



2nd semester Advanced Lesson 17

Topic 17:

Unit 6: Service.

Selling the service.

Service

- work that someone does or time that someone spends working for an organization
- a business that offers a particular type of help or work

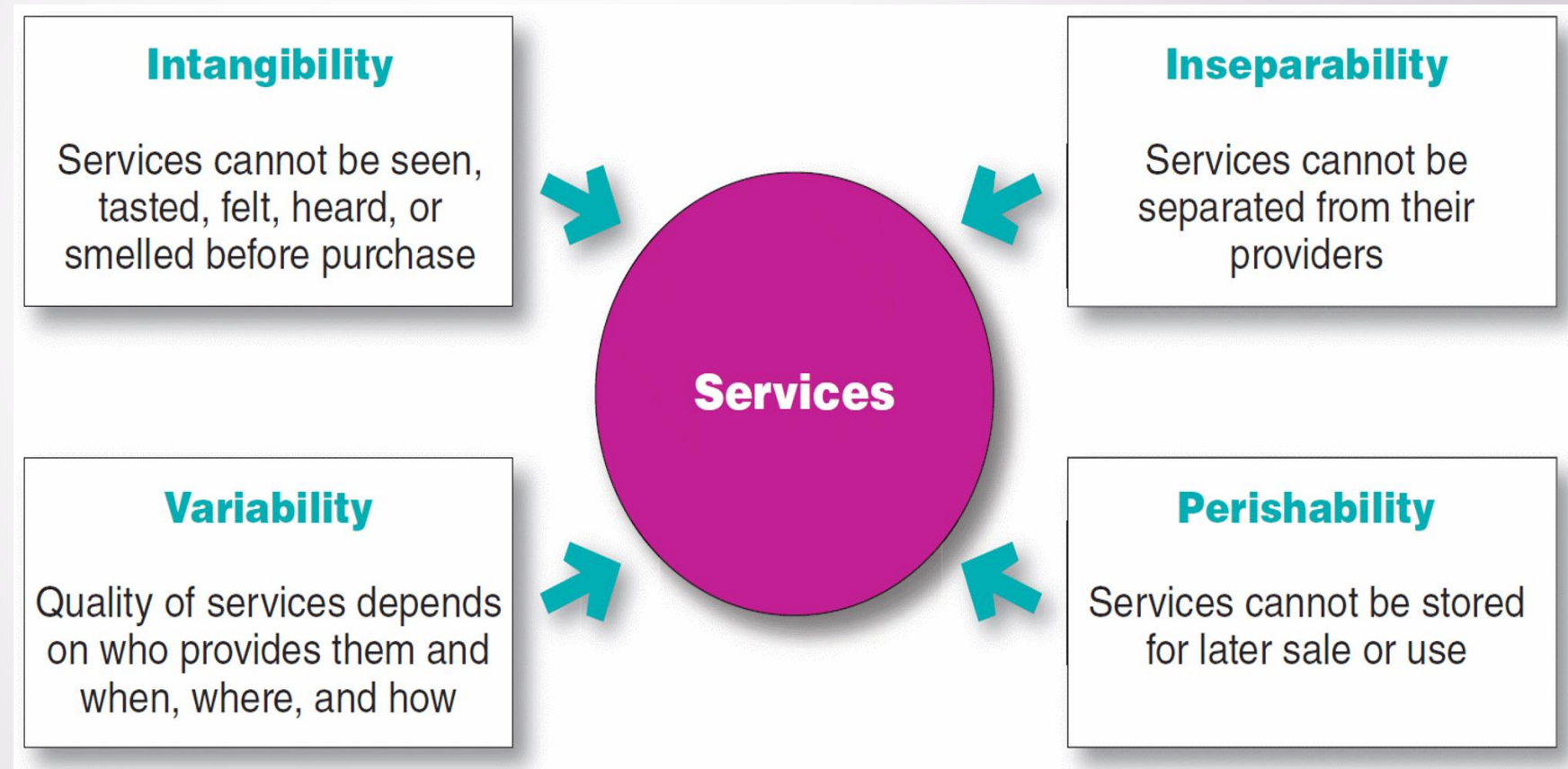


Selling services means selling yourself, your team's expertise, and the value your company brings to the client or customer. It's a tricky prospect, but there are ways to make it work.



Characteristics of service

- **Intangibility**
- **Perishability**
- **Inseparability**
- **Variability**





Choose the best answer.



1. There has been a drop in sales. = Sales have _____.

decreased downed increased

2. Sales have increased for three years _____. = Sales have increased for three years in a row.

even straight forward

3. You have to market these particular attributes. = You have to market these particular _____.

qualifiers qualifications qualities

4. We shouldn't use the same old strategies. = We should _____ using the same old strategies.

avoid averse avert

5. Thanks to smart planning, we have _____ another crisis. = Thanks to smart planning, we have thwarted another crisis.

put forth unveiled averted