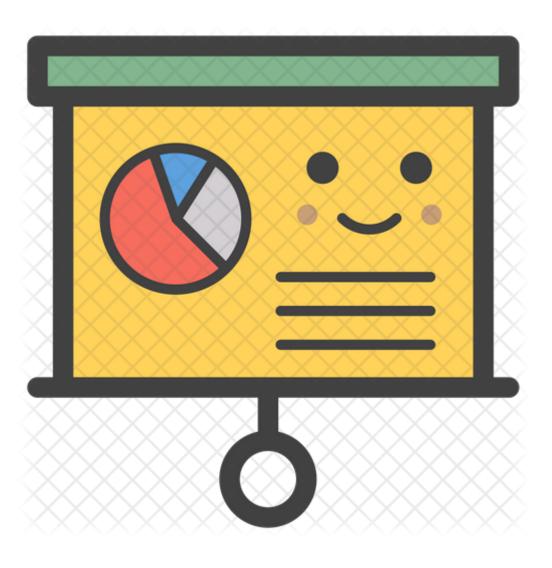
Good Evening Everyone ③

Presentation Time !!





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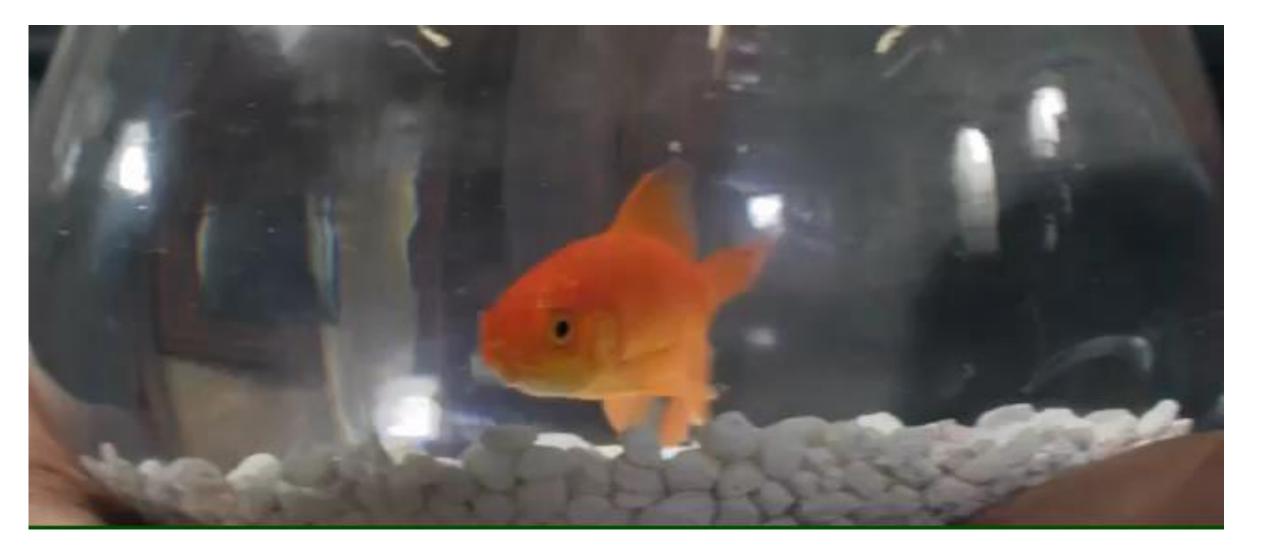
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Choose the answers based on your own preferences

I'm good at	a. Remembering faces	b. Remembering names	c. Learning physical skills
In class I prefer to	a. Look at pictures	b. Discuss ideas	c. Do something practical
I like it best when teachers	a. Use charts	b. Explain things	c. Have me do a lab experiment
When learning a new skill, I prefer to	a.Watch someone do it	b. Hear it explained	c. Just do it.
I prefer to	a. See a comic strip of a story	b. Listen to a story	c. Act out a story
If I get in trouble in class, it's usually for	a. Drawing	b. Talking	c. Not sitting still
Of these jobs I'd prefer to be	a. An artist	b. A radio DJ	c. A technician
Of these activities I'd prefer to	a. Go to an art gallery	b. Listen to music	c. Play sports

Mostly a answers	Mostly b answers	Mostly c answers
You may be a visual learner.	You may be an Auditory learner.	You may be a Kinesthetic learner.
You learn best by seeing things	You learn best by hearing things.	You learn best by doing.



- 1. How should students think?
- 2. What did Fredrick J. Kelly create?
 - 3. What did he say about them?
- 4. What is the school system in Finland?
- 5. What is the meaning of collaboration?
- 6. What did he say the fish was asked to do?
 - 7. How did it make "the fish" feel?

In groups....

- Discuss how you would like to change the school system?
- Think about:
- Schedules
- Timings
- Activities
- Subjects
- Exams/Tests

What other jobs need persuasion to succeed? Give an example.

- He was *adamant* that he wouldn't pay any more for the souvenir.
- a. Determined b. Persuaded
- Her *aggressive* sales tactics turned off the prospective buyers.
- a. Fair and thoughtful b. strong and forceful
- The shoes I bought didn't fit, but I didn't **bother** to return them.
- a. Take the trouble to do something b. annoy someone in the service industry
- Don't *distort* the sales figures to make them more appealing.
- a. Misunderstand

- b. misrepresent
- It's not good for kids to be *exposed to* so many advertisements.
- a. Hidden from b. subjected to
- Do commercials with celebrities *influence* people to buy certain products?
- a. Have an affect on b. cause behavioral change
- I was left with a favorable *impression* from the sales presentation.
- a. A series of brochures or reports. b. a lasting effect or mental image
- His techniques were *subtle*. I didn't even realize he was trying to sell the carpet.
 a. Clear
 b. not obvious

Vocabulary Time !



Listen and describe the Customer/ Consumer and the sales person using our vocabulary words

Discuss

- Do you like to shop alone or with another person? Why?
- Do you want a sales clerk to offer help right away, or wait a while?
- What are the best characteristics for a sales clerk to have?

Activity Time ! Role play

• One will be a customer and the other a sales person:

Choose your setting: supermarket/ grocery store/ clothing store/ hair dresser.

Listen to 2.21 Did the four shoppers experience a hard or soft sell?

- Cynthia
- Antonio
- Young-hee
- David

Listen again

• 1. Someone asking for a donation for a cause is ______. Hard selling a. b. Soft selling Both hard and soft selling с. 2. A store sending you an email reminder of a sale is ______. Hard selling a. Soft selling b. Both hard and soft selling с. 3. The sale is the bottom line for _____. Hard selling a. b. Soft selling Both hard and soft selling с. 4.Some salespeople use hard selling techniques because_____. a.The techniques can be effective. b.The salespeople want to give a negative impression. c. They have been proven to be more effective than soft selling techniques 5. The sales clerk who helped Antonio is ______. Dishonest but effective a. Direct and aggressive b. Rude and respectful с. 6. After the sales clerk complimented David, he felt_____. It showed the sales clerk had good taste a. It wasn't sincere b.

c. Bothered by it

