

B1

SECTOR VOCABULARY

≈ 27 MIN

Sales Vocabulary – *practice on paper*

You have built the lesson — now lock in customer, deal and results terms, brick by brick. New examples, same patterns.

German Provision: **commission** · German Rabatt: **discount**

NAME

DATE

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 1 · SORT THE SALES TERMS · APPROX. 4 MIN

Is it about the deal itself (offer, price, contract) or about targets and numbers? Deal → left column. Numbers → right column.

a quote for 300 desks

this year's sales target

a 5% discount on the list price

a signed contract

revenue of €2 million

sales figures up 8%

the customer's purchase order

profit after all costs

payment within 30 days

the sales forecast for Q4

DEALS	RESULTS

BRICK 2 · FILL IN THE MISSING WORD · APPROX. 6 MIN

Fill each gap with the fitting word. The hint in brackets tells you what the gap has to do.

- 01 I've been in for six years, mostly with key accounts. [the department that sells, with an "s"]
- 02 Before we order, please send us a written for 50 laptops. [a price for specific goods]
- 03 I'm sorry, but we can't offer a bigger than 8% on this order. [a reduction in the price]
- 04 Our reps earn a small salary on everything they sell. [their share of each sale, not plus "provision"]
- 05 We finally the deal with the hotel chain last Friday. [finished it successfully, past form]
- 06 We met our sales for the third quarter in a row. [the amount you are expected to sell]
- 07 Nobody there knows us yet, so I'll start with a call. [a call with no earlier contact]
- 08 Our rose by 15%, but higher costs meant profit stayed flat. [the money from all sales]

YOUR BUILD

1 · SORTING

2 · FILL-IN

3 · CORRECT

4 · WRITE

BRICK 3 · FIND AND CORRECT THE MISTAKE · APPROX. 7 MIN



Each sentence hides exactly one mistake. Underline it and write the whole sentence correctly.

01 She works in sale and visits customers every week.

02 Our reps get a provision of 3% on every order.

03 Our win last year was €300,000 after all costs.

04 Our top salesperson got a premium of €2,000 at the end of the year.

05 Could you send us a quota for 100 chairs?

06 We shut the deal with them yesterday.

BRICK 4 · WRITE YOUR OWN SENTENCES · APPROX. 8 MIN



Write one sentence for each prompt. Keep the three groups in mind: customers, deals, results.

01 Customers: say with "lead" or "prospect" where a new contact came from.

02 Quote: announce a quote and a date with "I'll send you a quote ...".

03 Discount: offer a discount with "We can offer you ...".

04 Results: report with "sales target" or "revenue" how well your team is doing.

MINI-CHECK – CAN I DO THIS YET?

- ☐ I sort sales words into three groups: customers, deals, results.
- ☐ I say "I work in sales" – with an "s" at the end.
- ☐ I call a German Provision "commission" and a Rabatt a "discount".
- ☐ I ask for a price with "quote" and say "close a deal".

Not every box ticked? Build the lesson once more and try this sheet again tomorrow.

Answer key

Check only when you have finished. Every answer comes with the **why** — the rule matters more than the result.

BRICK 1 · SORTING

01 a quote for 300 desks → **deals**

A quote is part of the deal.

02 this year's sales target → **results**

The sales target is a number you are measured against.

03 a 5% discount on the list price → **deals**

A discount is part of the offer.

04 a signed contract → **deals**

The contract completes the deal.

05 revenue of €2 million → **results**

Revenue shows the result of all sales.

06 sales figures up 8% → **results**

Sales figures are results.

07 the customer's purchase order → **deals**

With the purchase order, the customer buys.

08 profit after all costs → **results**

Profit is what is left after all costs.

09 payment within 30 days → **deals**

Payment terms are part of the deal.

10 the sales forecast for Q4 → **results**

A forecast predicts future figures.

BRICK 2 · FILL-IN

01 I've been in **sales** for six years, mostly with key accounts.

The field of selling is "sales", with an "s".

02 Before we order, please send us a written **quote** for 50 laptops.

A price offer is "a quote"; "quotation" also works.

03 I'm sorry, but we can't offer a bigger **discount** than 8% on this order.

A price reduction is "a discount".

04 Our reps earn a small salary plus **commission** on everything they sell.

A German Provision is "commission".

05 We finally **closed** the deal with the hotel chain last Friday.

You "close a deal"; "sealed" also works.

06 We met our sales **target** for the third quarter in a row.

What you must sell is your "sales target".

07 Nobody there knows us yet, so I'll start with a **cold** call.

A call with no earlier contact is "a cold call".

08 Our **revenue** rose by 15%, but higher costs meant profit stayed flat.

The money from sales is "revenue"; "sales" also works.

BRICK 3 · CORRECT

01 She works in **sales** and visits customers every week.

The field of selling is "sales", with an "s".

02 Our reps get a **commission** of 3% on every order.

A German Provision is "commission"; "provision" usually means supply.

03 Our **profit** last year was €300,000 after all costs.

Money left after costs is "profit"; a "win" is a victory.

04 Our top salesperson got a **bonus** of €2,000 at the end of the year.

A German Prämie is "a bonus"; a "premium" is e.g. for insurance.

05 Could you send us a **quote** for 100 chairs?

A price offer is "a quote"; a "quota" is a fixed amount.

06 We **closed** the deal with them yesterday.

A deal is "closed", not "shut".

BRICK 4 · WRITE

Your sentences may differ — just check that contact, quote, discount and figure match the patterns.

01 "We got a new lead from our website on Monday."

New contact with "lead" and where it came from.

02 "I'll send you a quote for 40 printers by Wednesday."

Price offer with "quote" and a date.

03 "We can offer you a 7% discount on orders over 100 units."

Discount with "offer" and "discount".

04 "Our team is at 90% of its sales target for this quarter."

Progress towards the goal with "sales target".

NEXT BRICKS — KEEP BUILDING FREE ONLINE

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