

# Business English

Sales Vocabulary • Lesson 3 • Level B1

Intermediate

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.*

prospect	pitch	commission	quotation
objection	territory	lead	conversion
margin	upsell	pipeline	testimonial
persuade	qualify	convert	pitch
target	overcome	recommend	secure

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

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

Score: \_\_\_\_\_ / 20

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

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

1. A prospect is a potential customer who may buy your product or service. \_\_\_\_\_
2. Commission is a fixed monthly salary paid to all employees in a company. \_\_\_\_\_
3. A lead is a potential sales contact or person who has shown interest. \_\_\_\_\_
4. To overcome an objection means to agree with the customer's concern. \_\_\_\_\_
5. A pipeline refers to all the potential sales a company is working on. \_\_\_\_\_
6. A testimonial is a complaint from an unhappy customer. \_\_\_\_\_
7. To qualify a lead means to assess whether they are likely to become a customer. \_\_\_\_\_
8. A margin is the difference between the cost of a product and its selling price. \_\_\_\_\_
9. To secure a sale means to lose a deal to a competitor. \_\_\_\_\_
10. A quotation is a written statement of the price for a product or service. \_\_\_\_\_

## Exercise 2: Multiple Choice (10 points)

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

1. The salesperson earns a 10% \_\_\_\_\_ on every deal they close.  
a) margin   b) commission   c) territory
2. We need to \_\_\_\_\_ the customer by showing them the value of our product.  
a) qualify   b) target   c) persuade
3. Can you send the client a \_\_\_\_\_ for the full project cost by Friday?  
a) quotation   b) pipeline   c) testimonial
4. She managed to \_\_\_\_\_ the customer's objection about the price.  
a) convert   b) overcome   c) recommend
5. We should \_\_\_\_\_ small businesses in the region for our new software product.  
a) secure   b) pitch   c) target
6. The sales team is trying to \_\_\_\_\_ 30% of leads into paying customers.  
a) convert   b) qualify   c) upsell

7. He gave an impressive \_\_\_\_\_ to the board and won the contract.

- a) objection   b) prospect   c) pitch

8. Always ask satisfied customers for a \_\_\_\_\_ to build trust with new clients.

- a) testimonial   b) margin   c) lead

9. We managed to \_\_\_\_\_ a major contract with a new client last week.

- a) recommend   b) secure   c) overcome

10. The sales rep tried to \_\_\_\_\_ the customer to a premium subscription.

- a) upsell   b) qualify   c) prospect

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. territory [ ___ ]	A. a reason given by a customer for not buying
2. convert [ ___ ]	B. to suggest a product or service to someone
3. prospect [ ___ ]	C. to successfully obtain a sale or contract
4. recommend [ ___ ]	D. the area a salesperson is responsible for
5. conversion [ ___ ]	E. when a potential customer becomes a paying one
6. secure [ ___ ]	F. to assess whether a lead is likely to buy
7. pipeline [ ___ ]	G. all potential sales a company is working on
8. qualify [ ___ ]	H. to turn a potential customer into a paying one
9. objection [ ___ ]	I. the difference between cost price and selling price
10. margin [ ___ ]	J. a potential customer who may buy your product

## Exercise 4: Gap Fill (10 points)

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

**lead   pitch   objection   commission   territory   upsell   testimonial   pipeline   prospect   conversion**

1. She covers the southern \_\_\_\_\_ and visits clients from Cork to Waterford.
2. The most common \_\_\_\_\_ we hear is that the product is too expensive.
3. Our top salesperson earns a 15% \_\_\_\_\_ on every contract they sign.
4. The marketing team generated over 200 new \_\_\_\_\_ s last month.
5. We have a strong \_\_\_\_\_ going into the next quarter — over €2 million in potential deals.
6. He gave an excellent \_\_\_\_\_ and the client was very impressed.
7. We should try to \_\_\_\_\_ existing customers to a higher-value package.
8. This \_\_\_\_\_ has shown interest in our product but has not committed yet.

9. Our \_\_\_\_\_ rate improved from 18% to 27% after we updated our sales process.

10. Can you ask your satisfied customers to write a \_\_\_\_\_ for our website?

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

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

Score: \_\_\_\_\_ / 20

### 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. managed / we / a / contract / secure / major / to

\_\_\_\_\_

2. the / customer / price / about / raised / an / the / objection

\_\_\_\_\_

3. salesperson / the / to / tried / customer / the / persuade

\_\_\_\_\_

4. the / sent / client / a / we / quotation / detailed / the / to

\_\_\_\_\_

5. should / we / small / businesses / target / the / in / region

\_\_\_\_\_

6. our / rate / conversion / improved / last / significantly / quarter

\_\_\_\_\_

7. a / gave / impressive / he / pitch / very

\_\_\_\_\_

8. territory / covers / northern / the / she

\_\_\_\_\_

9. always / satisfied / ask / for / customers / a / testimonial

\_\_\_\_\_

10. our / is / full / the / of / pipeline / opportunities / strong

\_\_\_\_\_

### Exercise 6: Word Sort (10 points)

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

*Note: some words can be both a noun and a verb. Write them in both columns!*

prospect persuade pitch qualify commission convert quotation target objection  
overcome territory recommend lead secure conversion upsell pipeline testimonial  
margin

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

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

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

Score: \_\_\_\_\_ / 10

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

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

**prospect pitch commission objection territory lead recommend secure qualify pipeline**

1. A: How do you earn money in your role?

B: I receive a base salary plus a \_\_\_\_\_ of 12% on every sale I make.

2. A: Did the client meeting go well?

B: Yes, the \_\_\_\_\_ went really well. I think they will sign next week.

3. A: What areas do you cover in your role?

B: My \_\_\_\_\_ covers the whole of the Midlands region.

4. A: We have a new \_\_\_\_\_ from a company in Galway. They filled in our contact form online.

B: Great, I will call them this afternoon to find out more.

5. A: Before we spend time on this client, we need to \_\_\_\_\_ them first.

B: I agree. Do they have the budget and the authority to make a decision?

6. A: The main \_\_\_\_\_ the customer keeps raising is the price.

B: We need a better way to show them the value of what we offer.

7. A: How is the sales \_\_\_\_\_ looking for Q3?

B: We have about €1.5 million in potential deals at various stages.

8. A: We need to \_\_\_\_\_ this deal before the end of the month.

B: I know — I am meeting them again on Thursday to close it.

9. A: Which product would you \_\_\_\_\_ for a small team of ten people?

B: I would suggest our Starter package — it has everything you need.

10. A: Are you going to \_\_\_\_\_ that new company on the industrial estate?

B: Yes, I have an appointment with their purchasing manager on Wednesday.

# ANSWER KEY – TEACHER COPY

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## Exercise 1: True or False

1. T	2. F – commission is paid based on how much a salesperson sells
3. T	4. F – to overcome an objection means to successfully deal with it
5. T	6. F – a testimonial is a positive statement from a satisfied customer
7. T	8. T
9. F – to secure a sale means to successfully obtain it	10. T

## Exercise 2: Multiple Choice

1. b) commission	2. c) persuade
3. a) quotation	4. b) overcome
5. c) target	6. a) convert
7. c) pitch	8. a) testimonial
9. b) secure	10. a) upsell

## Exercise 3: Matching

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

## Exercise 4: Gap Fill

1. territory	2. objection
3. commission	4. lead
5. pipeline	6. pitch
7. upsell	8. prospect
9. conversion	10. testimonial

## Exercise 5: Word Order

1. We managed to secure a major contract.	2. The customer raised an objection about the price.
3. The salesperson tried to persuade the customer.	4. We sent the client a detailed quotation.
5. We should target small businesses in the region.	6. Our conversion rate improved significantly last quarter.
7. He gave a very impressive pitch.	8. She covers the northern territory.
9. Always ask satisfied customers for a testimonial.	10. Our pipeline is full of strong opportunities.

**Exercise 6: Word Sort (note: some words appear in both columns)**

<b>NOUN</b>	<b>VERB</b>
prospect, pitch, commission, quotation, objection, territory, lead, conversion, margin, upsell, pipeline, testimonial (also noun: target, prospect)	persuade, qualify, convert, pitch, target, overcome, recommend, secure (also verb: prospect, upsell, lead)

**Exercise 7: Complete the Conversation**

1. commission	2. pitch
3. territory	4. lead
5. qualify	6. objection
7. pipeline	8. secure
9. recommend	10. prospect