

COURSE OUTLINE

Chinese for communicating with customers in retail sales

1

Pronunciation and tone

Learning initial and final sounds; Understanding the tones of Chinese Pinyin.

2

Talking about your career

Questions, positive & negative statements using present simple; Stating company information.

3

Greeting customers

Saying hello; Asking what they need and want.

4

Understanding the correct usage of numbers

Learning to express time; Stating numbers and contact details.

5

Explaining prices and costs

Answering questions about prices; Costs of items; Services available.

6

Dealing with promotions

Asking if the customer is interested; Introducing promotions; Giving promotion details.

7

Guiding customers

Colours, sizes and patterns; Names of clothing.

8

Explaining accessories

Reviewing items; Names for different accessories.

9

Making alterations

Understanding comments from customers; Responding to comments.

10

Explaining and suggesting

Stating current stock; Not selling certain things; Reserving an item; Suggesting an outlet.

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11

Giving directions

Answering questions about place and location; Giving directions.

12

Handling requests

Agreeing to requests; Sending customers somewhere; Refusing requests; Managing customers.

13

Talking about people at work

Present continuous tense; Actions with positive and negative statements.

14

Giving recommendations and suggestions

Presenting options and alternatives as recommended by staff; Conditionals.

15

Offering things

Responding appropriately to comments; Names of clothing (advanced).

16

Comparing prices

Adjectives; Comparatives and superlatives; Mid-course review.

17

Answering the phone and getting information

Collecting customer information; Times and dates.

18

Mid-course checkpoint

Review of key concepts; Testing of learners' progress

19

Getting more information

Work places; Occupations; Personal details.

20

Making a sale

Ways of paying; Asking how the customer will pay; Taking a payment; Finishing the sale.

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21

Detailing problems with payment

Telling the customer about the problem; Solving the problem.

22

Selling more and suggestive selling

Making suggestions; Telling customers about discounts; Offering to show goods.

23

Understanding complaints

Explaining return policies; Apologizing; Handling a return; Referring to the manager.

24

Dealing with a difficult customer

Calming customers; Giving reasons; Saying you can or can't do something.

25

Talking about the weather and temperature

Explaining weather to customers; Dealing with complaints about temperature.

26

Engaging in small talk and chit-chat

Holding a conversation about family & home; Keeping the customer engaged

27

Understanding of direct and indirect questions

Answering and asking direct and indirect questions; Appropriate (inappropriate) responses.

28

Detailing products and services (advanced)

Introducing the product in detail; Describing the product in detail; Uses for a product.

29

Comparing modes of transport for travel

Using comparative forms; Describing travel options and their benefits/drawbacks.

30

Recommending things to customers (advanced)

Recommending restaurants, tourist attractions, temples; Going beyond the call of duty.

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31

Explaining hobbies and abilities

Learning how to talk about talents and abilities; Talking about leisure activities.

32

Talking about health

Learning how to ask about and describe a customer's health; Vocabulary for the human body.

33

Praising customers

Expressions of praise; Complimenting customers.

34

Giving well wishes

Wishing customers a pleasant journey; Wishing good luck; Wishes for specific holidays.

35

Being service-minded

Reminding customers about their belongings; Offering absolute help; Showing care.

36

End-course checkpoint

Review of key concepts; Testing of learners' progress