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ENGLISH\_FOR\_MERCHANT  
*by Sirajul19 Munir19*

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INCREASE YOUR SALES

# *English for Merchant*



MAKE YOURSELF BECOME AN AMAZING  
MERCHANT WITH ENGLISH

SIRAJUL MUNIR  
HANIF AFRINURSALIM



**English for merchants is a book that enables learners to learn English practically and fun.**

### **Why a merchant should learn English?**

- ✚ **Let him becomes a success and professional merchant**
- ✚ **Increase his knowledge in English that will useful when sell to foreigners**
- ✚ **Help him to understand the manners in facing a customer**
- ✚ **Tips to service customers especially a foreigner**

### **About the Authors**



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**ENGLISH FOR MERCHANT**



**English for Merchant** 



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## PREFACE

All praise and thanks are due to Allah SWT who and also our prophet and final Messenger Muhammad SAW. Also, thanks to Bashir Rahmat Parmuji, Burrahman Satria, and Dwi Wulandari who provided us the data for the sake of this book.

English for Merchant is a book for a merchant who wants to study English to be more professional in selling his things. This book is designed to help learners develop their English skills. Each unit presents different topic which will be useful for the merchant when they meet foreigners.

English for Merchant is constructed based on the interview which writers did. The writers interviewed some merchants and most of them said that they need English to be more professional because they often have difficulty when they do conversation with the foreigners.

English for Merchant provides a wide variety of material ranging from which adapted from some sites. Throughout the textbook, learners will find plenty examples of the way to be a professional merchant with English. English for Merchant provided by an answer key to each exercise.

We hope this English for Merchant textbook is a valuable contribution for the people who want to improve their English skills and be professional merchants.

May Allah SWT accept our humble effort and make it a source of my salvation in the Hereafter. Amien Ya Rahman.

Batusangkar, December 2020

Writers



**English for Merchant**





## SYNOPSIS

This book is intended for merchants who want to master English in order to be able to communicate their wares in English communicatively. The material presented in this book will greatly assist traders in selling practically. This book consists of seven chapters. Chapter I introduces Greeting. Here the reader will be guided on how to do greetings in English, both formally and informally. Chapter II discusses offering something. As usual, a merchant is very accustomed to offering his wares to buyers, either on a poly or casual basis. Various expressions are exemplified here. Chapter III examines asking price. In this section the reader will be guided to common expressions in asking for prices. Chapter IV discusses Bargaining (bargaining) which is common in the trading world. Of course, in trading, buyers will try to bid on goods as well as merchants.

Chapter V discusses Describing things. This chapter guides more shapes (forms) so that buyers can more easily know the features of the goods to be purchased. Chapter VI deals with Direction. This section will provide opportunities for traders to submit the position of the items to be sought. In addition, traders can reach locations where buyers need something. Chapter VII discusses traditional food. All kinds of unique foods that are traditional in nature are discussed here, including their ingredients, taste and benefits.

This book provides structured exercises in each chapter to enable traders to learn independently. Another thing that is interesting is the answer key provided by the writer in order to ensure the accuracy of the answers of the learners. Finally, at the end of each chapter, the author provides Fun with English which contains wise words, puzzles, interesting facts about English, and various tips. Of course this is made to avoid boredom in studying and reading this book



## INTRODUCTION

This book divided into seven units :

### **A. Unit 1 : Greeting**

This chapter provides the readers the information related to expressions and responses related to greeting. When the merchants want to offer something they need to greet the people first. In this unit, we will provide many expressions and responses related to greeting, so the merchant will have many ways to greet the people.

### **B. Unit 2 : Offering Something**

This chapter offers the readers the knowledge about the expressions and responses related to offering something. It will help the merchant to know how the ways to offer something with many expression, so the people will interested to buy it. We also provide some texts which related to how to offer something with the good way and also the vocabularies related to offering something

### **C. Unit 3 : Asking Price**

This chapter highlights some expressions and responses related to asking price. It also will give vocabularies which related to the prices so it will help the merchant.


### **D. Unit 4 : Bargaining**

This chapter provides readers about the expressions and responses related to bargaining. It often happens when the merchant do a negotiation with the foreigner; they do not know the way to do it. So this book will offer the expressions and responses which they can use when doing negotiations. We also will give some text which related to it and also related vocabularies.

### **E. Unit 5 : Describing Things**

This chapter provides readers about the expressions and responses related to describing things. Sometimes the foreigner will ask about the thing or the place, so we need to describe it to them. So in this unit we will give some expressions and responses how to describe thing and place. We also will give some text or conversation related to it and also related vocabularies

### **F. Unit 6 : Directions**



This chapter highlights some expressions and responses related to directions. Many merchant do not know how to explain direction in English, so here we will give the vocabularies related to direction and also we will give some expressions and respons related to it.

**G. Unit 7 : Traditional Foods**

This chapter provides readers about the knowledges and informations about traditional foods especially in Indonesia. Sometimes the merchant can give some reccomendation to foreigner after they bought something from the merchant. So with know about the traditional food , it can increase the knowledge fo the merchant. Here we will give vocabularies rekated to traditional food and souvenir and also we will prove the dialogue related to it.

# CHAPTER 1

# GREETING



**1. FORMAL EXPRESSION IN GREETING**

- Hello!
- Good morning.
- Good afternoon.
- Good evening.
- Good night.
- Hello, how are you?
- How are you doing?
- How do you do?
- Nice to meet you.

**2. FORMAL RESPONSES IN GREETING**

- Hello!
- Good morning
- Good afternoon
- Good evening.
- Good night.
- I'm fine thank you.
- I'm very well, thank you.
- How do you do.
- Nice to meet you too.

**3. INFORMAL EXPRESSIONS IN GREETING**

- Hi!
- What's up?
- What's news?
- How's everything?
- How's it going?
- How's business?
- Good to see you.

**4. INFORMAL RESPONSES IN GREETING**

- Hello!
- I'm fine thank you.
- I'm very well, thank you.

- How do you do.
- Nice to meet you too.
- Good to see you.

**B****5 WAYS TO PROPERLY GREET YOUR CUSTOMERS**

When entering a store, customers want to see the seller make a genuine effort to acknowledge and assist them. As a customer in a hurry, they might be just looking for one specific item and may need the assistance of the employee. However, if we ignored and my time is wasted waiting for help, we will move on to another store. Greeting the



customer can often be the most important aspect to closing a sale. Take these 5 tips to ensure your customers never walk out your store dissatisfied:

**1. Smile While You Greeting**

Customers want to hear words of greeting and see a smile. If the employee at the door appears grumpy and doesn't even offer a simple "Hello. Welcome to my store, What can I do for you?" the customer will most likely start their shopping experience off in the wrong mood.

**2. Stop What You Are Doing**

Yes, you may be stocking the shelves or taking inventory. While these jobs are important to the everyday functions of the company, your customer is the reason you are stocking those shelves. A customer should be greeted within 30 seconds of entering your store. Stand up from your task and offer a smile and words of greeting. After offering assistance, you can return to the shelves.

**3. Show, Don't Tell**

When the customer enters your store, they will most likely inquire about a specific product. Rather than sending them to aisle 19, somewhere near the middle, on the 5th-7th shelf down, walk with them to the aisle. Take the time to show them exactly where the product is. It will only take a few seconds and your customer will appreciate



your time and effort.

4. **Ask Questions**

Consider what kind of the thing that customer want to buy. If a customer comes in and want souvenirs, selling them just any souvenirs won't do. You may specifically ask them the type of souvenir which they want to buy. Rather than deal with a customer complaint when the product doesn't serve the desired function, take a moment to ask further, often imperative questions.

5. **Dress Politely**

Because you will be the first face that a prospective customer sees, be sure to dress and act politely. Avoid wearing provocative outfits that may offend customers. Rather, choose conservative, polite outfits that are appropriate for your work environment. If you present a neat, groomed appearance, your customers will feel more comfortable during a sales transaction.

The second a prospective customer walks through the store, they will be analyzing many aspects of your business. Be sure to offer them a warm, professional greeting, assistance, and quality customer service. Ignoring or downplaying their importance is dangerous for your company's success. As Sam Walton once said, "There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

Source : <https://www.andrewjensen.net>

**ACTIVITY 1**

**Answer the following questions.**

1. Why it is important to greet the customers properly?
2. Why we should smile while greeting?
3. Why we need to dress politely?
4. What kind of question can you give while greet your customer?
5. Why it is dangerous ignoring customers?

## ACTIVITY 2

Read the text above and decided whether the following statements True or Not. If it is True writes (T), if it is False writes (F)

- ( F ) Customers don't want to see the seller make a genuine effort to acknowledge and assist them
- ( ... ) Customers want to hear words of greeting and see a smile
- ( ... ) A customer should be greeted within 30 seconds of entering your store
- ( ... ) Don't consider what kind of the thing that customer want to buy
- ( ... ) Avoid wearing provocative outfits

### C

#### EXAMPLE OF CONVERSATION IN GREETING

Budi : Hello, good morning  
Daniel : Hello, morning  
Budi : What can I do for you, sir?  
Daniel : Yeah, I look for some souvenirs  
Budi : What kinds of souvenir, sir?  
Daniel : Maybe like traditional accesoris

Shinta : Hei. Nice day, isn't it, mam?  
Jessica : Yeah, nice weather  
Shinta : How do you do, mam?  
Jessica : I'm great. How about you?  
Shinta : I'm too. What are you looking for, mam?  
Jessica : Some traditional food from this place. Do you have it?  
Shinta : Of course. Wait for a moment



Satria : Good morning, sir  
Shawn : Morning  
Satria : It's really good today, isn't it?  
Shawn : Yeah, great  
Satria : How do you do, sir?  
Shawn : I'm great  
Satria : Where are you from, sir?  
Shawn : I'm from USA.  
Satria : What about your name, sir?  
Shawn : Shawn. How about you?  
Satria : My name is Satria. What you are looking for, Shawn?  
Shawn : I'm looking for some souvenirs  
Satria : What kind of souvenirs which you want?  
Shawn : Accesories especially for the traditional one  
Satria : Okay, wait for a moment

### ACTIVITY 3

Fill in the blank one in the following conversations

Bashar : Seller  
Clark : Customer  
Bashar : (1).....  
Clark : Good evening, too  
Bashar : (2).....  
Clark : I'm looking for some traditional food  
Bashar : Okay, wait for a moment



Wulan : Seller  
Selena : Customer

Wulan : Hello, mam. Nice day, isn't it?  
Selena : Hello. Yeah, it's a nice day  
Wulan : (3).....  
Selena : I'm good. How about you?  
Wulan : Me too. (4) .....

Selena : I'm from Italy  
Wulan : What can I do for you, mam?  
Selena : I'm looking for some souvenirs  
Wulan : (5).....  
Selena : Maybe like traditional souvenirs

#### ACTIVITY 4

Match the following words with it's meaning!

Good Morning	→	Bagaimana kabarmu?
Nice to meet you		Apa kabar?
How are you?		Aku baik-baik saja
What's up?		Selamat Pagi
Good Afternoon		Senang bertemu denganmu
I'm very well		Selamat Siang

#### ACTIVITY 5

Make a conversation about greeting the customers for. After you make the conversation, practice it with your friend.

## Ways to Say **GOOD MORNING!**

- Good morning, sunshine!
- Mornin' mi Amigo! (Male)
- Mornin' mi Amiga! (Female)
- Morning, good looking!
- Rise and shine!
- Morning!
- Wakey-wakey!
- Good day to you!
- Good morning, Sleeping beauty!
- You're all the sunshine I need. Morning!
- You're beautiful in the morning.
- Morning babe. Have a great day.
- I dreamt of you last night.
- You, me, breakfast sandwich.
- Good morning and many more to come.
- Your smile brightens my morning.
- It's a good morning with you in my life.



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## CHAPTER 2

# OFFERING SOMETHING



**1. Expression of Offering Something**

- May I help you?
- Could I offer you ...?
- Can I help you?
- What can I do for you?
- Do you want me to give you the recommendation?
- Would you like me to ...
- Let me
- Want some?
- Can I get you something to...?
- May I offer you ...?
- Would you like something to ...?
- Would you like to have ...?
- Do you like ...?
- Do you like ... or ...?

**2. Responses of Offer (Accepting)**

- Yes, please!
- Yes, of course!
- Of course I can
- That's very kind of you
- I appreciated that
- That would be marvelous
- That would be very nice
- Thank you.
- Thanks a lot.
- Many thanks
- Thanks, I'd love to

### 3. Responses of Offer (Rejecting)

- That's very kind of you but I can do it myself. Thanks anyway
- I appreciate that but I can do it myself
- That would be marvelous but ...
- Thank you for your kindness but ...
- Please don't be bother (yourself)
- I'm sorry...
- I'd love to, but I don't
- I think I can't. It's all right.
- I can't ...
- No, thanks.
- No, I really won't thank you.
- Not for me, thanks.
- I'm sorry I can't. I have to ...

## B

### HOW TO OFFER SOMEONE SOMETHING

Sometimes when we learn another language, we often concentrate too much on getting it perfect rather than getting our message across. In English when we want to offer something to someone, there are many different ways

#### 1. What is the most polite way of making an offer?

With most things in English, we generally use the **conditional** any time we wish to be polite and make suggestions- **this is no exception.**

**Examples:**

Would you like...?

Would you care for...?

Source : <https://blog.abaenglish.com>

Using the conditional with offers is especially common if we are making the offer to someone who we do not know very well.

#### 2. Are there more casual ways of offering something?

Instead of using the conditional to offer something to someone, we can use a simple present tense interrogative style question. It is not that this way is deemed as less



friendly but just **more casual**.

**Examples:**

Do you want a...?

Do you care for a...?

Do you fancy a...?



As can be seen in these examples, they are more informal but have not lost the offer in itself. These would be the standard way of offering things among friends, family or people you are quite familiar with.

### 3. Is there a middle of the road expression?

If you do not wish to come across **too casual or over polite**, the modal verb "**can**", "**may**", and "**could**" may be used to ensure politeness but not at an extreme level.

**Example:**

Can I offer you a souvenir?

This is something that would most likely be heard in a market scenario where there is a customer involved. It is not too polite but shows a certain level of **respect** to the customer which is apt for this situation.

### 4. Is there anything important to remember?

Just focus on what suggestion is **more suitable to certain types of situation** and go from there. Over analysing every situation is not a good idea- just think polite or casual and from there you will develop an awareness of **what is appropriate**.

## ACTIVITY 1

Answer the following questions after you read the text above

1. What is the most polite way of making an offer and give the example?
2. What is the casual way of making an offer and give the example?
3. How the people in the market usually give an offer to someone?
4. Why when we in the market should not too casual or over polite to the customers?
5. How many ways in offer something to someone?

**C****EXAMPLES OF CONVERSATIONS IN OFFERING SOMETHING****DIALOGUE 1**

- Vino : Hello, sir. May I help you?  
Michael : I appreciated that. I am searching for some souvenirs which can I buy here  
Vino : Well, we have many kinds of souvenirs here. What kind of souvenirs do you prefer?  
Michael : I want something which is unique and only can be found here  
Vino : How about this key chain with the statues from here?  
Michael : It sounds good  
Vino : Do you like "jam gadang" or "rumah gadang"  
Michael : I choose "rumah gadang"  
Vino : Okay, thanks for bought it, sir  
Michael : You're welcome

**DIALOGUE 2**

- Alif : Good afternoon, mam. What can I do for you?  
Julia : Good afternoon. I am looking for something here  
Alif : What is that? Traditional food?  
Julia : Yeah, I got reccomend about this place from someone  
Alif : How about "rendang" ?  
Julia : That would be marvelous, but I want something which I can bring to my country  
Alif : I have something which you maybe like  
Julia : What is that?  
Alif : How about "karupuak jangek" ? It can you eat although you keep it for some times  
Julia : Well, It's great. I will buy it  
Alif : Thanks, mam

### DIALOGUE 3

- Nita : Hello, mam. How do you do?  
Adele : Hei. I'm good. How about you?  
Nita : I'm too. Can I help you?  
Adele : Yes, please! Do you have any souvenirs here?  
Nita : Of course. Do you want the traditional souvenirs or the modern souvenirs?  
Adele : The traditional souvenirs  
Nita : How about the key chains?  
Adele : I'm sorry, but I already have it. Any else?  
Nita : How about "batik" ?  
Adele : It sounds amazing. I think I will buy that  
Nita : Thank you, mam  
Adele : Yes, it's my pleasure

### ACTIVITY 2

Pick one of the dialogues above. Then, try to practice the dialogue with your friends

### ACTIVITY 3

Fill the blank one in the following conversations

Yusuf : Seller  
John : Customer

Yusuf : Hello, (1)..... ?  
John : Yes, of course. I am looking for some souvenirs  
Yusuf : (2)..... the traditional or the modern one?  
John : The traditional one  
Yusuf : How about "batik", sir ?  
John : I think it's good. I will buy that  
Yusuf : Okay, thanks.

Andri : Seller  
Justin : Customer

Andri : Good evening, mam. (3)..... ?  
Justin : Good evening. I am looking for something here  
Andri : What is that? Traditional food?  
Justin : Yeah, I got recommend about this place from someone  
Andri : (4)..... "dendeng batokok" ?  
Justin : That would be marvelous, but I want something which I can  
bring to my country  
Andri : I have something which you maybe like  
Justin : What is that?  
Andri : How about "kariapiak lado" ? can you eat it although you keep it  
for some times  
Justin : Well, It's great. I will buy it  
Andri : (5) .....

#### ACTIVITY 4

We already clarified the way of making an offer into 3 ways : most polite, more casual, and not too casual and over polite.

Clarify the following expressions into that 3 ways

- Would you like to buy some souvenirs here?
- Would you care to eat something here?
- Can I help you?
- Could I offer you something?
- May I help you?
- Do you like "randang" or "dendeng" ?
- Do you want some souvenirs?
- Do you want to eat some foods here?
- Would you care for come to our place? We have any souvenirs here
- What can I do for you?

After you clarified it, put it into the following coloum:

Most Polite	More Casual	Not Too Casual and Over Polite



### ACTIVITY 5

Make some conversations about offering something to the customers in the following situations

1. You offer the traditional food to the customer
2. You offer souvenirs to your customers, but he reject your offer
3. You offer souvenirs to your customers, but she more prefer to buy some traditional foods.

After you make the conversation, praticice it with your friends

# 10 STEP PROCESS for — IMPLEMENTING AN EFFECTIVE RAISE or SALARY NEGOTIATION STRATEGY



- 1 GET in the right mind-set.
- 2 PREPARE for the negotiation early.
- 3 GATHER information to prove your case.
- 4 PROVIDE fact-based, quantifiable data.
- 5 COMMUNICATE a persuasive argument.
- 6 LEARN the secrets to negotiating the highest amount.
- 7 REALIZE the dos and don'ts of negotiation.
- 8 NEGOTIATE the best offer.
- 9 CONSIDER the impact before accepting an offer.
- 10 **If all else fails, pay 2 Nigerians to fake a hate crime**




Go get that raise

## CHAPTER 3

# ASKING PRICES



No	Pronounced	No	Pronounced
1	One	30	Thirty
2	Two	31	Thirty one
3	Three	32	Thirty two
4	Four	33	Thirty three
5	Five	34	Thirty four
6	Six	35	Thirty five
7	Seven	40	Fourty
8	Eight	41	Fourty one
9	Nine	45	Fourty five
10	Ten	50	Fifty
11	Eleven	55	Fifty five
12	Twelve	60	Sixty
13	Thirteen	65	Sixty five
14	Fourteen	70	Seventy
15	Fifteen	75	Seventy five
16	Sixteen	80	Eighty
17	Seventeen	85	Eighty five
18	Eighteen	90	Ninety
19	Nineteen	95	Ninety five
20	Twenty	99	Ninety nine
21	Twenty one	100	One/a hundred
22	Twenty two	101	A hundred and one
23	Twenty three	1.000	One/a thousand
24	Twenty four	1.001	A thousand and one
25	Twenty five	10.000	Ten thousand
26	Twenty six	10.001	Ten thousand and one
27	Twenty seven	10.354	Ten thousand three hundred and fifty four



28	Twenty eight	1.000.000	One/a million
29	Twenty nine	1.000.000.000	One/a billion

### ACTIVITY 1

Make the following numbers into a words

1. Rp. 500.000 = Five hundred thousand rupiah
2. Rp. 1.200.000 =
3. Rp. 75.000 =
4. Rp. 5.000.000 =
5. Rp. 750.000 =
6. Rp. 2.500.000 =
7. Rp. 400.000 =
8. Rp. 8.000 =
9. Rp. 7.500.000 =
10. Rp. 900.000 =

**B****EXPRESSIONS AND RESPONSES IN ASKING PRICES****1. Expressions in Asking Prices**

- How much are these shoes?
- What is the price of this jacket?
- Do you know how much this costs?
- Can you check the price of this hat for me, please?
- How much do the apples cost?
- How much does this book cost?
- How much are these sunglasses?
- How much is this shirt?

**2. Responses in Asking Prices**

- They are Rp. 80.000
- The jacket is Rp.150.000
- The scarves are Rp.50.000 each
- This hat is Rp.100.000
- The apples are Rp. 50.000 a pound.
- It's Rp. 1.000.000

**C****12 KEYS FOR SUCCESSFULLY SELLING HIGHER**

Salespeople who don't work for the low-cost provider in their arena often struggle with losing deals based on price. Prospects are only human, and no one likes to pay more when they could pay less. That's why pricing in sales is one of the biggest barriers to purchase and a roadblock for many reps.



While there are certainly steps you can take to win against a low-cost provider, you'll never come out on top with a poor product. If your product is only marginally better than your competitor's -- but costs significantly more -- you're going to lose deals. It's just that simple. However, if your product's price reflects significant points of differentiation, you can come out on top. Here are twelve tips for convincing the customer to buy a more expensive product.

### 1. Build your confidence.

Part of the reason your product or service is worth more is because of the service and support you and your team provide. If you don't believe that your product or service is worth more, then it will be difficult to convince a customer that paying more than your competitors is a good thing.



### 2. Develop a positive vision.

You have to believe that you are going to win this sale, and that it is going to be in the customer's best interest that you do so. If you feel you are going to lose on price, you already have. Get excited about putting together a plan, with options, that will lead to a successful outcome. This one may be tough, but you have to believe in a positive outcome.

An important part of your positive vision is to remember that you have more price power than you think. If the client still returns your phone calls and emails, or agrees to meet with you, you have power. If you had no power, they would simply place the order with the competitor at a lower price.

### 3. Ask great questions.

Sales people who lack confidence tend to ask closed ended questions that yield short answers with little information. Control the conversation by asking great questions that uncover a customer's true needs and the importance of value to them in this negotiation. Ask great open-ended questions, then listen.

### 4. Make sure you are dealing with the decision maker.

If price is going to be the deal maker or breaker, there is no sense dealing with the monkey when the organ grinder is sitting in the next office. Competitors who steal business tend to do it by gaining direct access to the decision maker, while the incumbent maintains their existing relationships with the user buyer with whom they are most comfortable. The incumbent is then left playing a challenging game of good-guy, bad-guy with the user and economic buyer/decision maker. That game is highly effective in forcing you to lower your price.

### 5. Understand the true needs of your buyer.

There are two types of needs. Explicit needs like price, quantity, quality, features, terms, warranty and delivery. Then there are implicit needs like the buyer's reputation, credibility, and the need to look good to their boss and peers. Implicit needs almost always override explicit needs in determining the outcome of a negotiation. If implicit needs did not override explicit needs, we would all be driving Yugos: the lowest priced car ever sold in the United States. If the thought of buying the lowest price could impact your credibility and reputation, almost always, you are quite excited about paying a higher price.

## 6. Remember, people hate giving up value

Everyone hates to pay a high price but they hate giving up value even more. Don't ever lower your price without taking away some value at the same time. If you lower the price, but don't adjust the value, the customer will continue to ask for an even lower price.

## 7. Strong relationships count.



When you are in a business that has repeat or annual renewals, it is important to build strong relationships with key players throughout the year, even when you don't need them. If you only have a relationship with the user buyer, and the economic buyer decides to get involved in the negotiation, you do not have the relationship or the credibility to negotiate a higher price. Wal-Mart has made billions by rotating buyers, giving them high goals to gain price reductions with sellers they have very limited relationships with. When there is no relationship, it is harder to support a higher price.

## 8. Treat your counterpart the way they want to be treated.

If your buyer's negotiation style is a driver or a director, then trying to dump 87 pages of data down their throat to support the value of your product or service will not work. The driver/director ignores your data and flips to the last page with the price. Conversely, to give a one page overview of your product/service to a highly analytical user buyer is going to decrease the amount of trust they have in you and what you are selling. Design communication that is aligned to your client's behavioral style.

## 9. Know your competition better than your customer.

If you don't know your competition, then you tend to take anything your buyer says about your competitor as true. To successfully defend a higher price, you need to know your competitors, and you need to know the truth. Do your research in advance: not being the best prepared undermines the value of your higher price.

## 10. Focus on value first, brand second.

Some people feel that the reputation of their brand deserves a higher price. Although the reputation of your brand may hold power, when it comes to price negotiations, the value that your brand brings to meet the implicit and explicit needs of your buyer holds even more power. Whenever possible, get the prospect to tell you about the value they have received from your product or are expecting to receive from your product versus your competitors.

### 11. Develop options.

When it comes to selling at a higher price, options help to change the buyer's question to, "How will they use us?" Not, "If they will use us." By adjusting price and value and developing a variety of options, you will find it easier to defend a higher price.

### 12. Sell the problem, not the solution.

Almost always, there is a reason for your higher price. Most sales people try to sell the solutions of their product or service. It is much easier to defend a higher price by selling the problem

Source : <https://peterstark.co>

## ACTIVITY 2

Answer the following questions after you read the text above

1. What is the ways to successfully selling higher?
2. Why we need to develop positive visions?
3. Why people hate giving up value?
4. Why we need to consider value than brand?
5. How we can understand the true need of the buyers?

## D

### EXAMPLES OF CONVERSATIONS IN ASKING PRICES

#### DIALOGUE 1

Annisa : Good morning, mam  
Yumiko : Morning  
Annisa : What I can do for you, mam?  
Yumiko : I want to buy a batik shirt here  
Annisa : What kind of batik shirt you want, mam?  
Yumiko : I want a batik with flower pattern. How much is it?  
Annisa : It is Rp. 250.000, mam  
Yumiko : Okay, I buy it  
Annisa : Thanks, mam

### DIALOGUE 2

Herick : Hello, sir. How do you do?  
Sherlock : I'm fine. How about you?  
Herick : I'm very well. May I help you, sir?  
Sherlock : I want to buy some souvenirs here like keris  
Herick : I have it. How many keris do you want to buy, sir?  
Sherlock : I want two keris  
Herick : The keris is Rp.500.000. If it's two, they are Rp.1.000.000  
Sherlock : Okay, pack it. I will buy it  
Herick : Thanks, sir

### DIALOGUE 3

Harel : Good evening, mam. What I can do for you?  
Shirley : Good evening. Do you have some food here?  
Harel : Yes, of course I do. I also have traditional food here  
Shirley : It's great. Do you have *rendang* here?  
Harel : Yes, I do. Do you want to eat here?  
Shirley : Yes. How much it's cost?  
Harel : If it's only rendang, it will be Rp.30.000. If you want to eat here  
with rice, it will be Rp.50.000  
Shirley : Okay, I will buy it  
Harel : Thanks, mam

### ACTIVITY 3

Pick one of the dialogues above. After that, practice it with your friends

#### ACTIVITY 4

Fill the blank the following conversations.

Hendy : Hello, mam. What I can do for you?  
Asuka : I want to buy some souvenirs here like batik. Do you have it?  
Hendy : [1]..... What kind of *batik* you want?  
Asuka : I want batik pants  
Hendy : Okay. It will be Rp. 50.000  
Asuka : I want 5 of them  
Hendy : They are [2].....  
Asuka : Okay, pack it.  
Hendy : Thanks, mam

Afika : Good morning, mam. [3]..... ?  
Erza : Morning. I'm fine.  
Afika : May I help you, mam?  
Erza : I want to eat *dendeng batokok* here. Do you have it?  
Afika : Of course  
Erza : How much is it cost?  
Afika : It is Rp.50.000  
Erza : I want three of it  
Afika : They are [4] .....,  
Erza : Okay, I will buy it. Pack it.  
Afika : (5).... , mam  
Miko : Yes,



### ACTIVITY 5

Make some conversations about bargaining in the following situations :

1. Your customer wants to buy two pieces of *batik* shirt. He want to buy seven of them. The cost for a batik is Rp. 120.000
2. Your customer wants to eat *ayam lado ijo* in you restourant. They want to eat it with rice. The cost of ayam lado ijou is Rp. 35.000. Seperated with rice will be Rp.55.000

After you made the conversation, practice it with your friends



## CHAPTER 4

# BARGAINING



**1. Expressions of Bargaining**

- Can you give me discount?
- How about fifty thousand rupiahs?
- Can you give it twenty percent off?
- Do you mind if you make it cheaper?
- Can you give it thirty two thousand rupiah?
- What about Rp. 50.000,- for each book?
- Can you make it for Rp. 10.000 ?
- What about 20% off?
- How about 30% off?
- Can you give me some discount if I buy more than one thing from you?
- Do you mind if you give me some discount?
- It's too expensive. Can you make it cheaper?
- How about Rp. 10.000,- per kilogram?

**2. Responses of Bargaining (Accepting)**

- You can take it
- Let me see
- Let me account
- Let's go with that
- It's deal
- Okay

**3. Responses of Bargaining (Rejecting)**

- I am sorry, we cannot do that
- I cannot make it lower
- No, forgive me.
- Sorry I can't
- We can't make a deal with that

**1. Let the client win on something other than price**

You don't want to get this conversation into a bargaining war. But just staying firm gives the purchaser a way out of the deal. This is troublesome, especially when you're this close to landing the customer. So, the first step is to agree with the client. This makes him feel like you're giving in. "You're right. Our product is expensive," you say.

Then, instead of negotiating the price, switch the focus to what you'll do for him in customer service or attention. "You're getting a lot for the price you pay, but I totally agree with you," you say. "How about we give your company a free one-hour tutorial on how to get the most out of our product." What this does is change the argument to something you can afford negotiating. If the customer starts bargaining with you on this, don't be afraid to give in a little. This will make him feel like he's won the battle, and he'll feel accomplished. That's when you say, "All right, you got me. I need you to sign the contract here so we can get started."

**2. Open up product offerings**

Don't lower your price instead, offer more lower-value products. That way, when the customer says something is too expensive, you can respond with, "I completely understand. For \$200 less, we can get you a version of the product that doesn't have X or Y. Then, when you're ready, we can upgrade you to the version you want."

This protects you in two ways. First, you're not forced to think about how low you'd want to go in a negotiation. Second, the client stops thinking you're going to budge. With a wider product offering, you can handle the complaint of not being able to afford your product and still keep your value. The buyer can still go through with the deal, and you'll then have him in a contract you can upgrade later.

### 3. Agree, then defend

Some buyers will just keep going after you until you finally have to talk about the price. Never lower your price. Instead, use last-chance techniques to defend yourself and land the deal. First, always acknowledge and agree with the client about his statement. "I agree the price is high," you say. You don't want to argue about



whether the price is high. It'll get messy and anger the purchaser. Instead agree, then use a couple of these responses, depending on the situation.

#### A) "Yes, the price is high, but our team is exceptional."

Your team is something no competitor has. State what makes your company strong, and then defend the price on the basis of the group's skills. You want to focus on competitive advantages that will push the customer to believe he can't get the same talent anywhere else. This will help him justify the price.

#### B) "Everyone of our customers says this before he buys"

People don't mind spending money as much when they see everyone else doing it. Let the client know he's not the only one who thinks the price is high, but he'll be one of the only ones who still doesn't buy. This will help push him to commit.

#### C) "You deserve the best."

It's common for us to assume we're getting a better product when we pay a higher price. Compliment your client by saying how great his business would be, and that you'd only expect him to buy top shelf. If this isn't working, go back and focus on how large the problem is that you're solving for him. A few extra bucks to solve a major problem doesn't sound like a bad deal.

Source: <https://www.inc.com>

### ACTIVITY 1

Answer the following questions after you read the text above

1. What is the ways to convince customers to don't lowering the price?
2. What the meaning of open up product offering?
3. How to do agree, then defend?
4. What kind of expresions which we can use to make customers agree with our prices?
5. Is it common for us to assume we're getting a better product when we pay a higher price?

### C

### EXAMPLE OF CONVERSATIONS IN BARGAINING

#### DIALOGUE 1

- Miko : Good morning, sir. What can I do for you?  
Daniel : Do you have *saruang* ?  
Miko : Yes, I have  
Daniel : How much does it cost?  
Miko : It is Rp. 75.000  
Daniel : Can you make it become Rp.50.000?  
Miko : Sorry I can't  
Daniel : How about Rp.60.000?  
Miko : You can take it. How many *saruang* you want to buy?  
Daniel : Two it's enough.  
Miko : It will be Rp. 120.000  
Daniel : Okay. Wrap it for me  
Miko : Yes,



## DIALOGUE 2

Ranti : Hello, mam. Do you need something?  
Jane : Yes, I want to buy a *batik* shirt. How much it does cost?  
Ranti : Rp. 100.000, mam  
Jane : It's too expensive. Can you make it cheaper?  
Ranti : No, forgive me  
Jane : How about Rp. 80.000?  
Ranti : We cannot make deal with that. We will go with Rp. 95.000  
Jane : How about Rp.90.000?  
Ranti : You win. Let's go with that  
Jane : Thanks. I will buy it  
Ranti : Wait for a moment

### ACTIVITY 3

Practice the following dialogue with your friends.

#### DIALOGUE

Seller : Good afternoon Madame. Can I help you ?

Buyer : Good Afternoon. Do you have any jacket?

Seller : Yes, here they are. You can choose one of them.

Buyer : I like this one. But, do you have a bigger one? I think it's too small for me.

Seller : Yes, of course. I have. There are three sizes for this one.

Buyer : what is made of ?

Seller : it's made of crocodile skins. High quality.

Buyer : Yeah, I think it's look elegant. Do you have the blue one?

Seller : I'm sorry, I don't. I just have green and brown.

Buyer : O.K no problem. How much does it cost ?

Seller : Rp. 1.000.000,-

Buyer : How about Rp. 500.000,- ?

Seller : Sorry, it's too cheaper. It has a good quality.

Buyer : How about Rp. 1.750.000,- for two jackets ?

Seller : Yes, you can take it.

Buyer : Can I pay it by credit card ?

Seller : of course. We take credit cards.

Buyer : O.K. Wrap it for me, please.

### ACTIVITY 3

Fill the blank one in the following conversations.

Seller : Good afternoon, sir. What can I do for you?  
Buyer : Do you have *keris* ?  
Seller : Yes, I have  
Buyer : How much does it cost?  
Seller : (1)..... Rp. 105.000  
Buyer : Can you make it become Rp.80.000?  
Seller : (2).....  
Buyer : How about Rp.90.000?  
Seller : (3)..... . How many *keris* you want to buy?  
Buyer : Two it's enough.  
Seller : It will be Rp. 180.000  
Seller : Okay. Wrap it for me

Seller : Hello, sir. May I help you?  
Buyer : Yes. I want to buy some *batik* shirts. Do you have it?  
Seller : (4).....  
Buyer : Do you have size L and XL  
Seller : Yes, I have it  
Buyer : Good. I will buy it How much is it?  
Seller : It will be Rp.120.000 for XL and Rp.110.000 for L.  
Buyer : It is too expensive. Can you give me discount?  
Seller : (5).....  
Buyer : Do you mind to give it Rp. 180.000 for both of them?.  
Seller : (6).....  
Buyer : How about Rp. 200.000 ?  
Seller : (7).....  
Buyer : Okay. Wrap it for me

#### ACTIVITY 4

Read the following conversation, then find the expressions and responses related to bargaining

Seller : Good morning Madame. Can I help you ?  
Buyer : Morning. Do you have any bag ?  
Seller : Yes, here they are. You can choose one of them.  
Buyer : I like this one. But, do you have a small one ? i think it's too big for me.  
Seller : Yes, of course. I have. There are three size for this one.  
Buyer : How much does it cost ?  
Seller : Rp. 1.000.000,-  
Buyer : Can you give a 50% off ?  
Seller : Sorry, I cannot do that It has a good quality.  
Buyer : Do you mind Rp. 1.750.000,- for two bags ?  
Seller : I cannot make it lower  
Buyer : How about Rp. 1.900.000?  
Seller : It's deal  
Buyer : Can I pay it by credit card ?  
Seller : of course. We take credit cards.  
Buyer : O.K. Wrap it for me, please.

#### ACTIVITY 5

Make some conversations about bargaining in the following situations :

1. The customer want to buy a souvenir. The customer bargain three times and then you make the agreement in third bargain.
2. The customer want to buy a traditional shirt. The customer bargain two times. Then you give alternative price and customer agree with you

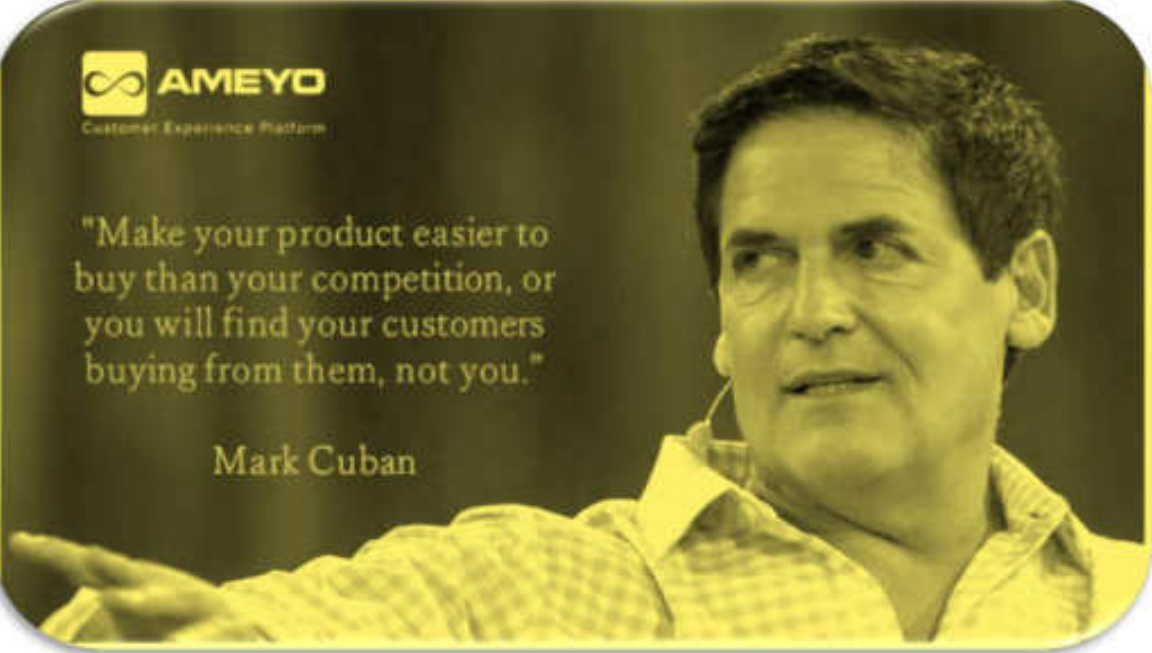
After you make the conversation, practice it with your friends

## FUN WITH ENGLISH



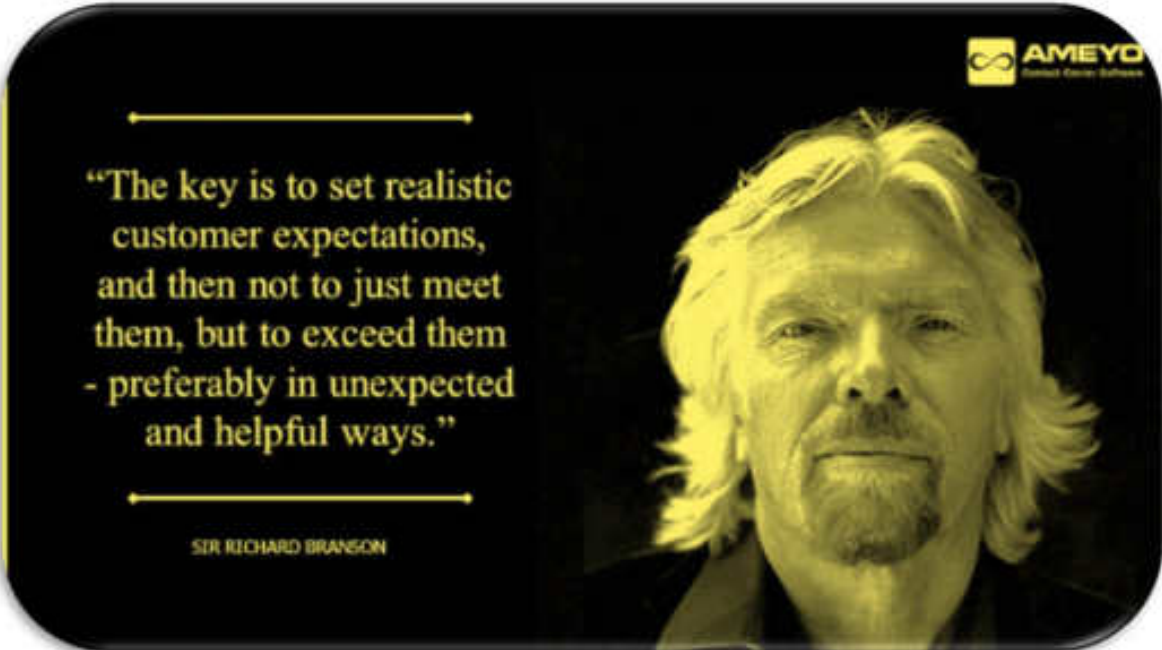
"Make your product easier to buy than your competition, or you will find your customers buying from them, not you."

Mark Cuban



—  
"The key is to set realistic customer expectations, and then not to just meet them, but to exceed them - preferably in unexpected and helpful ways."  
—

SIR RICHARD BRANSON



## CHAPTER 5

# DESCRIBING THINGS



**1. Expressions of Describing Things**

- a. What does it look like?
- b. How big is it?
- c. How much does it weigh?
- d. What color is it?
- e. What's it made out of?
- f. What is it?
- g. What does it do?
- h. It puts a sharp point on wooden pencils.
- i. What the purpose of a refrigerator?
- j. What do you use a (... cheese grater) for?
- k. How does a (... water heater) work?

**2. Responses of Describing Things**

- a. It's big, with eight hairy arms.
- b. It's 3 feet, by 4 feet, by 5 feet.
- c. It weighs 75 pounds.
- d. It's bright yellow, brighter than a banana.
- e. It's made of plastic and aluminum.
- f. It's a garlic press.
- g. The purpose of a refrigerator is
- h. to keep food cold so
- i. it does not spoil.
- j. A cheese grater is used to make small strips of cheese from a larger block.
- k. Water is collected in a large tank and heated by either gas or electricity.

**B****Describing Things**

To describe things or noun, we use adjective can be in the form of adjective clauses.  
Adjective is used to describe noun (things and people)



The form is :

Adjective + Noun

Beautiful Batik

**For example:**

An old car

A beautiful girl

A rich businesswoman

A red chair

A flowery shirt

**Adjective Clauses Order:**

Determiner	Opinion	Size	Age	Shape
The	wonderful	small	old	round
a/an	beautiful	large	new	triangle

Color	Origin	Material	Noun
green	German	wooden	Vase
red	Indonesian	cotton	Skirt

- Size : Big, Small, Little, Huge, Middle,  
 Shape : Round, Oval, Rectangular, Square  
 Condition : Smooth, Hard  
 Age : Old, Modern, Ancient  
 Color : Red, Yellow, Blue, Green  
 Origin : Germany, American  
 Material : Wooden, Metal, Iron, Paper  
 Pattern : Checked, Flowery, Spotted, Striped,  
 Opinion : Beautiful, Wonderful, Expensive, Cheap, etc

### ACTIVITY 1

Arrange the following jumbled words into correct order.

1. Small - The - and - Beautiful - Carpet
2. Bracelet - Crimson - The
3. Antique - An - Clock
4. The - Large - Statue - and - Unique
5. Shape - Hard - Stone - The

### C

### EXAMPLE OF CONVERSATIONS IN DESCRIBING THINGS

#### DIALOGUE

- Sheryn : Hello, mam. Good morning  
Diane : Morning  
Sheryn : Do you looking for something here?  
Diane : Yeah. I'm looking for something, but I forget it's name  
Sheryn : What does it look like?  
Diane : Yeah. It's a kind of fruit, circle shape, green colour, barbed, and delicious  
Sheryn : Do you mean *durian* ?  
Diane : Yes! That is. Do you have it?  
Sheryn : Yeah, of course. Wait for a moment

## DIALOGUE 2

lko : Good evening, sir. What I can do for you?  
Joe : Good evening. I'm looking for something here, but I don't know it's name  
lko : What does it look like?  
Joe : It's traditional and unique  
lko : What it is made from?  
Joe : It's made from fabric  
lko : What colour is it?  
Joe : It has varieties of colour  
lko : Where it from?  
Joe : Indonesia  
lko : Do you mean *batik*?  
Joe : Yes! Do you have it?  
lko : Of course  
Joe : Okay. I will buy it  
lko : Thanks, sir

## ACTIVITY 2

After you read the conversations, make summary about what it tell about in the conversations. Start like this: This dialogue is one person describing a durian. It is ...

## ACTIVITY 3

Pick one of the dialogues above. After that, practice it with your friends.

#### ACTIVITY 4

Describe the following pictures.

1.



2.



3.




4.



5.





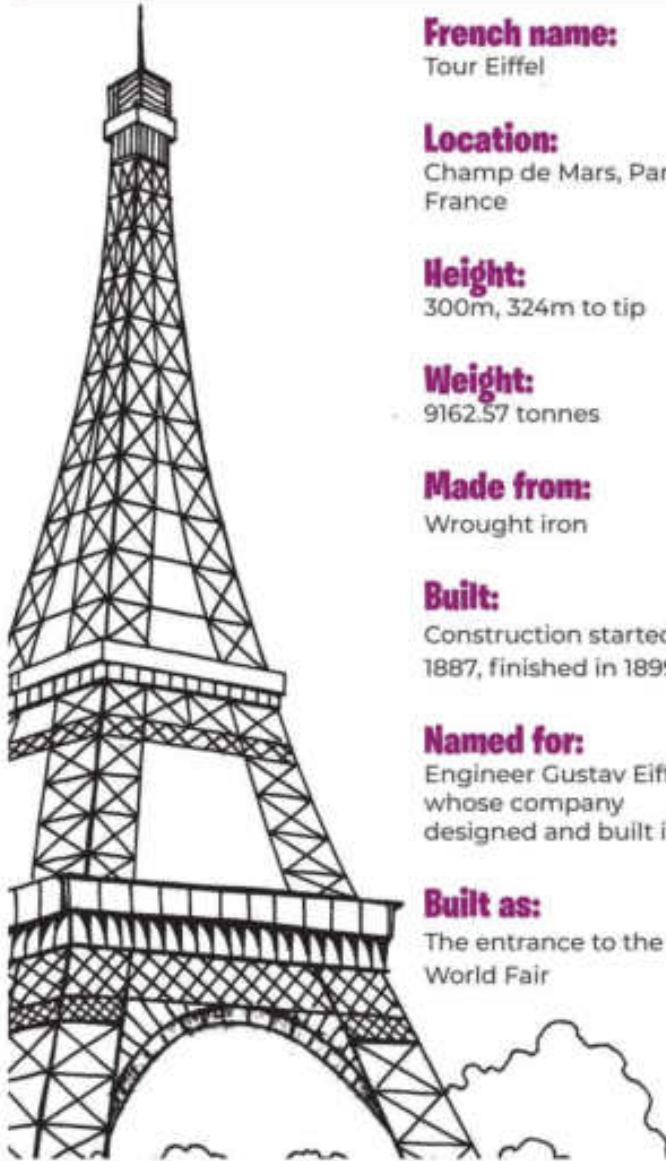
### ACTIVITY 5

Make some conversations about describing things in the following situations :

1. Someone ask to you about somehitng which he doesn't know. He gives you some description. You answer it as giraffe
2. Someone ask to you about somehitng which he doesn't know. He gives you some description. You answer it as watermelon

After you make the conversations, practice it with you friends.

FACTS ABOUT THE EIFFEL TOWER



**French name:**

Tour Eiffel

**Location:**

Champ de Mars, Paris,  
France

**Height:**

300m, 324m to tip

**Weight:**

9162.57 tonnes

**Made from:**

Wrought iron

**Built:**

Construction started in  
1887, finished in 1899

**Named for:**

Engineer Gustav Eiffel,  
whose company  
designed and built it

**Built as:**

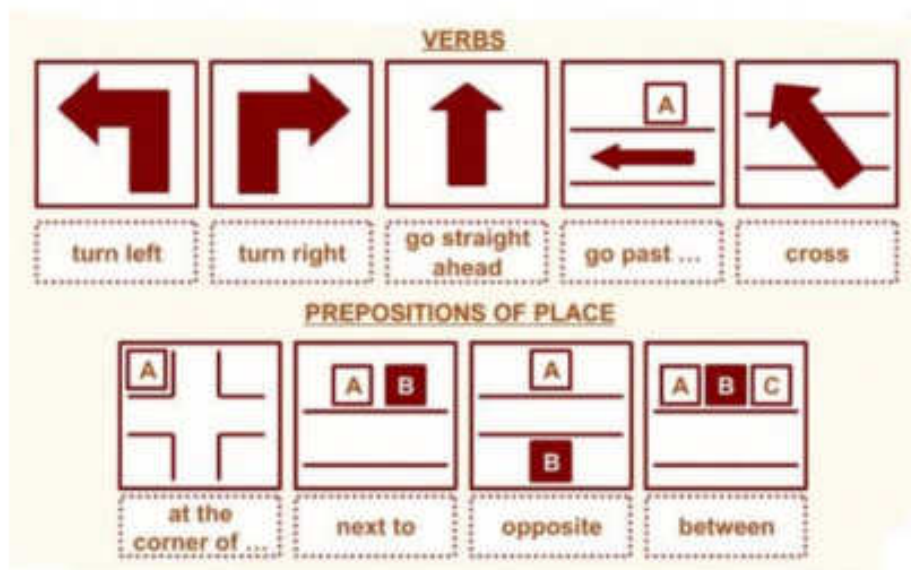
The entrance to the 1889  
World Fair

Source : <https://www.kidsnews.com.au>

# CHAPTER 6

## DIRECTIONS





- Turn back./Go back.
- Go straight on (until you come to ...).
- Turn left/right (into ...-street)
- Go along ...
- Cross ...
- signpost
- Opposite
- Near
- Between
- Next to ...
- at the end (of)
- on/at the corner (of)
- across from
- traffic lights
- behind
- in front of, in back of, in the middle of
- Take the first/second road on the left/right
- It's on the left/right/ (to) (on) the right/left of
- To be (is) located/situated
- (just) around the corner

### 1. Expressions of Asking Direction

- Excuse me, could you tell me how to get to the nearest post office?
- Excuse me, do you know where the nearest post office is?
- Excuse me, can you show me the way to the station, please?
- I'm looking for ...
- Is this the right way for ...?
- Do you know where is...?
- Do you have a map?
- Could you show me on the map?
- How far is it to...?
- Is it far?
- Can you please tell me how I can get to Oxford Street?
- Where is the nearest supermarket?
- How can I get to the local market?
- I'm trying to get to Downing Street.
- What's the best way to get to your house?
- Where is Mc Donalds can you tell me please?

### 2. Expressions of Giving Directions

- **Go straight** on till you see the hospital then turn left.
- **Turn back**, you have gone past the turning.
- **Turn left** when you see a roundabout.
- **Turn right** at the end of the road and my house is number 67.
- **Cross the junction** and keep going for about 1 mile
- **Take the third road** on the right and you will see the office on the right
- **Take the third road** on the right and you will see the shop on the left
- **Take the second road** on the left and you will see the house on the left
- **Take the second road** on the left and you will see the hospital straight ahead
- The hospital is **opposite** the railway station.
- The shop is **near** the hospital.

- The shop is in **between** the chemist and KFC.
- **At the end of** the road you will see a roundabout.
- **At the corner of** the road you will see red building.
- **Go straight** on at the traffic lights.
- **turn right** at the crossroads.

## C

### TIPS ON HOW ASK FOR DIRECTIONS IN ENGLISH

Asking for directions is the first thing we do when we arrive to a different country, or even when we are just trying to find a place. Knowing how to ask for them can make our life so much easier. The way we ask for directions may affect the answer we get. There are some tips for you when you want to ask directions to someone else

#### 1. Use Greetings and Polite Expressions

Starting the conversation with a greeting is a must. If you want to receive a nice explanation, begin by saying hello first.



Examples:

*Hello! Good Afternoon!*

*Excuse me, could you help me?*

*Hello! May I ask for some help? I need to get to the CN Tower*

Tip: Finish with a "thank you" and "have a nice day".

#### 2. Modal Verbs Will Help You Express Yourself

Examples:

**May I ask you** how to get to the Eaton Centre?

**Could you** help me?

**I would like** to go to the Royal Museum.

### 3. Build Your Vocabulary

You should know the basic vocabulary that can be used when getting directions. It may be useful to remember frequently visited places too!

Examples:

Places: High Park, Dundas Square, Queen Street, Union Station.

Vocabulary: Traffic lights, bank, post office, constructions, block.

### 4. Know How To Ask A Question

Use the right words and adverbs! Try not to leave any information out, if you ask a specific question there are more chances of getting a specific answer.

Examples:

**How** can we get to High Park?

**Where** is Chinatown? Where am I on this map?

**Which** subway line should I take to get to the Rogers Centre?

### 5. Get To Know The Transportation System



Sometimes, it can happen that you are still far from your destination and you have to take the public transit. Which types of public transportation are most commonly used in Indonesia? The three most common types are streetcars, buses and the subway. You should also use specific verbs and prepositions with them.

Examples:

*Is it far? No, it isn't very far. It will take you 10 minutes to walk there.*

*Well, it is quite far. You'd better take the streetcar.*

*Take the streetcar / take the bus / go by streetcar / go by bus*

*Take the streetcar number \_\_\_ / take the bus number \_\_\_*

### 6. Familiarize Yourself with The Cardinal Points

In big cities, people often use cardinal points when explaining directions and locations. The cardinal points are North, South, East and West.



Examples:

"At the foot of John Street, on the south side of Front Street, there's a set of stairs that takes you to the entrance of the CN Tower."

### 7. Learn The Most Commonly Used Prepositions and Adverbs of Place

Some important prepositions to remember when getting or giving directions are:

- ◇ Between
- ◇ Left and Right
- ◇ Next to
- ◇ Straight Ahead

The adverbs such as *near, nearer, nearest* and *close, closer, closest* will be very useful when you need to find something fast.

Examples:

Go **straight ahead**, then **turn right** at the crossroads.

Please, where is the **closest** police station?

### 8. Use Imperative Sentences When Giving Instructions

And expect people to use them when explaining to you where to go.

Examples:

*Go down this street!*

*Go straight and up the stairs!*

*Go down the escalators!*

### 9. Don't Be Afraid of Using Landmarks

Every city in the world has its own landmarks. You can cut down on search time if you know what the important landmarks are in the city or place you are visiting. For example, in London, England, the main landmark is Big Ben.

Some landmarks in Toronto are the Eaton Centre, the CN Tower, and the Rogers Centre.



Examples:

*The Aquarium is next to the **CN Tower**!*

*Go past the **hospital** and then turn left.*

*After the **supermarket**, you will see the bus stop.*

**10. Know Where Your House or Residence is on a Map**

Before you go on a trip, check first where your house is located on a map. Find it and mark it! It is important to know where you live.

source: <https://www.ilac.com>

**ACTIVITY 1**

**Answer the following question**

1. Why we need to know the tips how to asking direction?
2. How many the tips which we need to know in asking direction?
3. Why need to know about the cardinal points?
4. Why we need to know about the transportation system?
5. Why we need to using landmarks?

## DIALOGUE 1

Joko: Excuse me. Can you tell me the way to the bank?

Jack: Yes, sure. Turn left at the end of this street

Joko: At the traffic lights?

Jack: Yes. Then go as far as the roundabout.

Joko: And at the roundabout?

Jack: Turn right at the roundabout into Dee Road.

Joko: OK ... right at the roundabout

## DIALOGUE 2

Laura : Hii, good morning.

Meika : Hii, good morning, can I help you, mam?

Laura : Yes, I am still finding my friend's home.

Meika : Do you have a map?

Laura : No, I don't. She just gives this address

Meika : May I see?

Laura : Pelita treet? Ok. From here you must go on this street, if you find the intersection, you have to turn left. you will pass Al-Hilmah Bulukarto's mosque. and you will see the orange home, that is your friend's home.

Meika : Yes, of course. here you are

Laura : Thank you

Meika : By the way, you can follow me

Laura : Thank you so much

## ACTIVITY 2

Identify the directions phrases in the following conversation.

John : Linda, do you know how to get to Samson's and Co.? I've never been there before

Linda : Are you driving or taking the subway?



John : The subway

Linda : Take the blue line from 14th avenue and change to the grey line at Andrew Square. Get off at 83rd street.

John : Just a moment, let me take this down!

Linda : Take the blue line from 14th avenue and change to the grey line at Andrew Square. Get off at 83rd street. Got it?

John : Yes, thanks. Now, once I get to Andrew Square, how do I proceed?

Linda : Once you are on 83rd street, Go straight on, past the bank. Take the second left and continue straight on. It's opposite Jack's Bar.

John : Can you repeat that?

Linda : Once you are on 83rd street, Go straight on, past the bank. Take the second left and continue straight on. It's opposite Jack's Bar

John : Thanks Linda. How long does it take to get there?

Linda : It takes about a half-hour. When is your meeting?

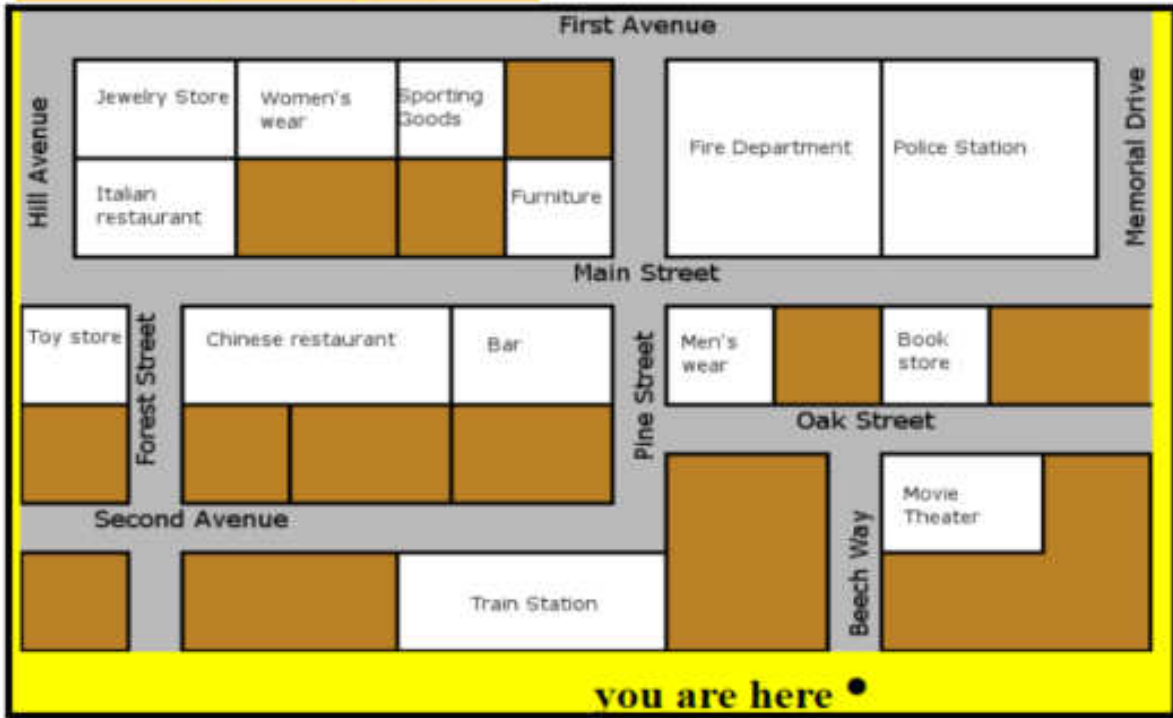
John : It's at ten. I'll leave at nine-thirty.

Linda : That's a busy time. You should leave at nine

John : OK. Thanks Linda.

Linda : Not at all.

Look carefully at following map!



### ACTIVITY 3

Writes T (True) if the statement is correct and write it False (F) if the statement is wrong.

1. The jewelery store is behind the Italian restaurant ( T )
2. The bar is on Second Avenue ( )
3. The police station is on the left from Fire Department ( )
4. The toy store is across from the Chinese restaurant ( )
5. The movie theater is opposite the Book store ( )
6. The sporting goods store is behind the Furniture store ( )
7. The bar is next to the Chinese restaurant ( )



#### ACTIVITY 4

**Look at the map. Write the name of the building**

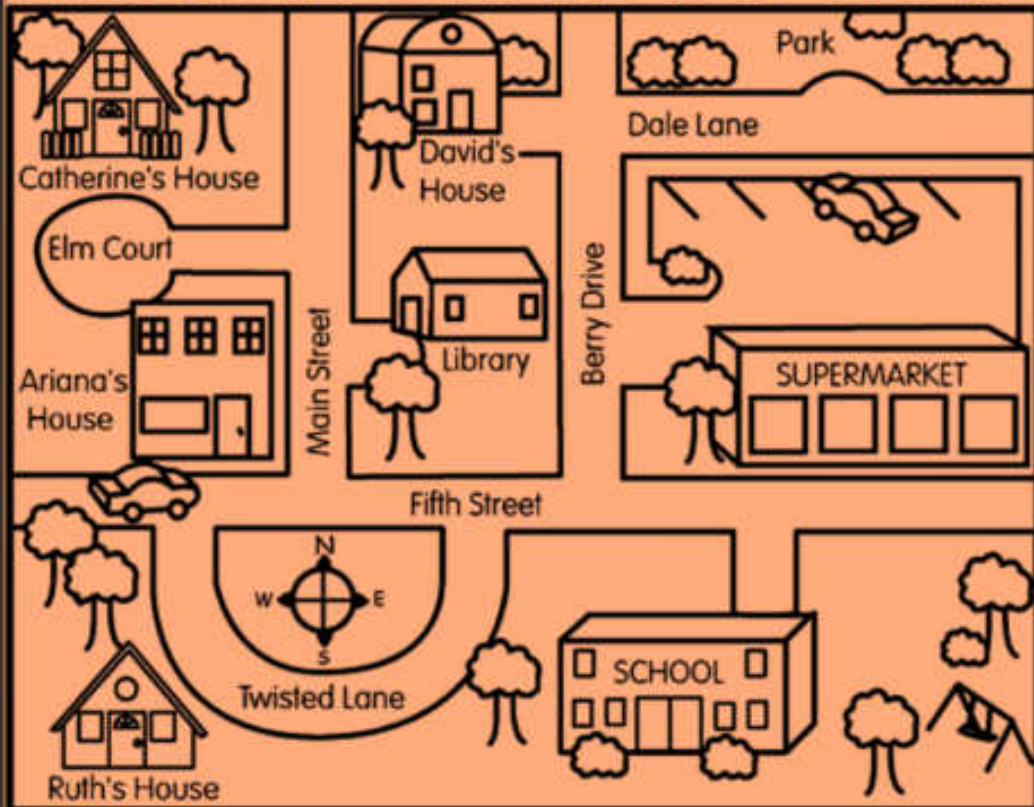
1. Take the first street on the left. Take the next street on the right. Go straight on and cross the road. It's on the left.
2. Take the first street on the left. Go down the street. Turn on the right. Take the next street on the right. Go straight on and cross the road. Go straight on. It's in front of you on the other side of the road.
3. Take the first street on the left. Take the next street on the right. Take the next street on the right. Pass the Fire Department. It's on your left.
4. Take the first street on the left. Take the next street on the right. Go straight on and cross the road. It's on the right.
5. Take the first street on the left. Take the next street on the right. Take the next street on the right. Pass the Fire Department. It's front of Police Station.

#### ACTIVITY 5

**Fill in the missing preposition**

1. The Women's wear is \_\_\_ the Jewelry Store.
2. The Movie Theater is \_\_\_ the Book Store.
3. The Women's wear is \_\_\_ the Jewelry Store and the Bar.
4. The Toy store is \_\_\_ of Main Street and Forest Street.
5. The Jewelry Store is \_\_\_ the Italian Restaurant.

# NEIGHBORHOOD MAP



Decorate the map with Crayola® Markers or Colored Pencils. As you follow the directions to discover where Catherine is going, draw a line on each street she walks on. Use the compass rose to help you.

**Directions:**

Catherine leaves her house and walks east on Elm Court. She makes a right and heads south on Main Street. When she reaches Fifth Street she turns east. At Berry Drive Catherine walks north. She walks past the supermarket parking lot and makes a left onto Dale Lane. Where is Catherine?

Write down directions from the supermarket to Ruth's house. Who lives across the street from the library?

Source : <https://www.pinterest.com/pin/10836855325451970/>.

# CHAPTER 7

## TRADITIONAL FOODS



### 1. *Asam Padeh* (Sour spicy)

Sour spicy (Indonesian) or acid padeh (Minangkabau language) is one of the traditional cuisine of the Minangkabau and then spread in the Malay (Riau, Kepulauan Riau, Jambi, and the Malay Peninsula) which has a sour taste and pungent. This cuisine uses various types of fish and seafood such as swordfish, snapper, tuna, mackerel fish, carp, and squid as main material which is then flavored with tamarind, chili and other spices.



Spicy and sour fish dish known widely in Sumatra and the Malay Peninsula. This dish is well known in the art treasures of Minangkabau or Malay cooking, so it is not clear from where the origin of this dish. Minang spicy sour dishes can be found easily throughout Rumah Makan Padang in Indonesia and Malaysia, have even become typical dishes of Malay society and Aceh. However blend the spices used are different according to each area.

A spicy sour sauce that included a spicy and sour seasoning that comes with vegetables. In Aceh, spicy sour very rarely use a vegetable, but combined with tuna called Acid Keueng. While in Riau, spicy acid has been part of the art of cooking Malay community which is usually combined with catfish, fish baung, fish slice, and catfish. Riau Islands, spicy sour more often combined with snapper.

### 2. *Bika*

If we remember or mention the name of a traditional cake bika, then we remember is the red velvet cupcakes cake is so well known in the field. Padang is very different *Bika* cake with cake *Bika Ambon* that we often see or talk about. If we see a glimpse of matter we can see differences between *Bika Ambon* to Medan. Although the ingredients are basically the same, but in terms of taste, shape and way of processing is also different.



If you are still confused by the shape of the two bika, you can see the texture of each. *Bika Ambon* yellow or green (pandanus) with the texture of holes like a honeycomb. While *Bika Padang* has a white color, texture and shape like apem. If

Bika Ambon processed by steaming, while Bika Padang processed by roasted or grilled

### 3. Dendeng Balado



Dendeng is typical of West Sumatra cuisine made from thin, wide slices of dried beef and fried dried kering. Daging is then flavored Balado.

While dendeng batokok has same materials with dendeng, the difference is the spice baladonya not wear red chili, but it uses a rough sliced green chili and beef as thinly widened then pounded with a stone mortar so that the meat becomes tender.

### 4. Gulai Kambiang

The goulash is one kind of dish that is widespread in the archipelago, particularly in Sumatra and Java and the Malay Peninsula. This dish comes from Sumatra as a result of the influence and the application of the art of Indian cooking that is rich in herbs and spices such as curry. The goulash is one of the most basic seasoning dishes known in Minangkabau cuisine, curry yellow sauce is a flavor and give flavor to a wide variety of dishes served in the Paris restaurant. Sauce or seasoning curry dish is usually condensed in Minangkabau, Indonesia, and Aceh, but in Java coconut curry sauce more liquid into a kind of soup which was served it hot containing meat or offal of goats. The goulash is usually served with hot rice, but some recipes like curry goat can be served with roti canai.



### 5. Rendang



Rendang or randang is spicy flavor of meat dishes which use a mixture of various herbs and spices. This cuisine is generated from heated cooking process repeated with coconut milk. Cooking process takes many hours (usually about four hours) to dry

and solid black. At room temperature, rendang can last for weeks. Rendang is cooked in a shorter time and coconut milk called kalio not dry, light golden brown.

Rendang can be found in Padang Restaurant worldwide. The cuisine is popular among the people of Indonesia and other countries in Southeast Asia, such as Malaysia, Singapore, Brunei, the Philippines, and Thailand. In the region of origin, Minangkabau, rendang served in various ceremonies and special events. Though rendang is a Minangkabau traditional cuisine in general, each region in the Minangkabau has cooking techniques and the use of different herbs

In 2011, rendang dish was named the first rank in the list of World's 50 Most Delicious Foods (50 dishes are the yummiest World) held by CNN International.

Source:<http://andy4rt.blogspot.com/>

### ACTIVITY 1

Read the text above and answer the following questions

1. What the textures of Bika Padang?
2. What the main ingredients of Asam Padeh?
3. What is the flavour of Gulai Kambiang?
4. How many hours usually take to cook Rendang?
5. What is the time Rendang become the most yummiest dish in the world?

### B

### TRADITIONAL DRINKS FROM WEST SUMATERA

#### 1. Cindua

Similar to baklava in general or ice that comes from Jepara, namely ice Dawet. But the difference is content. Cindua based from the sago palm flour is then mixed with rice flour and then given food coloring derived from the sap gambier so red. While the color green because given dye from pandan leaves or leaf suji, all natural.

This drink is served with a variety of mix. First of all, put the sticky oAmpiang rice , in his Minang language called Bareh puluik, which pounded until flat. Then the palm sugar, in his Minang language called Gulo Anau, which has been diluted. Then put the one baklava that has been cooked with coconut milk, and do not forget Lopis or lopi and durian. For



Lopis and Durian itself, presented depending on the tastes of the buyer, want to be included or not. Lastly, topping of shaved ice located right above all the mixture

## 2. Dadiah



Curd (Minangkabau: Dadiah) is a traditional Minangkabau yogurt made from buffalo milk (Bubalus bubalis). In terms of language, the word "Dadiah" has similarities with the Dudh, the language of the ethnic Sindhi (India and Pakistan). Meanwhile, the Persians eating habits milk fermented with red onions and cucumber, curd eating habits similar to that carried out by the Minangkabau people in the old days.

The curd is fermented in containers of bamboo covered with banana leaves (*Musa sp.*) Or leaf hibiscus (*Hibiscus tiliaceus*) which has withered on the fire. The fermentation process is done at room temperature and lasted until clotting occurred about 2 to 3 days.

The curd is usually consumed as breakfast, mixed with chips (a type of rice crackers) and brown sugar. Dadiah can also be used as a side dish accompanying rice. From some research shows that whey contains good bacteria, namely lactic acid (*Lactobacillus casei*) potential as probiotics. The lactic acid in the buttermilk role in the establishment of the texture and flavor. Lactic acid bacteria and its derivatives can prevent a variety of diseases such as preventing enteric pathogenic bacteria, lowering cholesterol levels in the blood, preventing colon cancer, anti-mutagenic, anti-carcinogenic, and increase endurance. In addition, the curd is alleged to be effective as antivaginitis

## 3. Teh Talua

Talua tea or tea eggs. This drink is only available in West Sumatra. The One and Only cool language. Drinks consisting of a combination of Tea mixed with this speech impediment, a favorite beverage, especially for men. Because after drinking tea Talua, the body was exhausted after work routines, will come back refreshed and excited. These drinks can be easily found in shops, coffee shops and restaurants that exist in each region of West Sumatra. How to make it quite easy, provide material for tea consisting of tea powder and sugar and eggs and lemon. The eggs used are chicken eggs or duck eggs. Eggs whipped with sugar until



fluffy look and tea brewed with hot water. Add lime juice to add a fresh scent and Tea Talua ready to be served

#### 4. Kawa Coffee



Kawa Coffee is a drink made from the leaves of coffee brewed with hot water, like a tea. Daun Kawa history begins in the Dutch period. Precisely when forced cultivation activities. At that time, the population of West Sumatra banned enjoying coffee beans for personal consumption. Although they were forced to plant for the Dutch trade interests. To fulfill the desire to drink coffee, then dijadikanlah coffee leaves as a substitute for coffee beans that are still believed to contain caffeine substances. Starting from the selection of coffee leaves and dried with roasted for approximately 12 hours. Leaves coffee has been roasted and then brewed like tea. At the time of going to drink, leaves mixed with cold water and then doused with hot water. For those who want a sweet, can add sugar: Kawa Leaf will be increasingly felt deliciously drunk when accompanied by fried or other small snacks. When serving, Kada Leaf does not use glasses, but halved coconut shell by placemat made from bamboo was into the containe

Source:<http://andy4rt.blogspot.com/>

#### ACTIVITY 2

Read the text above and answer the following questions

1. What make Cindua and Ice Dawet different?
2. What's time Dadijah usually consumed?
3. Why the men from Minangkabau like to consumed Teh Talua?
4. How to make Teh Talua?
5. When the first Kawa Coffee produced?

### 1. What is Rendang?

Rendang, one of the most famous Indonesian dishes in the world because of its deliciousness and richness. As one of the Minangkabau specialties, rendang has its own uniqueness compared to other dishes. Although the culinary experts often describe rendang as part of a type of curry dish, rendang is not usually considered as such in Indonesia because it's richer and contains less liquid than usual curries in Indonesia.



In 2011 online polls of 35,000 people by CNN International chose rendang as the number one dish from the list of "50 Most Delicious Foods in the World (Readers' Choice)". In 2018, rendang is officially recognized as one of

Indonesia's 5 national dishes. Rendang is a spicy meat dish originating from Indonesia, especially the ethnic Minangkabau people and is now generally served throughout the country. As one of the special foods of Minangkabau culture, rendang served at ceremonial events and to honor the guests. Traditionally, rendang is prepared by the Minangkabau community during festive events such as traditional ceremonies, weddings and Hari Raya (Eid al-Fitr).

Rendang is respected in Minangkabau culture as a manifestation of the philosophy of deliberation, discussion, and consultation with elders. It has been claimed that the four main ingredients represent the Minangkabau community as a whole:

- Meat (*dagiang*) symbolizes *Niniak Mamak*, traditional clan leaders such as datuk, nobles, and honorable elders.
- Coconut milk (*karambia*) symbolizes *Cadiak Pandai*, intellectuals, teachers, poets, and writers.
- Chili (*lado*) symbolizes Alim Ulama, ulama, ulama, and religious leaders. The heat of chili symbolizes Sharia.
- The mixture of spices (*pemasak*) symbolizes the rest of the Minangkabau community.

In the Minangkabau tradition, rendang is a dish that is served on special occasions in traditional Minang ceremonies, from birth ceremonies to circumcision, marriage, Qur'an recitals, and religious holidays such as Eid al-Fitr and Eid al-Adha.

### ACTIVITY 3

Read the text above and decided whether the following statements True or Not. If it is True writes (T), if it is False writes (F)

1. Rendang is one of the most famous Indonesian dishes ( T )
2. Rendang doesn't have any own uniqueness ( .. )
3. Rendang is a spicy meat dish originating from Minangkabau ( .. )
4. Rendang cannot serve at ceremonial events ( .. )
5. Coconut milk symbolizes *Niniak Mamak* ( .. )
6. Meat (*dagiang*) symbolizes *Datuak* ( .. )

#### 2. How to Cook Rendang?


The technique of cooking rendang develops because of its role in preserving meat in tropical climates. Before cooling technology, this cooking style allows the preservation of large quantities of meat.

Rendang is rich in spices. Along with the main meat ingredients, rendang uses coconut milk and pasta from a mixture of spices, including ginger, galangal, turmeric leaves, lemongrass, garlic, onion, red onion, chili, and other spices. This mixture of spices is called cooking in Minangkabau. Spices, garlic, shallots, ginger and galangal used in rendang have antimicrobial ingredients and function as natural organic preservatives. If cooked properly, dried rendang can last for four weeks.

Traditionally the term "rendang" does not refer to certain types of dishes. The verb "rendang"-ing actually refers to the slow cooking method; keep stirring the ingredients in a pan, over low heat, until all the liquid evaporates and the meat cooked well. Traditional Rendang takes hours to cook.



Cooking Rendang involves pounding, grinding ingredients, cooking slowly and is also time-consuming that requires patience. The meat is slowly cooked in coconut milk and spices until almost all of the liquid is gone, allowing the meat to soften and absorb the seasoning. The cooking process changes from boiling to frying when the liquid evaporates. Cooking meat until tender with almost all the liquid being evaporated requires caution, keeping it from burning.



Due to the use of many spices, rendang is known to have a complex and unique taste.

Rendang is usually served with ketupat (compressed rice cake) or lemang (sticky rice cooked in bamboo tubes), steamed rice, accompanied by boiled cassava leaves, cubadak (young jackfruit curry), curry cabbage and lado (red chili sauce or green).

#### ACTIVITY 4

**Read the the text above. After that, arrange the following jumbled sentences.**

1. The cooking process changes from boiling to frying when the liquid evaporates
2. Rendang is usually served with ketupat (compressed rice cake) or lemang (sticky rice cooked in bamboo tubes), steamed rice, accompanied by boiled cassava leaves, cubadak (young jackfruit curry), curry cabbage and lado (red chili sauce or green).
3. Prepare ses coconut milk and pasta from a mixture of spices, including ginger, galangal, turmeric leaves, lemongrass, garlic, onion, red onion, chili, and other spices.
4. The meat is slowly cooked in coconut milk and spices until almost all of the liquid is gone, allowing the meat to soften and absorb the seasoning
5. Cooking meat until tender with almost all the liquid being evaporated requires caution, keeping it from burning

#### ACTIVITY 5

Classify the following words whether it include to traditional foods or traditional drinks. After that put it to the table

1. Bubua Kampiun, Cindua
2. Aia aka, Galamai, Gulai Banak
3. Gulai Cubadak, Sarabi
4. Young betel juice, Kalio
5. Dakak-dakak, Nasi Kapau, Dadiah



Traditional Foods	Traditional Drinks

# FUN WITH ENGLISH

## LET'S MAKE TEH TALUA!



### INGREDIENTS

- > 1 FRESH EGG CHICKEN OR DUCK (JUST TAKE THE YOLK)
- > 1-2 SPOON SUGAR
- > LEMON
- > BLACK TEA

### STEPS

1. Prepare a different glass, then stir the sugar to taste with chicken egg yolk. Remember yes, yellow only, do not enter the white part of the egg.
2. Usually the stench coming from the egg white mixed participate. The process of taking the egg yolk which is the art of making tea talua
3. Stir the sugar and the egg yolks until uniform and white. Stir until the white and slightly frothy
4. After mixing together and white, put the tea steeping water which we have prepared in advance, and Mix sweetened condensed milk to taste
5. Done! Done. Oia you can mix a little lime juice



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## ANSWER KEY

### UNIT 1 GREETING

#### Activity 1

1. To get good impression from them
2. Customers want to hear words of greeting and see a smile
3. Because you will be the first face that a prospective customer sees
4. You may specifically ask them the type of souvenir which they want to buy
5. Ignoring or downplaying their importance is dangerous for your company's success

#### Activity 2

1. F
2. T
3. T
4. F
5. T

#### Activity 3

1. Good evening
2. What do you looking for?
3. How are you?
4. Where are you from?
5. What do you looking for?

#### Activity 4

Match the following words with it's meaning!



## UNIT 2 OFFERING SOMETHING

### Activity 1

1. use the **conditional** any time we wish to be polite and make suggestions
2. use a simple present tense interrogative style question
3. the modal verb "**can**", "**may**", and "**could**"
4. shows a certain level of **respect** to the customer which is apt for this situation.
5. 3 ways

### Activity 3

1. May I help you?
2. Do you like
3. May I help you?
4. Do you like
5. Thanks

### Activity 4

Most Polite	More Casual	Not Too Casual and Over Polite
<ul style="list-style-type: none"><li>- Would you like to buy some souvenirs here?</li><li>- Would you care to eat something here?</li><li>- Would you care for come to our place? We have any souvenirs here</li></ul>	<ul style="list-style-type: none"><li>- Can I help you?</li><li>- Could I offer you something?</li><li>- May I help you?</li><li>- What can I do for you?</li></ul>	<ul style="list-style-type: none"><li>- Do you like "randang" or "dendeng" ?</li><li>- Do you want some souvenirs?</li><li>- Do you want to eat some foods here?</li></ul>

## UNIT 3 ASKING PRICE

### Activity 1

1. Rp. 500.000 = Five hundred thousand rupiah
2. Rp. 1.200.000 = One million and two hundred thousand rupiah
3. Rp. 75.000 = Seventy-five thousand rupiah
4. Rp. 5.000.000 = Five million rupiah
5. Rp. 750.000 = Seven hundred and fifty thousand rupiah
6. Rp. 2.500.000 = Two million and five hundred thousand rupiah
7. Rp. 400.000 = Four hundred thousand rupiah
8. Rp. 8.000 = Eight thousand rupiah
9. Rp. 7.500.000 = Seven million and five hundred thousand rupiah
10. Rp. 900.000 = Nine hundred thousand rupiah

### Activity 2

1. Build your confidence, Develop a positive vision, Ask great questions, Make sure you are dealing with the decision maker, Understand the true needs of your buyer, Remember, people hate giving up value, Strong relationships count, Treat your counterpart the way they want to be treated, Know your competition better than your customer, Focus on value first, brand second, Develop options, and Sell the problem, not the solution
2. You have to believe that you are going to win this sale, and that it is going to be in the customer's best interest that you do so. If you feel you are going to lose on price, you already have
3. Everyone hates to pay a high price but they hate giving up value even more. If you lower the price, but don't adjust the value, the customer will continue to ask for an even lower price
4. The value that your brand brings to meet the implicit and explicit needs of your buyer holds even more power
5. There are two types of needs. Explicit needs like price, quantity, quality, features, terms, warranty and delivery. Then there are implicit needs like the buyer's reputation, credibility, and the need to look good to their boss and peers. Implicit needs almost always override explicit needs in determining the outcome of a negotiation.

### Activity 3

1. Yes, I do
2. Rp. 250.000
3. How are you?
4. Rp. 150.000
5. Thanks

## UNIT 4 BARGAINING

### Activity 1

1. Let the client win on something other than price, open up product offerings, and agree, then defend
2. Don't lower your price instead, offer more lower-value products
3. Use last-chance techniques to defend yourself and land the deal. First, always acknowledge and agree with the client about his statement
4. "Yes, the price is high, but our team is exceptional."  
"Every one of our customers says this before they buy."  
"You deserve the best."
5. Yes, it is

### Activity 2

1. It will be/ it is
2. I am sorry, we cannot do that/I cannot make it lower/No, forgive me./Sorry I can't/We can't make a deal with that
3. You can take it//Let me see/Let me account/Let's go with that/It's deal /Okay
4. Yes, of course/ Yes, I have
5. I am sorry, we cannot do that/I cannot make it lower/No, forgive me./Sorry I can't/We can't make a deal with that
6. I am sorry, we cannot do that/I cannot make it lower/No, forgive me./Sorry I can't/We can't make a deal with that
7. You can take it//Let me see/Let me account/Let's go with that/It's deal /Okay

### Activity 3

Expression of bargaining :

Can you give a 50% off

Do you mind Rp. 1.750.000,- for two bags

How about Rp. 1.900.000

Responses of bargaining :

Sorry, I cannot do that It has a good quality

I cannot make it lower

It's deal



## UNIT 5 DESCRIBING THINGS

### Activity 1

1. The beautiful and small carpet
2. The crimson bracelet
3. An antique clock
4. The large and unique statue
5. The hard shape stone

### Activity 2

1. This dialogue is one person describing a durian. It is a kind of fruit, circle shape, green colour, barbed, and delicious
2. This dialogue is one person describing a batik. It is traditional and unique. It made from fabric. It has varieties of colours. It is from Indonesia.

### Activity 4

1. It is kind of weapon. It has metal colour. It is the traditional one. It is sharp.
2. It is kind of fruits. It has red colour. It has round shape. It is delicious and healthy
3. It is kind of furniture. It has brown colour. It has square shape. It is made from wooden
4. It is kind of food. It is really delicious. It made from meat.
5. It is kind of furniture. It has grey colour. It has square shape. It is made from metal. It used for keep something cold.



## UNIT 6 DIRECTIONS

### Activity 1

1. Knowing how to ask for them can make our life so much easier. The way we ask for directions may affect the answer we get.
2. 10
3. In big cities, people often use cardinal points when explaining directions and locations. The cardinal points are North, South, East and West.
4. Sometimes, it can happen that you are still far from your destination and you have to take the public transit.
5. Every city in the world has its own landmarks. You can cut down on search time if you know what the important landmarks are in the city or place you are visiting

### Activity 2

Go straight on  
past the bank.

Take the second left  
and continue straight on.

It's opposite Jack's Bar

### Activity 3

1. True
2. False
3. False
4. True
5. True
6. False
7. True

### Activity 4

1. Furniture
2. Italian Restourant
3. Police Station
4. Bar
5. Book store

### Activity 5

1. Next to
2. Opposite
3. Between
4. On the corner
5. Behind

## UNIT 7 TRADITIONAL FOODS

### Activity 1

1. Bika Padang has a white color, texture and shape like apem
2. Fish and seafood such as swordfish, snapper, tuna, mackerel fish, carp, and squid
3. Curry yellow sauce
4. 4 hours
5. 2011

### Activity 2

1. Cindua based from the sago palm flour is then mixed with rice flour and then given food coloring derived from the sap gambier so red.
2. Breakfast
3. After drinking tea Talua, the body was exhausted after work routines, will come back refreshed and excited.
4. Provide material for tea consisting of tea powder and sugar and eggs and lemon. The eggs used are chicken eggs or duck eggs. Eggs whipped with sugar until fluffy look and tea brewed with hot water. Add lime juice to add a fresh scent and Tea Talua ready to be served
5. Dutch Period

### Activity 3

1. T
2. F
3. T
4. F
5. F
6. T

### Activity 4

1. Prepare ses coconut milk and pasta from a mixture of spices, including ginger, galangal, turmeric leaves, lemongrass, garlic, onion, red onion, chili, and other spices.
2. The meat is slowly cooked in coconut milk and spices until almost all of the liquid is gone, allowing the meat to soften and absorb the seasoning
3. The cooking process changes from boiling to frying when the liquid evaporates
4. Cooking meat until tender with almost all the liquid being evaporated requires caution, keeping it from burning
5. Rendang is usually served with ketupat (compressed rice cake) or lemang (sticky rice cooked in bamboo tubes), steamed rice, accompanied by boiled cassava leaves, cubadak (young jackfruit curry), curry cabbage and lado (red chili sauce or green).

### Activity 5

Traditional Foods	Traditional Drinks
Bubua Kampiun Galamai, Gulai Banak Gulai Cubadak, Sarabi Kalio Dakak-dakak, Nasi Kapau	Cindua Aia aka Young betel juice Dadiah

# Buku - ENGLISH\_FOR\_MERCHANT

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