

2

NACH DIESER UNIT:

- ✓ kann ich Produkte und ihre Vorteile beschreiben,
- ✓ kann ich Kunden erfolgreich beraten und bedienen,
- ✓ kann ich Redewendungen im Umgang mit Kunden richtig benutzen.



A



B



C



D

Products and services

A | Describing products

1 Different products

Use adjectives from the box and write a sentence about each product shown in the photos above.

comfortable • delicious • colourful • elegant • healthy • solid • stylish • useful • well-designed

Photo A: _____

Photo B: _____

Photo C: _____

Photo D: _____

R 2 Listening: Visiting a shoe shop ○ → page 126

© A 1.4

1. Listen to the text. Which of the following statements are true and which are false?

- a) Franziska and Susan go to an expensive shoe shop.
- b) Susan's friend in Manchester likes to go shopping with her.
- c) Susan finds a pair of shoes for Franziska.
- d) Franziska finds a pair of shoes that matches her trousers.
- e) At the end, Franziska suggests to look for a pair of shoes for Susan.

2. Correct the false statements on an extra sheet of paper.

true false

☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐
☐

WORD BANK

colourful – farbenfroh
comfortable – bequem
delicious – köstlich
elegant – elegant
expensive – teuer
healthy – gesund
service – Dienstleistung
solid – stabil
stylish – elegant, stilvoll
trousers – Hose
useful – nützlich
well-designed – gut gestaltet
wheelbarrow – Schubkarre

B | Explaining the benefits of products

WORD BANK

benefit – Nutzen
to change – tauschen, wechseln
to decide – entscheiden
to describe – beschreiben
to enter – betreten
to fit sb – jdm. passen
to go well with – gut passen zu
to guess – (er)raten
latest – neueste/r/s
to match sth – zu etw. passen, zueinanderpassen
size – Größe
to store – (ab)speichern
to suit sb – jdm. stehen

R

1 Reading comprehension

Read the text and answer the questions in complete sentences.

Visiting a shoe shop

It is 9 o'clock in the morning, and Franziska and Susan are having breakfast. They have just decided to go shopping for shoes. About half an hour later, they are in the city centre.



Franziska: Let's try this shoe shop first. It's more for young people, and the shoes look stylish, too. They're not so expensive, so maybe we can buy two pairs instead of one.

Susan: That sounds good to me! It's great going shopping with you this morning. You know, my friend in Manchester hates going shopping with me. He's only interested in the latest smart phones and tablet computers.

Franziska: Well then, in this case I seem to be a good alternative to him.

Franziska and Susan enter the shop and Susan soon finds a pair of shoes that she likes.

Susan: Look Franziska! These shoes are great, aren't they?

Franziska: Yes, they are. But they look like the wrong size for me, I'm afraid.

Susan: Just try them on and let's see.

Franziska: Hm, you're right, they seem to fit. But do they really suit me?

Susan: They do! And they match your blouse, too.

Franziska: Yes, and they also go well with my trousers. What do you think, will they attract some nice boys at the disco next time?

Susan: Oh come on Franziska! Boys don't look at shoes! But all the girls will hate you!

Franziska: Then I have to have them! Right, now let's look for a pair for you, Susan.

Susan: What about that pair over there?

1. When do Franziska and Susan decide to go shopping?

2. What products is Susan's friend in Manchester interested in?

3. Does the pair of shoes fit and suit Franziska?

4. Who does Franziska want to attract at the disco?

P

2 Which product is it? ●



Make a list of five products and show it to a partner. Then describe a product from your list. Your partner tries to guess which one it is. Then change roles.

Example: A: It's small and you can store things from your computer on it.

B: It's a USB stick.

→ PHRASES: page 29

3 What are the people doing?

Write down what the people are doing. Use the present continuous.



1. _____



2. _____



3. _____



4. _____

LANGUAGE BOX

Das present continuous

Aussage

I am (I'm) helping
 you are (you're) working
 he / she / it is (he's / she's /
 it's) looking
 we are (we're) going
 you are (you're) working
 they are (they're) sleeping

Verneinung

I'm not helping
 you aren't working
 he / she / it isn't
 looking
 we aren't going
 you aren't working
 they aren't sleeping

Frage

Am I helping?
 Are you still working here?
 Isn't he / she / it looking
 fantastic?
 Are we going home now?
 Are you still working?
 Are they still sleeping?

Das *present continuous* wird verwendet für

1. Handlungen, die im Moment stattfinden.

Beispiel: *He **is unpacking** shoes now. They **are starting** their traineeship today.*

2. Handlungen, die zeitlich begrenzt bzw. nicht abgeschlossen sind.

Beispiel: *She **is living** in England this year. We **are staying** in Bonn this week.*

3. zukünftige Handlungen (mit Zeitbestimmung).

Beispiel: *I **am serving** customers this afternoon. They **are closing** at 1 p.m.*

Typische Zeitangaben, in Verbindung mit dem *present continuous*, sind: *at the moment* (= im Augenblick), *just* (= gerade), *now* (= jetzt), *still* (= noch immer).

→ GRAMMAR: page 140

Üben interaktiv
 Present continuous
 r6vq4g

C | Different ways of selling products

Distribution channels

There are different ways to sell products to customers. Some companies sell their products online only, others have stationary stores. Some companies have both. In some cases, you can order a product online and collect it in the local stationary store. This is called "click and collect".

A



retail stores
 (stationary distribution)

B



online stores (online
 distribution, e-commerce)

C



retail and online stores
 (multichannel distribution)

WORD BANK

distribution – Vertrieb, Verkauf
channel – Kanal
e-commerce – elektronischer Handel
retail store – Ladengeschäft
to collect – abholen
stationary – stationär, ortsgebunden

3 Partner work

Read the intercultural box. Underline the phrases in the text on page 22 that are important for serving a customer. Compare your findings with your partner.

INTERCULTURAL BOX**Kunden bedienen**

Es ist wichtig, Kunden freundlich und höflich anzusprechen. Manche englischen Redewendungen klingen für Deutsche übertrieben höflich oder werden im Deutschen nicht verwendet. Dennoch sollten Sie diese beherrschen.

1. Begrüßung

"Good morning / afternoon / evening, Sir / Madam. / Excuse me, Sir / Madam. Can I help you? / Is there anything I can do for you? / Are you being served, Sir / Madam? / How can I help you?"

2. Redewendungen im Laufe des Kundengesprächs

"Are you interested in ...? / Would you like to ...? / Have a look at ... / Let me show you ... / What about ...? / Anything else, Sir / Madam?"

3. Verabschiedung des Kunden

- Nach einem Verkaufsgespräch: Im Allgemeinen verabschiedet sich der Kunde / die Kundin mit *"Thank you for your help."* Darauf antworten Sie mit *"You're welcome."*. Sollte der Kunde / die Kundin nichts sagen, beenden Sie mit *"We hope to see you again soon, Sir / Madam."* das Gespräch.
- An der Kasse nach dem Bezahlen: *"Here you are, Sir / Madam. Your change and your receipt. Thank you very much for shopping with us. Have a nice day."*

WORD BANK

change – Wechselgeld
receipt – Beleg, Kassenzettel

WORD BANK

available – verfügbar
clothing line – Modelinie
conventionally made – herkömmlich gefertigt
ethically made – nach ethischen Maßstäben hergestellt
factory-made – industriell gefertigt
grower – Erzeuger/in, Bauer / Bäuerin
guarantee – Garantie
labour standard – Arbeitsnorm
to launch – einführen, starten
to trade – handeln

I/P 4 Role play: Sales talk

Work with a partner. Partner A is a customer who wants to buy a product (for example, a television or a car). Partner B is a shop assistant. Use the dialogue on page 22 and change it where necessary. Practise the dialogue and then act it out in class.

→ PHRASES: page 29

V1 Fairtrade clothing lineBBC
Worldwide

Learning

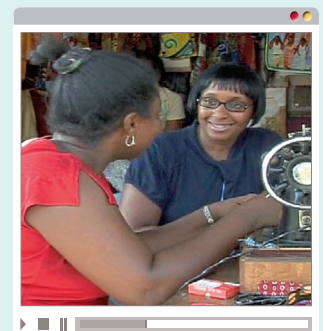
Before watching

1. What are Fairtrade products? How are they different from conventionally produced products? Give some examples.
2. Do you buy Fairtrade products? Why, or why not?

While watching

3. Decide whether the following statements are true or false.

	true	false
a) The Fairtrade label is a guarantee that growers in developing countries are getting a fair wage.	☐	☐
b) Fairtrade clothing is now available at Top Shop in Britain.	☐	☐
c) Fairtrade clothes are cheaper than factory-made clothing.	☐	☐
d) Shopper 1 can imagine buying something that is ethically made and traded.	☐	☐
e) Shopper 2 is more interested in the fashion than in the price.	☐	☐

**After watching**

4. Find out what Fairtrade products are sold at your local supermarket. Make a list of the products and where they come from. Then present your findings in class.

G | Checking

WORD BANK

to draw – zeichnen
to enjoy – genießen

1 Say it in English

Put the sentences into English.

1. Werden Sie schon bedient?

2. Wonach suchen Sie?

3. Wie wäre es mit diesem Produkt?

4. Ich wünsche Ihnen einen schönen Tag.

2 Talking to customers

Match the phrases 1.–5. with the correct answers a)–e). Draw lines.

1. Here you are.
2. Good morning, Sir.
3. Could you help me, please?
4. What product are you interested in?
5. Thank you for your help.

- a) You're welcome.
- b) Yes, of course.
- c) A nice blouse for the summer.
- d) Hello.
- e) Thank you.

3 Writing an e-mail

Use the verbs in the box and complete the sentences in the present continuous.

drink • eat • enjoy • go (2x) • have (2x) • sing • sit • take • visit • write

Subject: Hi from Dresden!

Dear David,

How are you? I **1** _____ you from my trip to Dresden.

I **2** _____ a wonderful time here. At the moment I **3** _____

breakfast with my cousin Fatima. We **4** _____ bread with honey and we

5 _____ tea. The weather is fantastic, so we **6** _____ in the

garden. The birds **7** _____ and we **8** _____ ourselves.

Soon we **9** _____ to town. In the afternoon my grandmother

10 _____ us. At the moment my uncle **11** _____ her to the doctor.

And in the evening we **12** _____ to the cinema.

Hope to hear from you soon.

Love, Ayşe

ICH KANN JETZT ...

1. Produkte und ihre Vorteile beschreiben.
2. Kunden begrüßen und ihnen Hilfe anbieten.
3. den Kunden bei der Auswahl von Produkten helfen.
4. die Kunden richtig verabschieden.



😊😊😊 = Kann ich schon!

😊😊 = Kann ich ein bisschen!

😊 = Kann ich bald!

H | Phrases: Serving customers

To greet customers

Hello.	Hallo.
Good morning/afternoon/evening, Sir/Madam.	Guten Morgen/Tag/Abend.
Nice to see you (again), Sir/Madam.	Schön Sie (wieder) zu sehen.

To offer help

Excuse me, Sir/Madam.	Entschuldigen Sie.
Are you being served, Sir/Madam?	Werden Sie schon bedient?
Can I help you?	Kann ich Ihnen helfen?
What can I do for you?	Was kann ich für Sie tun?
How can I help you?	Wie kann ich Ihnen helfen?
Is there anything I can do for you?	Kann ich Ihnen behilflich sein?
Would you like to look around first, Sir/Madam?	Möchten Sie sich erst selbst umsehen?
Let me know if you need any help.	Lassen Sie (es) mich wissen, wenn Sie Hilfe benötigen.

To help customers find a product

What exactly are you looking for?	Wonach suchen Sie genau?
What do you need the product for?	Wofür brauchen Sie das Produkt?
What about this product?	Wie wäre es mit diesem Produkt?
Have a (closer) look at this product.	Sehen Sie sich dieses Produkt mal (genauer) an.
Let me show you how it works.	Lassen Sie mich Ihnen zeigen wie es funktioniert.
How much money do you want to spend on the product?	Wieviel Geld möchten Sie für das Produkt ausgeben?

To show the benefits of a product

The product is comfortable/delicious/fashionable/healthy/reliable/portable/stylish/well-designed.	Das Produkt ist bequem/köstlich/modisch/gesund/zuverlässig/tragbar/stilvoll/gut gestaltet.
The product helps you to (+ infinitive) ...	Das Produkt hilft Ihnen ...
It allows you to/enables you to ...	Es erlaubt/gestattet Ihnen ...
It is made of ...	Es ist hergestellt aus ...
It was made in ...	Es wurde in ... hergestellt.
It is/can be used for (+ -ing-form) ...	Es wird/kann verwendet werden für ...

To close a sales talk

Is there anything else I can do for you?	Gibt es noch etwas, das ich für Sie tun kann?
You're welcome.	Bitte schön, gern geschehen.
We hope to see you again soon, Sir/Madam.	Wir hoffen Sie bald wieder zu sehen.
Here you are, Sir/Madam. Your change and your receipt.	Hier bitte schön. Ihr Wechselgeld und Ihre Quittung.
Thank you for shopping with us.	Vielen Dank für Ihren Einkauf.
Have a nice day.	Ich wünsche Ihnen noch einen schönen Tag.