



Quotes of the day

- 1) Only buy something that you'd be perfectly happy to hold if the market shut down for 10 years. - Warren Buffet
- 2) Buy less. Choose well. Make it last. – Vivienne Westwood
- 3) People do not buy goods and services.
They buy relations, stories and magic. – Seth Godin

MODULE 11

(1) PRONUNCIATION	<p>Sound of /prɒ/</p> <ul style="list-style-type: none"> - product /'prɒdʌkt/ - productivity /,prɒdʌk'tɪvəti/ <p>Sound of /pre/</p> <ul style="list-style-type: none"> * produce /prɛ'dju:s/ * producer /prɛ'dju:sə(r)/ * productive /prɛ'dʌktɪv/ * production /prɛ'dʌkʃ(ə)n/
(2) ARTICULATION	<p>_____ or _____</p> <p>_____ or _____</p>
(3) COMMUNICATION	<p>Never ask for a discount; Ask for a good price.</p>
Social English (SE)	<p>How to “Haggle” – Ask for a Good Price How to respond</p>
Expressing Emotions (EE)	<p>I am lucky!</p>
Corporate English (CE)	<p>Buyers & Servers</p>



ACTION PLAN

*Refer to the lesson in **Expressing Emotions**

- 1) In your **Gratitude Journal**, write 3 sentences using “**I am lucky**”.
- 2) Write 3 things that you are grateful for today.
- 3) Share your Gratitude.

SONGS & RESOURCES

- 1) Lucky by Britney Spears
<https://www.youtube.com/watch?v=4vvBAONkYwI>
- 2) Lucky by Colbie Caillat & Jason Mraz
<https://www.youtube.com/watch?v=7ZUMRECYLOQ>
- 3) Brief History of Prada (1.16 minutes)
<https://www.youtube.com/watch?v=kyf5quVQrH0>

**Part 1****How to use "Haggle"**

haggle (n.) /'hæg(ə)l/ : to argue in order to agree on the price of something

1) Use "haggle with"

You can *haggle* _____ for a better price.

It is interesting to see how *she haggles* _____.

I called and *haggled with* him. I anticipated _____.

2) Use "haggle about / over"

I didn't _____ with the supplier about the price.

3) Use "haggling"

It is stated that haggling _____ / prohibited.



**Part 2****How to Ask for a Good Price****1) Just Ask**

What is the _____?

Could you _____?

Would you be able to _____?

Is there a discount for this?

Is there any _____ for this?

2) Ask for Future Sales

*If a **discount cannot be given**, ask for the upcoming sales.

Do you know when is the **upcoming** _____?

Keep up updated of the **upcoming** _____.

Part 3**How to Respond to "Asking for a Good Price"****1) "No"**

I'm sorry, sir/madam. The **promotion** _____. You can leave your contact number. We will keep you updated of the promotions.

I'm sorry. The items are of _____.

2) "Yes"

Yes, the **current promotion** is _____ this Sunday. You will be given 20% discount for this item.

Yes, you will _____ to get a 20% discount if you are a member.



COMMUNICATION : Expressing Emotions

Expressing Good Luck

1) **luck** /lʌk/ (noun)

: success by chance and not by effort.

→ Wishing you the **Best of Luck!**

2) **lucky** /'lʌki/ (adjective)

: Something good happens as of the result of luck.

→ You are lucky to have gotten **a good deal.**

3) **fortunate** /'fɔ:(r)tʃənət/ (adjective)

: lucky as you have **more advantages** than others.

→ Not everyone is **as fortunate as** we are.

→ I am fortunate to have a supportive family.

1) Using "I am..." (Simple Present Tense)

I am lucky to _____ at a good price.

I am so _____ it during sales.

2) Using "I was..." (Simple Past Tense)

I bought it at half price. I was so lucky!

I was lucky _____.

I was lucky _____.

I was fortunate to have _____ when I needed the most.



ACTION PLAN

1) In your *Gratitude Journal*, write **3 sentences using "I am lucky / fortunate"**.

2) Write 3 things that you are grateful for today.

3) Share your Gratitude.



COMMUNICATION : Corporate English

People	
Buy	Serve
prospect	agent
buyer	attendant
purchaser	customer service (personnel)
acquirer	waiter / waitress
customer	steward / stewardess
client	concierge
clienteles	valet

People who serve people professionally

<https://dictionary.cambridge.org/topics/helping-and-not-helping/people-who-help-or-serve-people-professionally/>

People who buy	Application (Sentences)
1) prospect /'prospekt/ a) : a person who might be chosen	a) We will be interviewing 2 more prospects for the jobs / posts / positions.
b) a possible future customer	b) Our financial analyst has contacted 10 prospects this morning. He will be showing them the financial prospectus in the meetings. → prospectus : a printed booklet giving details of a share offer for the benefit of investors.
2) buyer : someone who buys something	* <i>buy to sell</i> He is looking for a buyer for his house.
3) purchaser (more formal) : someone who purchases or buys	* <i>Purchase order or price</i> * <i>Purchasing power</i> * <i>Purchasing officer</i> * Procurement /pre'kjʊə(r)mənt/ <i>buyer or purchaser</i> The potential purchaser has not turned up yet. → turn up : arrive, be found
4) acquirer : a person, company or entity that buy or obtain an asset.	Sam managed to acquire the piece of land at a good deal. He acquired the company in 2008.



People who buy	Application (Sentences)
5) customer : a person who buys goods or a service	Sammy is our regular customer. → regular: doing something often, usual.
6) client (more formal) : a person who receives services. *A person who has more professional and closer relationship with.	Ariel is our client . Ariel has been our client <i>for many years</i> . Ariel has been our client <i>since 2008</i> . → use “has been” in Present Perfect Tense to emphasise on the duration (for many years, since...)
7) clientele / ,kli:ɒn'tel/ : clients collectively *A collection or group of clients	He is a well-established agent who serves a loyal clientele. The well-established company has a growing clientele. → well-established(adjective) : having a recognised position, especially for a long existence.

People who serve	Application (Sentences)
1) steward / 'stju:ə(r)d/ (MALE) stewardess / ,stju:ə(r)'des/ (FEMALE)	The steward and stewardess were serving on the flight passengers.
2) concierge / 'kɒnsi,eə(r)ʒ/ : someone who help people in a hotel dealing with problems or providing information	The concierge in this hotel is very friendly and professional.
3) valet / 'væleɪ/ or / 'væli:t/ : someone who works in a hotel or restaurant helping the customer to park the car	We reached there earlier and allowed the valet <i>to get our car parked</i> . The valet helped us to park the car.