



Quotes of the day

- 1) If you are not taking care of your customer, your competitor will. – Bob Hooey.
- 2) Approach each customer with the idea of helping him or her to solve a problem or achieve a goal, not of selling a product or service.” – Brian Tracy
- 3) When selling, remember to lift the mood of the prospect. This will go a long way towards your sales success. – Blair Singer

MODULE 12

(1) PRONUNCIATION	<p>Sound of /ə/</p> <ul style="list-style-type: none"> - promote /prə' məʊt/ - persuade /pə(r)' sweɪd/ - proceed /prə'si:d/ - produce /prə'dju:s/ - professional /prə'feʃ(ə)nəl/ - professor /prə'fesə(r)/ - procedure /prə'si:dʒə(r)/ - probation /prə'beɪʃ(ə)n/ <p>Alert! *product /'prɒdʌkt/</p>
(2) ARTICULATION	<p>_____ or _____</p> <p>_____ or _____</p> <p>_____ or _____</p>
(3) COMMUNICATION	<p><i>Don't Sell - Begin with the end of mind to help</i></p>
Social English (SE)	<p>How to “Promote” - tell a friend about a product, service or course How to respond</p>
Expressing Emotions (EE)	<p>I am annoyed versus excited</p>
Corporate English (CE)	<p>5 Powerful Words in Persuasive Marketing <i>*How to Promote in a Powerful way!</i></p>



ACTION PLAN

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

- 1) In your **Journal**, write 3 products / services that you want to share or promote.
- 2) Write 3 things that you are grateful for today.
- 3) Share your Gratitude.

SONGS – Promote Good Mood

1) Happy by Pharrel Williams

<https://www.youtube.com/watch?v=cmCDqX3ngfA>

2) Oh Happy Day – Sister Act

<https://www.youtube.com/watch?v=6zT8AyfsFmA>



Articulation – How to use the Words

Vocabulary	Application (Sentences)
<p>1) promote /prə'məʊt/ (verb) : to encourage people to like, buy, use, do, or support something.</p>	<p>→ A <i>positive lifestyle</i> promotes good health.</p> <p>→ He was promoted to be the General Manager of an advertising company.</p> <p>→ My friend has been promoting Ariel's English coaching programme. She is so excited! I can see her speaking more confidently in just a few weeks. She is encouraging me to go for it.</p> <p>→ The government has been promoting the importance of social distancing during the COVID-19 pandemic.</p>
<p>2) promotion /prə'məʊf(ə)n/ (noun) : people's attention to a product or event</p>	<p>→ I have been keeping an eye on the year-end promotions. * keeping an eye : paying attention</p> <p>* Christmas / Chinese New Year / year-end promotions</p>
<p>3) advertise /ædvə(r)taɪz/ (verb) : to persuade people to buy a product or service by announcing it on the television, internet or newspapers.</p>	<p>→ This product seems good. It has been advertised only for a week and many people have started queueing up just to buy it.</p> <p>→ This product is as good as how it was advertised.</p> <p>***As advertised on (TV /Radion)</p>
<p>4) advertisement /əd'vɜ:(r)tɪsmənt/ (noun)</p>	<p>→ The advertisements work well. We have gotten many sales leads.</p>
<p>5) promotional campaign : a series of advertisements using various marketing tools to promote a product or service, with the ultimate goal of getting more sales.</p>	<p>→ I know the company has invested a lot of money in the promotional campaigns.</p>



Part 1

How to “Promote”

POWER Phrase:

I have something to tell you.

1) Use “Do you know...?”

- Do you know that company A has _____ ?
→ Do you know that company A has _____ ?
→ Do you know that I _____ ?

2) Use “I can’t wait...”

- I can’t wait to buy product A. I like the white one.
_____ ?
→ I can’t wait to start the course.

→ I can’t wait to show you.

3) Use “Have you heard of...?”

- **Have you heard of** product / service A?
My friend told me about it _____.
→ **Have you heard of** course A?
It has helped me _____. Go for it!
Don’t you _____ ?

4) Use “This ...”

- This product / service / course is just so good! I love it!
→ This is amazing! I have improved so much from this course.
_____ ?

5) Use “There ...”

- There is an **on-going promotion** for product / service / course.
You don’t want to miss it!
→ There is this (coach / person) who can _____.
Do you want to know him / her?
(I will pass you his / her contact later.)

Part 2

How to Respond to “Promotion”

- Wow! That’s great! I will check it out.
→ Wow! Thanks for _____. I’m excited too.

→ That’s amazing! I will contact him / her soon.
→ That’s great! I am so happy for you. _____.

→ Oh yes, I have heard of it. Tell me more about it.
→ Oh, thank you. This is _____.
→ Oh, that’s interesting. Pass me the contact and I will call him/her soon.



COMMUNICATION : Expressing Emotions

Expressing Annoyance

Vocabulary	Application (Sentences)
1. annoy /ə'noɪ/ (verb) : to make someone feel angry or impatient	It really annoys me when you are not listening to me.
2. annoy ing /ə'noɪɪŋ/ (adjective) : making you feel slightly angry or impatient	The marketing calls can be annoying .
3. annoy ed /ə'noɪd/ (adjective) : feeling slightly angry or impatient	I am annoyed with the marketing calls.

Don't Sell - Begin with the end of mind to help

Expressing Excitement

Vocabulary	Application (Sentences)
1. excite /ɪk'saɪt/ (verb) : to make someone feel happy about something good is going to happen	The on-going promotion really excites me!
2. exciting /ɪk'saɪtɪŋ/ (adjective) : interesting and full of action	It is an exciting event.
3. excited /ɪk'saɪtɪd/ (adjective) : very happy because something good is going to happen	We are excited about the promotional campaign.

Using "I am..."

_____ with the sales calls / people / promoter.
 _____ to have gotten it during the promotion.
 _____ to be in this coaching programme.

Using "It is..."

_____ to have gotten so many marketing calls.
 _____ to be in this coaching programme.



ACTION PLAN

- 1) In your *Journal*, write 3 products / services that you want to share **or promote**.
- 2) Write 3 things that you are grateful for today.
- 3) Share your Gratitude.

COMMUNICATION : Corporate English

Vocabulary	Application (Sentences)
1) persuade /pə(r)'sweɪd/ (verb) : to encourage someone to do something with reasons of why they should do it.	→ Sam could persuade his clients to take actions.
2) persuasive /pə(r)'sweɪsɪv/ (adjective) : good at making people believe or agree	→ Sam is one of our top closer. He can be very persuasive in sales.

5 POWERFUL WORDS

Persuasive Marketing

