



English for Sek I, Sek II

Economy and society

Selling (3)

15:00 minutes

Summary

Selling is an art – this is also true for Jennifer and Lisa at the flea market. Things people sell range from services and goods to haircuts and luxury watches. Sellers have to convince buyers with offers that are attractive not just in quality but also in price. Moreover, they have to hold their ground in competition with other providers. Clever advertising and a good name – a brand – raise the chances for success.

Didactics

This programme highlights the basic principles of selling by looking at a flea market. Essential keywords and principles are introduced and explained. It is advisable, however, to expand in class what has been shown in the film (either in plenary or group discussion). For more indepth learning, consult www.iconomix.ch.

Learning goals

The students...

1. define and distinguish different sales methods such as direct sales or sales at a department store.
2. know what factors in a salesperson's behaviour are more effective than others.
3. understand the interplay between price and supply.
4. know why and how brands are effective.

Methodical ideas

1. In class, brainstorm what students have bought in the course of the current month or semester.
2. View film, with students noting down important keywords on the observation sheet.
3. Students explain and discuss these keywords in class.
4. On the board show the interplay between price and supply: high supply, low price; low supply, high price.
5. Groups compare prices in newspaper ads: how much do different suppliers ask for the same product?
6. Students research sales opportunities on the Internet. They analyse their own respective strengths and weaknesses both for the supplier as well as the buyer.
7. For more depth, visit www.iconomix.ch the Swiss National Bank's Internet portal, which offers a rich choice of e-learning modules.

Introduction

This programme in our «Economics and society» series is suitable even for years 4 – 6 at primary school level, provided it is used as a preparation for a class project such as a sale at a school bazaar, a sale of Pro-Juventute products or Swiss chocolate thalers. Students will learn what is required for a successful sale. In a follow-up, they will train basic skills such as how to be polite to customers and how to present goods.