

Niveau : **BT COMPTABILITE**Durée de l'épreuve : **2 HEURES****BT COMPTABILITE-COMMERCE****BT SECRETARIAT BUREAUTIQUE**Session: **2016**Coefficient : **2****ANGLAIS****SELLING TECHNIQUE**

A selling technique is a method by which a person involved in sales makes contact with a potential customer and demonstrates how a product would benefit that customer, resulting in a sale. Regardless of the method used, a selling technique can often be broken down into a few basic steps in the sales process. Selling usually begins with an opening that seeks to gain the attention of a potential client. This can be as simple as a salesperson shaking hands with a customer and introducing himself or herself.

Once attention has been gained through some means, the seller typically seeks to build interest and desire in a customer for a product. This can be done by demonstrating how a product works or showing ways in which it can save someone money or improve a person's lifestyle.

A selling technique can also be used to demonstrate the value of a product. This often involves comparisons of the product with other products, usually showing how the product surpasses competitors' in affordability or quality. The conclusion of a selling technique is often referred to as the "close" and is meant to actually gain a sale.

Adapted from E-reading wiseGEEK
Written By G. Wiesen, 24 February 2016

VOCABULARY

Regardless of: sans tenir compte de

Affordability : le fait d'être abordable

QUESTIONS

I-COMPREHENSION OF THE TEXT

(All the answers to the following questions are to be found in the text)

- 1- Define a "selling technique" in three lines maximum.
- 2- What are the main steps of an effective selling technique?
- 3- How can a selling technique show the value of a product?

II- WRITING (Not more than 10 lines; about 120 words)

In your opinion, what should be the qualities of a good salesperson?

III- TRANSLATE INTO FRENCH

From "A selling technique can also...." down to "...affordability or quality."

IV- TRANSLATE INTO ENGLISH

- 1- Le transport, la publicité, les opérations bancaires, les services d'assurance et l'entreposage sont les auxiliaires de commerce.
- 2- La concurrence suppose deux ou plusieurs produits proposés au même marché.



CORRIGÉ ET BARÈME

Examens : BT Option : SB-COMPTA-CC
Epreuve de : ANGLAIS
Coefficient : 02

Barème

Text : Selling Technique

I - Comprehension of the text (6 pts)

1- A selling technique is a method by which a seller demonstrates to a customer the value of a product to end up in a sale. 2pts

2- The main steps of an effective selling technique :

- the opening (of the sale)
- building interest in a customer for a product
- the conclusion or close of the sale. 2pts

3- A selling technique can show the value of a product by comparing the product with other products, showing the advantages of the product over other products. 2pts

II - WRITING (6 pts)

Markers should consider the following:

- 1) Vocabulary
- 2) Grammar's accuracy
- 3) Coherence and cohesion of ideas

Some Ideas

6pts
1/2



CORRIGÉ ET BARÈME

Examens : BT Option : SB-COMPTA-CC
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Texts selling Technique

Some Ideas

A good salesperson should be:

- Honest, kind and smiling
- A contact person
- An active advertiser, etc

III - Translate into French

Une technique de vente peut aussi être utilisée pour démontrer la valeur d'un produit. Souvent cela implique la comparaison du produit avec d'autres produits, habituellement en montrant comment le produit surpasse ceux des concurrents au niveau du prix abordable et de la qualité. 4pts

IV - Translate into English

1- Transportation, advertising, bank transactions, insurance services and warehousing are auxiliaries of commerce. 4pts

2- Competition supposes/means/implies two or more products proposed on the same market.