the best way to engage consumers.   |  |   |

|   |   |
|---|---|
| One of Sneaks and Kleats' summer interns poses a question to Karly. (Note: SEM = search engine marketing, PPC = pay-per-click, SERP = search engine results page)   |   |
| Karly, you mentioned that SEM includes both organic SEO and PPC advertising. What's the difference between the two?   |   |
| Mainly which market segment we can reach. Consumer reports show that those with active lifestyles are increasingly likely to purchase organic products as opposed to sponsored ones.  |   |
| Essentially, it comes down to viewership. With organic SEO, the goal is to rank as high as possible in SERPs. However, with PPC, the goal is to get our website to appear on the first page of Google or Bing's search results. |   |
| Primarily cost and time. Though search engine results contain a mix of both PPC and organic search listings, we do not incur any costs with organic SEO. That said, it can take longer to see results.                          | x |
| The VP checks to make sure he's clear on what Karly has explained.  |   |
| The great thing about organic SEO is that we obtain natural listings in SERPs. Unlike PPC, we increase perceived credibility, as savvy internet consumers tend to distrust paid results.  |   |
| OK, so what you're saying is that we look like a good resource for the consumer. They trust us more because they know we're not paying to show up in their search results.  | x |
| If I'm understanding you correctly, it's good for us to use SEO once we've earned a trusted place at the top of the SERPs.  |   |
| I think I get what you're saying. But won't the savvy customer worry we don't have enough money for a real advertising campaign?  |   |
| The vice president of Sneaks and Kleats is ready to get started implementing SEO.   |   |
| This is all sounding good, Karly. Where do you suggest we start optimizing our website?   |   |
| We should maximize our current website. I'll connect with Bill in Design to ask him to add larger and more colorful photos.   |   |
| Our current website traffic should be cut off until we've repaired the SEO. When it's up and running the way we want, we can relaunch.  |   |
| We should do an audit of our current site to see what search engines do and do not like about our site, then update that to rank better in SERPs.   | x |