

# Business English

Sales Vocabulary: Selling & Persuading • Lesson 2 • Level A2

Elementary

Name: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

Score: \_\_\_\_\_ / 70

## Word List – Study these words before you start.

*Use your vocabulary sheet or audio to study these words before you do the exercises.*

<b>benefit</b>	<b>feature</b>	<b>sample</b>	<b>demonstration</b>
<b>promotion</b>	<b>brochure</b>	<b>guarantee</b>	<b>comparison</b>
<b>value</b>	<b>range</b>	<b>edition</b>	<b>bundle</b>
<b>demonstrate</b>	<b>compare</b>	<b>highlight</b>	<b>convince</b>
<b>interest</b>	<b>offer</b>	<b>include</b>	<b>appeal</b>

Name: \_\_\_\_\_  
\_\_\_\_\_

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## Exercise 1: True or False (10 points)

*Read each sentence. Write T (True) or F (False) on the line.*

1. A feature is a specific quality or characteristic of a product. \_\_\_\_\_
2. A guarantee is a promise that a product will work or be replaced if faulty. \_\_\_\_\_
3. A brochure is a large poster displayed in a shop window. \_\_\_\_\_
4. To demonstrate a product means to show a customer how it works. \_\_\_\_\_
5. A bundle is a single product sold at a higher price than usual. \_\_\_\_\_
6. Value means how much something is worth compared to its price. \_\_\_\_\_
7. To highlight something means to hide important information from a customer. \_\_\_\_\_
8. A promotion is a special offer or reduced price to encourage sales. \_\_\_\_\_
9. A range is a collection of products of the same type. \_\_\_\_\_
10. To appeal means to be attractive or interesting to a particular customer. \_\_\_\_\_

## Exercise 2: Multiple Choice (10 points)

*Choose the correct word (a, b, or c) to complete each sentence.*

1. The main \_\_\_\_\_ of this product is that it saves you two hours of work every day.  
a) sample   b) benefit   c) edition
2. Can I try a \_\_\_\_\_ of this coffee before I buy it?  
a) comparison   b) bundle   c) sample
3. We did a \_\_\_\_\_ of three different models and this one was the best.  
a) comparison   b) guarantee   c) demonstration
4. This product comes with a two-year \_\_\_\_\_. We will replace it if anything goes wrong.  
a) range   b) guarantee   c) promotion
5. The sales assistant tried to \_\_\_\_\_ us that the more expensive model was worth the price.  
a) include   b) compare   c) convince
6. We have a wide \_\_\_\_\_ of colours available. Which one do you prefer?  
a) range   b) value   c) brochure

7. There is a special \_\_\_\_\_ this month — buy two and get one free.

- a) feature   b) promotion   c) bundle

8. The \_\_\_\_\_ includes a laptop, a bag, and two years of free software updates.

- a) bundle   b) edition   c) sample

9. Let me \_\_\_\_\_ how the new system works. It only takes five minutes.

- a) appeal   b) offer   c) demonstrate

10. This design does not really \_\_\_\_\_ to younger customers.

- a) highlight   b) appeal   c) interest

Name: _____ _____	Date: _____	Score: _____ / 20
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## Exercise 3: Matching (10 points)

Match each word in Column A with its meaning in Column B. Write the correct letter in the box.

Column A	Column B
1. brochure [ ___ ]	A. to present something for someone to accept
2. convince [ ___ ]	B. to have something as part of a package
3. edition [ ___ ]	C. a particular version of a product
4. highlight [ ___ ]	D. to draw attention to something important
5. value [ ___ ]	E. a small booklet with product information
6. interest [ ___ ]	F. how much something is worth for its price
7. feature [ ___ ]	G. to make someone want to know more
8. include [ ___ ]	H. a specific quality of a product
9. offer [ ___ ]	I. to be attractive to a particular customer
10. appeal [ ___ ]	J. to make someone believe or want to buy something

## Exercise 4: Gap Fill (10 points)

Complete each sentence with the correct word from the box. Use each word once.

**benefit   sample   demonstration   promotion   guarantee   comparison   bundle   highlight  
convince   range**

1. The main \_\_\_\_\_ of working from home is that you save time on commuting.

2. Would you like to try a \_\_\_\_\_ of our new product before you decide?

3. We did a \_\_\_\_\_ of three laptops and chose the one with the best battery life.

4. There is a special \_\_\_\_\_ this week — 25% off all accessories.

5. This vacuum cleaner comes with a five-year \_\_\_\_\_.

6. Let me give you a \_\_\_\_\_ of how the software works.

7. The \_\_\_\_\_ includes a phone, case, and screen protector.

8. I want to \_\_\_\_\_ the key features of this model.

9. She tried to \_\_\_\_\_ me to buy the more expensive model.

10. We have a wide \_\_\_\_\_ of products to suit every budget.

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\_\_\_\_\_

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## Exercise 5: Put the Words in Order (10 points)

*Put the words in the correct order to make a sentence. Write the full sentence on the line.*

1. a / there / promotion / this / is / special / week

\_\_\_\_\_

2. product / me / I / let / demonstrate / the

\_\_\_\_\_

3. two / a / this / year / with / comes / product / guarantee

\_\_\_\_\_

4. wide / a / have / range / we / of / products

\_\_\_\_\_

5. a / can / sample / I / try / ?

\_\_\_\_\_

6. key / the / let / me / features / highlight

\_\_\_\_\_

7. bundle / includes / the / a / bag / and / laptop

\_\_\_\_\_

8. customers / this / younger / does / not / appeal / to

\_\_\_\_\_

9. we / three / a / models / comparison / of / did

\_\_\_\_\_

10. customer / the / convince / we / need / to / the

\_\_\_\_\_

## Exercise 6: Word Sort (10 points)

*Write each word from the box in the correct column: Noun or Verb.*

benefit   feature   sample   demonstration   promotion   brochure   guarantee   comparison   value  
range   edition   bundle   demonstrate   compare   highlight   convince   interest   offer   include  
appeal

NOUN	VERB
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

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\_\_\_\_\_

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## Exercise 7: Complete the Conversation (10 points)

Complete each conversation with the correct word from the box. Use each word once.

**benefit   sample   demonstration   promotion   guarantee   comparison   bundle   highlight  
convince   range**

1. A: What is the main \_\_\_\_\_ of this model?

B: It uses 50% less energy than a standard machine.

2. A: Can I try a \_\_\_\_\_ before I buy?

B: Of course. Here is a small pot for you to take home.

3. A: Can you give me a \_\_\_\_\_ of how it works?

B: Yes, let me show you. It is very simple.

4. A: Is there a \_\_\_\_\_ on this at the moment?

B: Yes, you get 20% off if you buy two or more.

5. A: Does this product come with a \_\_\_\_\_?

B: Yes, it has a three-year guarantee against faults.

6. A: I am not sure which one to choose.

B: Let me do a \_\_\_\_\_ of the two models for you.

7. A: What does the \_\_\_\_\_ include?

B: You get the phone, a case, and a wireless charger.

8. A: What would you like me to \_\_\_\_\_ in my presentation?

B: Please focus on the price and the delivery time.

9. A: The customer is not sure. Can you \_\_\_\_\_ her?

B: I will show her the reviews and the guarantee.

10. A: Do you have this in other colours?

B: Yes, we have a full \_\_\_\_\_ of twelve colours available.

# ANSWER KEY – TEACHER COPY

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## Exercise 1: True or False

1. T	2. T
3. F – a brochure is a small booklet with information about products	4. T
5. F – a bundle is a group of products sold together at a reduced price	6. T
7. F – to highlight means to draw attention to something important	8. T
9. T	10. T

## Exercise 2: Multiple Choice

1. b) benefit	2. c) sample
3. a) comparison	4. b) guarantee
5. c) convince	6. a) range
7. b) promotion	8. a) bundle
9. c) demonstrate	10. b) appeal

## Exercise 3: Matching

1. E	2. J
3. C	4. D
5. F	6. G
7. H	8. B
9. A	10. I

## Exercise 4: Gap Fill

1. benefit	2. sample
3. comparison	4. promotion
5. guarantee	6. demonstration
7. bundle	8. highlight
9. convince	10. range

## Exercise 5: Word Order

1. There is a special promotion this week.	2. Let me demonstrate the product.
3. This product comes with a two year guarantee.	4. We have a wide range of products.
5. Can I try a sample?	6. Let me highlight the key features.
7. The bundle includes a laptop and a bag.	8. This does not appeal to younger customers.
9. We did a comparison of three models.	10. We need to convince the customer.

### Exercise 6: Word Sort

NOUN	VERB
benefit, feature, sample, demonstration, promotion, brochure, guarantee, comparison, value, range, edition, bundle	demonstrate, compare, highlight, convince, interest, offer, include, appeal

### Exercise 7: Complete the Conversation

1. benefit	2. sample
3. demonstration	4. promotion
5. guarantee	6. comparison
7. bundle	8. highlight
9. convince	10. range