

## HOW TO KNOW YOUR CUSTOMER BETTER

- 1- **Pick up one person in the class you want to make a physical description of**, tell the whole class about her/him without telling her/his name... The others have to guess who you picked up!

(documents given taken from *Cambridge Word Routes*, lexique thématique de l'anglais courant, CUP, pp 35, 44-45, 59-61, 132-135 – Time estimated for a group of 15 students: 30mins)

- 2- You are going to work as salesmen/saleswomen. So you will need to understand your customers and their needs in order to sell them your products or services... A good exercise is **to ask 10-15 simple questions to your neighbour** (any question you want...Just to know him/her better), write down the answers and memorize them... Then, the class is going to ask YOU questions about your neighbour as if YOU were HIM or HER... Answer the questions with the first person singular (I).

(Time estimated for a group of 15 students: 45mins, more if time needed to review how to ask questions...)

- 3- **Watch an extract of the FRIENDS video** (series 7, episode 13, *The one where Rosita dies*) and say what you think could have been improved in the trial phone conversation between Phoebe and her manager.

(Fill in the blank document given – Time estimated: 15mins)

**THE ONE WHERE ROSITA DIES**  
*Friends – Series 7 – Episode 13*

1- Who is Rosita? Who is Stevie?

2- What job does Phoebe want to go for?

3- Fill in the blanks:

- Basically, that's easy. You read.....and you try to sell as .....
- Oh, I can do that. ...., I love my office.
- Why don't we do a .....
- Oh, all right... Hi, this is Phoebe from Empire Office Supplies. Can I speak to your ..... please?
- I'm the .....
- OK, I'd like to talk to you about your .....
- We don't .....
- Oh, OK. Sorry to ..... Bye bye.

Question: Do you think it's the right way of dealing with potential customers? What went wrong with that call?

4- Fill in the blanks:

- Hi, this is Phoebe from Empire Office Supplies. Can I speak to your ..... please?[blank] Earl. Thanks.
- Hi Earl. This is Phoebe from Empire Office Supplies. I'd like to ..... about your .....
- I don't .....
- I hear ....., but at our ..... everyone needs toner.
- Not me.
- .....?
- You want to know .....?
- I .....
- I don't ..... because .....
- [blank]Is that because .....

## KEYS

- 1- Rosita is a chair – Stevie is the TVset – (personalization)
- 2- She wants to work as a phonemarketer.
- 3- 1<sup>st</sup> Script:
  - Basically, that's easy. You read from the script and you try to sell as much toner as you possibly can.
  - Oh, I can do that. By the way, I love my office.
  - Why don't we do a trial run?
  - Oh, all right... Hi, this is Phoebe from Empire Office Supplies. Can I speak to your supply manager please?
  - I'm the supply manager.
  - OK, I'd like to talk to you about your toner needs.
  - We don't need any toner.
  - Oh, OK. Sorry to bother you. Bye bye.

Phoebe could have asked questions, like why they don't need any toner, which company provide them with toner, how many printers, photocopy machines they have in the company, if they would be interested in knowing Empire Office Supplies' products, prices, etc.... and maybe make an appointment with a salesperson....

- 4- 2<sup>nd</sup> script:
  - Hi, this is Phoebe from Empire Office Supplies. Can I speak to your supply manager please?... Earl. Thanks.
  - Hi Earl. This is Phoebe from Empire Office Supplies. I'd like to talk to you about your toner needs.
  - I don't need any toner.
  - I hear what you're saying, but at our prices everyone needs toner.
  - Not me.
  - May I ask why?
  - You want to know why?
  - I surely do.
  - I don't need any toner because I'm going to kill myself.
  - .....Is that because you're out of toner?