



Focus: Phrases, structures, and strategies for discussing products/services, handling objections, and building trust with clients

Sales & Customer Relations



The English Hub

Welcome & Objectives

In today's lesson, you will:

- Practise key sales and customer service expressions
- Learn how to speak persuasively and professionally
- Use grammar structures for presenting, offering, and clarifying
- Build confidence in discussing features, value, and objections

Warm-up Discussion:

What types of conversations do you have with customers or clients?

Which situations do you find difficult to explain in English?

Vocabulary – Key Sales & Service Verbs

Review the verbs below with your tutor:

Verb	Example Sentence
offer	“We offer a flexible pricing model.”
recommend	“I’d recommend starting with the basic plan.”
handle	“We handle all onboarding support.”
upgrade	“You can upgrade at any time.”
clarify	“Let me clarify how that works.”

Task: Choose 3 verbs from the list and create your own sentences, relating to your current job.

Grammar: Polite Offers Using “Would”

We often use the term “would” to soften suggestions and sound more customer-friendly.

Structure:

- “**Would** you like...?”
- “I **would** recommend...”
- “**Would** it help if we...?”
- “You **would** benefit from...”

This sounds polite, avoids pressure, and allows the client space to decide.

Task: Rephrase 3 direct sales phrases below, into polite versions:

1. “**Sign up for our premium plan.**”
2. “**Choose the larger package.**”
3. “**Upgrade your account today.**”

Example: “Buy this model.” → “Would you like to try this model?”



Activity: Product Pitch Pair

Your tutor will describe the product below:

Product: A smart reusable water bottle

Description of the product:

This bottle tracks your daily water intake through a mobile app, reminds you to drink regularly, and is made from eco-friendly materials.

Task: Create a sales pitch from the product description with the following elements:

- **Describe one feature it has:**
- **Describe one benefit**
- **Make a polite offer using “would”**

Sentence Structures: Showing Value

When speaking to clients, it's important to focus on benefits. We can do this by using terms such as: “**so that**”.

Structure:

- “We offer X **so that** you can Y.”

Example:

- “We offer 24/7 support **so that** you can focus on your business.”

Task: Think of 3 product or service you use. Create 3 similar value-based sentences about them.

Tip: Try using ‘**so that**’ in your sentence to structure it.

Activity: Salesperson vs Problem-Solver

Your tutor will read out 2 versions of conversation:

Version A

Salesperson: *“This is the best package we have, you need to sign today or you’ll miss the offer. Trust me, it’s exactly what you need.”*

Version B

Salesperson: *“I understand you’re looking to reduce costs and improve efficiency. Let’s review a couple of options and see which fits your team best.”*

Task: Listen to both versions and Identify which version sounds more like a “problem-solver” and explain **why**.



Grammar: First Conditional for Objections

The **first conditional** helps set clear expectations when handling concerns.

Structure:

If + present simple, will + base verb

Examples:

- “If you need support, we’ll assign a dedicated agent.”
- “If you’re unsure, we’ll guide you through the process.”

Task: Complete the sentence starters below:

“If the product doesn’t fit your needs, we’ll...”

“If you sign up today, you’ll...”



Activity: Customer Concern Handling

Your tutor will read out a client concern:

“I think this might be too expensive.”

Imagine this client is trying to purchase a product or service from you.

Task: Respond with a supportive sentence using:

- A polite structure
- First conditional
- A benefit or reassurance

Example: “I understand your concern. If budget is a priority, we’ll recommend the lower-cost plan.”

Vocabulary: Common Customer Phrases

Review the following vocabulary with your tutor:

Customer Says	You Can Say
"I'm not sure this is right for us."	"Can I ask what your main concern is?"
"It's too expensive."	"Let's look at what's included."
"We already use something similar."	"How is that working for you currently?"

Task: Create your own response to the customers concerns from the list.

Grammar :“Let Me...” for Guiding

We often use the term “**let me**” to guide or assist politely.

Examples:

- “Let me show you how that works.”
- “Let me walk you through the steps.”
- “Let me confirm those details for you.”

Task: Create 3 polite guiding sentences to products or services you sell in your job role.

Alternatively, create sentences for the following products/services:

- Latest model of laptop from your store
- Air conditioner
- Broadband

Pronunciation: Emphasising Benefits

Repeat the sentences below after your tutor, focusing on pronunciation and fluency.

1. “We make the process easier, once it’s installed, you’re ready to go”
2. “You’ll get instant access to the service, plus 24/7 customer support.”

Then, create your own sentence which emphasises on benefits from a product you use.

Tip: Focus intonation on **key words**: “simple,” “faster,” “support,” etc.



Roleplay: Objection Handling

Scenario: Imagine you are selling a the latest model of a smart phone to a customer. However they respond by saying:

“It seems too complicated.”

Task: Respond to the customer with the following:

- Clarifying phrase: “Let me explain...”
- First conditional: “If you follow the steps, it’ll be...”
- A polite tone



Reflection: What Makes You Trust a Company?

Discuss:

What words or behaviours help build your trust when you're a customer?



Sentence Review – Fill the Gap

Complete the sentences below using appropriate phrases:

“If you have questions, we’ll _____.”

“Let me _____ how it works.”

“Would you _____ to see a demo?”



Grammar Review: Quick Quiz

Choose the correct option to complete the sentences below:

“If they need support, we (assign / will assign) a contact.”

“Let me (know / knowing) when you’re ready.”

“Would you (recommend / recommending) the starter plan?”



Roleplay – Client Discovery Call

Scenario:

Imagine you work for a software company that has just released a new project management tool designed for small businesses. You're calling a potential client who currently uses spreadsheets to manage their projects.

Task: Deliver the following in one short call:

- **One Question:** Find out about their current project management challenges.
- **One Benefit Explanation:** Explain how the tool could help them save time and avoid errors.
- **One Polite Offer:** Offer them a trial or demo.
- **One Closing Phrase:** End the call positively and leave the door open.

Your tutor will pretend to be the client:

