

## Sales pressure

Car dealers are experts at selling cars—Here are some of the lines they use to do it:

- *What would it take for me to put you in this car?*  
Don't ever tell the dealer what it would take to make you buy this car or any other car. It makes it too hard for you to negotiate.
- *If I could put you in this Jackadoo for \$200 per month would we have a deal?*  
Tell them you won't decide on the spot. And ask for more information. What's the total cost?
- *\$5,000! We can't haggle over that—It's a haggle-free price.*  
There's no such thing in dealerships as a haggle-free price. Shop around.
- *I can't take that to my boss, he'll sack me! If you offer another \$500 maybe...*  
Don't fall for this one—the boss will consider any reasonable offer.

1. BRAINSTORM more 'car dealer lines'.
2. In pairs, ROLE PLAY a conversation between a car buyer and a car dealer assuming:
  - the car dealer wants to sell the car to gain a commission
  - the car buyer does not want to commit him/herself to buying a car until they have made some comparisons between cars (shopped around).

To help develop the roles, each student should describe their character, including physical and personality details.

After each pair has finished the role play, one pair can do their role play again, with the class watching. ASK how the actors felt about the characters they were playing, and what strategies we could use if we really were in this situation.

3. a) DISCUSS: Do you think the dealer would use different language when dealing with a businessman, a business woman, a husband and wife, a single mother, an 18-year-old man or an 80-year-old woman? Do you think the dealer's selling strategies would change?
  - b) SUGGEST language choices which would make the car dealer more effective at selling cars to these different audiences:

<b>a businessman</b>	<b>a business woman</b>
<b>a husband and wife</b>	<b>a single mother</b>
<b>an 18-year-old man</b>	<b>an 80-year-old woman</b>