

Activity Type

Reading and Vocabulary Exercises: ordering, matching, gap-fill

Speaking Activity: asking and answering questions, controlled and freer practice (pair work)

Focus

Sales-related phrasal verbs

Aim

To learn and practice 12 phrasal verbs commonly used in sales.

Preparation

Make one copy of the two-page worksheet for each student.

Level

Upper-intermediate (B2)

Time

25 minutes

Introduction

In this sales-related phrasal verbs worksheet, students learn and practice 12 phrasal verbs commonly used in sales.

Procedure

Give each student a copy of the two-page worksheet.

Students start by putting a sales meeting conversation in the correct order.

Exercise A - Answer key

1. c 2. g 3. e 4. h 5. b 6. f 7. d 8. a

Students then read sales-related phrasal verbs in bold from the conversation to guess their meanings and then match each one with a definition.

Exercise B - Answer key

1. b	4. a	7. h	10. e
2. d	5. i	8. f	11. j
3. k	6. l	9. c	12. g

Next, students complete sentences with the sales phrasal verbs, changing the tense as needed.

Exercise C - Answer key


1. run out	5. mark down	9. stock up
2. cut back	6. close out	10. drum up
3. bring in	7. sold out	11. phase out
4. clearing out	8. follow up	12. cash in

Lastly, in pairs, students ask and answer questions that contain the sales-related phrasal verbs.

A. Put the sales meeting conversation between the three people in the correct order.

- a. Anna: Good. By phasing out our older products we're **cutting back** on unnecessary expenses too. Thanks for your ideas, everyone!
- b. Anna: Yes, that's right, Meena. Our store has limited space. Last year, we managed to **cash in** on the holiday season and **clear out** all our leftover stock.
- c. Anna: Good morning, everyone. Let's start by discussing how to **drum up** interest in our new product line. What do you think, Meena?
- d. Chris: Okay, Meena. I can order more of those best-selling items, and we've already started **phasing out** our older products.
- e. Chris: Good idea, Meena. Following up on potential customers is important. We also need to consider **marking down** some of our older stock.
- f. Meena: Maybe we can do the same this year and **sell out** our older products over the holiday season. Also, I think we should **stock up** on our best-selling items.
- g. Meena: Well, I think we've been working hard to **bring in** new customers, but we need to **follow up** to ensure we **close out** those sales.
- h. Meena: I agree with that, Chris. We don't want to **run out** of space in our store, especially with the busy season approaching.

B. Read the sales-related phrasal verbs in bold in the conversation to guess their meanings. Then, match the phrasal verbs with the definitions below.

- | | | |
|---------------------|--|---|
| 1. close out | a. to get new customers |  |
| 2. drum up | b. to finalise a sale or agreement | |
| 3. follow up | c. to increase stock in preparation for future sales | |
| 4. bring in | d. to create interest in a product, typically through advertising | |
| 5. mark down | e. to sell extra items or outdated products, usually at lower prices | |
| 6. run out | f. to take advantage of an opportunity to make money | |
| 7. sell out | g. to reduce something, usually costs, in order to save money | |
| 8. cash in | h. to completely sell all available stock of a product | |
| 9. stock up | i. to lower the price of a product in order to increase sales | |
| 10. clear out | j. to slowly discontinue selling a product or service | |
| 11. phase out | k. to continue communication with possible customers after first contact, often to make a sale or maintain relationships | |
| 12. cut back | l. to finish the supply of a product, often resulting in it being unavailable for a short time | |

C. Complete the sentences with the 12 sales-related phrasal verbs from the box, changing the tense as needed.

close out	mark down	cash in	phase out	clear out	cut back
drum up	follow up	bring in	run out	sell out	stock up

- Hurry and order more! We're about to of stock on our best-selling item.
- Due to budget limits, the company had to on advertising spending.
- We need to more customers to meet our sales targets for this quarter.
- The store is its winter stock to make space for spring products.
- We decided to the prices of our older stock to make room for new products.
- After weeks of meetings, we finally managed to the deal with our biggest client.
- The concert tickets within minutes of going on sale.
- After the initial meeting, it's essential to with potential clients to keep the conversation going.
- Before the holiday season, retailers on popular items to meet increased demand.
- The marketing team is working hard to interest in our new product.
- The company decided to slowly its older model to focus on the new and improved version.
- The company is looking to on the growing trend of online shopping.

D. Now, discuss the questions with a partner.

- What do companies do to **drum up** interest in their product or service? Try to think of some good examples.
- Have any companies **followed up** after you spoke to them? Did you eventually buy their product or service?
- What do shops usually do to **bring in** more customers? Give some examples.
- Do you ever buy things that have been **marked down**? How do you feel after buying a marked down product or service? Why?
- Have you ever tried to buy a product that had **run out**? Did you get it in the end?
- What are some products or services that often **sell out** in your hometown or country? Why are they so popular?
- Is there anything that you like to **stock up** on so that you don't run out? Why do you always want to have it?