

## Unit 5 Selling more

Social media Social media marketing (SSM) Social marketing Social network Socially-reactive marketing	
<u>The</u> hotel industry <u>The</u> pharmaceutical industry <u>The</u> medical industry	
Break the law	Breach the law
Place viral video	
tweet tweets Twitter	
Physician Surgeon	A general practitioner Surgeons operate on people
Indignant Indignation	Showing extreme annoyance
Exploit social media	Exploit means use and does not have the negative connotation that it enjoys in Polish
<u>Downright</u> illegal	<u>Completely/utterly</u> illegal
Celebrity endorsement Celebrities endorses a brand	
Social networking breaks down	It disintegrates
Made-up names	Not real ones
Fake accounts Fake news	
Bundle Bundles	a large amount of sth: a lot a bundle is also a group of items held together by tying or wrapping.
suck	if something doesn't satisfy you and you're annoyed, it sucks.
Dodge sth Dodgy companies	Avoid Dodgy – unreliable ones
On-going ongoing	continuing
trickery	The practice of using tricks, illegal or unfair practices to gain an advantage
Deception Deceive sb	The practice of misleading, deceiving sb
Fluorescent strip light Fluorescent-lit office	Polish???? Jarzeniówka, świetlówka
Sth is commonplace	It is commonly known, popular
Gripes and praise	Irritation and warm words for sb/sth
Sit on the sidelines	Polish???

	Stać z boku
Sb is clueless about sth	Sb doesn't have an idea about sth Sb is not aware of facts
Market a product	Sell it
Diagnose sb Misdiagnose A diagnosis (pl diagnoses) Misdiagnoses	
Tackle a job	
dashboard	A user interface on a computer display that presents constantly updated information, such as processing speed, in a format that resembles the dashboard of a vehicle. <b>Polish????</b> Moodle's Polish equivalent - kokpit
Reactive vs proactive	React to sth means to respond to a certain situation, act in response as opposed to being proactive when you act before hoping to influence the situation or steer it the way you intend it to be
Privacy concerns	Worries, concerns about the security of our personal details, life etc
Thrive, throve, thriven	Grow vibrantly
<b>Subject background</b>	
1 B ----- awareness 2 Sales----- 3 Commo----- sectors of the economy 4 Well-p----- salesperson 5 Customer n----- 6 t----- - made solutions 7 Have a competitive a----- over rivals 8 ----- sell 9 Product d----- 10 ----- for money	
Twitter Tweet Hijack identity/account Be manipulated Verté (UK) PTO (US)	
Guaranteeing youtube view Undermine trust and confidence Become indignant indignation citizen, <b>twitizen</b>	

made-up name fake account Get paid to tweet A viral Become viral Virus	
Brick and mortar store versus internet store	
A product's lifecycle has four stages 1 Introduction 2 Growth 3 Maturity 4 Decline	
Franchise, e.g. Hairdressing franchise Franchisor Franchisee	<b>Polish????</b>  Francise is authorization granted by a manufacturing enterprise to a distributor to market the manufacturer's products
accessories	
Executive training company	
Executive search company	A headhunter, headhunting company Headhunting company
To segment the market Market segmentation Market segments: High/low/young/elderly <u>end of the market</u> Affluent customers/VIPs Less-affluent customers The 20-25 age group The masculine/feminine audience	
Flood the market with your product	Produce and sell very large quantities of goods
Enter a market	Break into the market
Hard sell Soft sell	a method of selling in which someone tries very hard to persuade customers to buy something
Send out a mail-shot	a letter or advertisement sent to many people at the same time
Electronic database	<b>Polish????</b> Lots of names in the database
personalised	<u>Tailored to the needs of the individual</u> <u>Customised, custom-made, targeting a specific person</u>
Sales pitch	promotion by means of an argument and demonstration
A prospect	Potential customer
Subliminal message, advertising	Subliminal means that it occurs below the threshold of conscious perception. <b>Polish????</b>

Develop a niche market	Create a market for a very specialised product or service
Video clip <u>featuring</u> a product	A short video <u>showing</u> a product
Communicate a message <u>by word of mouth</u>	By spoken communication rather than written one
Diversify your product mix Diversification Diversity (i.e. a large range) of products and services	
crunchy	Making a crunching or cracking sound, as when chewed; crisp
Skin care and beauty products	
<b>Collocations:</b> _____ segmentation Niche _____ Subliminal _____ Mail _____ _____ sell _____ mix _____ share _____ research _____ leader Age _____ _____ end of the market Loss _____ Cash- _____ _____ marketing Product _____ Undercover _____	

<b>Customer's objections to/reservations about the following ideas:</b>		
<b>A health club subscription/ membership</b>	<b>A private swimming pool</b>	<b>Custom-designed/customised (Tailored to the needs of the customer) software package</b>
<b>Unit 5.4</b> Give sb <u>a</u> 10% discount <u>on</u> a product	A discount is <u>a price reduction</u> expressed as a percentage of the original price. A reduction expressed as a monetary value is <u>a rebate</u> , e.g. a \$ 10 rebate	

Take it or leave it	Accept this offer or decline it – you have no other choice!
Place an order <u>for</u> a custom-designed package <u>with</u> a supplier	Submit an order for ....
A quotation  <u>Quote</u> a customer a price <u>of</u> \$10	A formal statement setting out the estimated cost for a particular job or service. <b>Polish???</b>  Ask a customer to pay \$100
<u>Bill</u> a customer \$100 <u>for</u> his order/purchase	Charge him that price
Annual operating costs	<i>Operating costs</i> are expenses associated with the maintenance and administration of a business on a day-to-day basis <b>Polish???</b>
A budget To budget <u>for</u> an investment	A plan of expenditure and revenue To plan expenditure and revenue/income
Lead time	the time between the beginning of a process or project and the appearance of its results <b>Polish???</b>
Product's reliability	Failure-free performance
Product's durability	Long continuous useful life
Head Office	A company's <u>headquarters</u> , its main office