

**T.C.
MİLLÎ EĞİTİM BAKANLIĞI**

AİLE VE TÜKETİCİ HİZMETLERİ BİLİMİ

MESLEKİ YABANCI DİL (İNGİLİZCE)-2

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- Bu modül, mesleki ve teknik eğitim okul/kurumlarında uygulanan Çerçeve Öğretim Programlarında yer alan yeterlikleri kazandırmaya yönelik olarak öğrencilere rehberlik etmek amacıyla hazırlanmış bireysel öğrenme materyalidir.
- Millî Eğitim Bakanlığınca ücretsiz olarak verilmiştir.
- PARA İLE SATILMAZ.

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AÇIKLAMALAR

| | |
|--|---|
| ALAN | Aile ve tüketici hizmetleri alanı |
| DAL/MESLEK | Alan Ortak |
| MODÜLÜN ADI | Mesleki yabancı dil -2 (ingilizce- tüketici hizmetleri) |
| MODÜLÜN TANIMI | Yabancı dilde kendini tanıtip alanındaki temel mesleki konuları dinlemeyi, konuşmayı, okumayı ve yazmayı geliştirecek ve kolaylaştıracak bilgileri kapsamaktadır |
| SÜRE | 40/32 |
| ÖN KOŞUL | Bu modülün ön koşulu yoktur |
| YETERLİK | Yabancı dilde kendini tanıtmak, Yabancı dilde Tüketici Hizmetleri Alanının tanıtımını yapmak, Yabancı dilde alanındaki temel mesleki konuları dinlemek, konuşmak, okumak ve yazmak |
| MODÜLÜN AMACI | Genel Amaç Öğrenci, uygun ortam ve koşullar sağlandığında, Yabancı dilde alanındaki temel mesleki konular ile ilgili dinleme, konuşma, okuma yazma etkinlikleri yapabilecektir. Amaçlar <ol style="list-style-type: none">1. Yabancı dilde kendini tanıtabilecektir.2. Yabancı dilde Aile ve Tüketici Hizmetleri Alanının tanıtımını yapabilecektir. |
| EĞİTİM ÖĞRETİM ORTAMLARI VE DONANIMLARI | Ortam: aile ve tüketici hizmetleri atölye ve laboratuvarları, sınıf, işletme, kütüphane, ev, bilgi teknolojileri ortamı vb. Donanım: ev ve kurum araç gereçleri, görsel ve basılı kaynaklar televizyon, projeksiyon, bilgisayar ve donanımları vb. sağlanmalıdır. |
| ÖLÇME VE DEĞERLENDİRME | Milli Eğitim Bakanlığı Ortaöğretim Kurumları Sınıf Geçme ve Sınav Yönetmeliği'ne uygun olarak modül ve ders sonunda ölçme araçları kullanılarak ölçme ve değerlendirme yapılacaktır. |

PREFACE

Dear Student,

Welcome to this module!

This module is intended for employees who will work at all levels in family and consumer services who need to improve their Professional English.

The basic objective is to help you on introducing yourself and giving both personal and occupational information in English. The next aim is to describe your professions and qualifications on your jobs in the target language. As you guess in the globalizing world, one must be able to improve his/her foreign language skills in order to communicate with employees and customers who speak English or do not speak Turkish, moreover to enable the employees to read all the documents about their jobs which are written in English.

This module is composed of typical explanations, basic vocabulary which are related to the subjects, some grammatical rules which must be learned to read, understand, write and speak English in your daily lives.

At the end of each chapter, you will find some fill in the gaps and dialogues. With the help of these exercises, you will be able to learn and remember all the words and information given in the module.

Warm regards.

LEARNING ACTIVITY-1

AIM

If suitable conditions are provided, you are going to be able to talk and give information about Consumer Services, be able to communicate with others and discuss your opinions using the words related to your profession.

SEARCH

- You can visit accommodation facilities to see how market staff communicate while they perform their duties
- You can also look for special expressions used in market business on the internet.

1. CONSUMER SERVICES

Consumer Service is the provision of service to customers before, during and after a purchase.



Picture1. 1: Consumer

1.1. Consumer Behaviours

When you meet with a consumer, you need to know the types of consumers. Every consumer has a different behaviour.



Picture 1. 2: Shopping

1.1.1. Classifications Of The Consumers

Consumers are divided into three types according to their characteristics, forms of purchase and attitudes and behaviours.

1.1.1.1 Classifications According To Their Characteristics



Picture1. 3: Classifications

Consumers can be analysed into seven parts for their characteristics. These are:

- **Their ages:** being children, teenagers, adults or old people.
- **Their sex:** being a man or a woman
- **Their education level:** graduated from primary school, secondary school, university, etc.
- **Their professional:** being a worker, an officer or a self – employed..., etc.
- **Their settlement:** living in a village, a town or a city-centre
- **Their countries:** being a domestic, a foreigner or a tourist.
- **Their economic situation:** being rich, poor, etc.

1.1.1.2 Classifications According To Their Forms Of Purchase

Consumers can be analysed into three parts according to their forms of purchase. These are:



Picture1. 4: Purchase

- **Planners:** These kind of consumers are the people who know special products and brands. When they go shopping, they know if it is necessary or not. They also know what they need before shopping.
- **Partial planners:** They know all the products but they choose a brand when they shopping. Brands are the most important things for them.
- **Unplanned:** They have no plan before shopping. They don't think if it is necessary or not, just buy it. They are affected by campaigns and promotions.

1.1.1.3 Classifications According To Their Attidues and Behaviours.



Picture 1. 5: Behaviour

Consumers can be analysed into seven parts according to their attidues and behaviours. These are:

- **Their personality:** Consumers try to be careful about the products and services, because these products and services have to be compatible with their own personality or the personality that they reflect to their enviroment.
- **Their perception:** Consumers decide on buying products with the help of their perceptions.
- **Their motivation:** If consumers are motivated enough before buying products, they are satisfied or dissappointed as well after using these products.

- **Their attitudes and beliefs:** If a consumer thinks in a bad way about the firm's advertisements, images, products or brands, it makes him /her negative and he/she tries to find other alternatives.
- **Their families:** Their families' lifestyle, attitudes towards life, etc. influence their consumption when they want to buy something.
- **Their social status:** Firms should be careful about people's aspects about their own social statuses when they are serving. People generally want to be more powerful, have more prestige and respect when they live.
- **Their culture:** A consumer exists with his/her environment and expresses value. So, if a firm wants to satisfy a consumer, a product should be liked by the people around this consumer.

1.1.2. Types Of The Consumers

The differences between consumer types influence both the marketing's sales process and contents.

1.1.2.1 The Differences Between A Consumer and A Customer



Picture 1. 6: Customer

A Consumer: A person who buys products, or has an ability to buy products in order to satisfy his/her own demands and needs.

A Customer: A person who does shopping from a specific shop or a firm regularly.

A customer buys something at the beginning of the season, but if you wait for reductions it means you are a consumer. A customer gives importance to brands and fashion, on the other hand a consumer gives importance to price and needs.

1.1.2.2 The Importance of A Consumer's Behaviour and Types on Marketing



Picture 1. 7: Marketing

The differences between behaviors and types of consumers, affect marketing's styles and processes in a positive or a negative way. Nowadays, consumers have a lot of alternatives. It means, marketing sectors should find the best services systems.

1.1.3. The Factors That Affect Consumers' Behaviours



Picture1. 8: Consumers

If firms can produce and service products as consumers want, they can have positive feedbacks. Firms should know the factors that affect consumers' behaviours. These are:

- **Social factors:** Culture, social class, families, friendships, satutes ,etc.
- **Psychological factors:** Motivation, perception, characteristic, beliefs, attitudes, etc.
- **Personal factors:** Age, professional, economical conditions, life style.....etc.

1.1.4. Consumers' Decision Process



Picture1. 9: Decision

Decision process to buy something contains five steps:

- To recognize needs
- To search for information
- To evaluate alternatives before buying
- To buy
- To evaluate buying process

NOTE: A consumer can stop the process in any step. It means a decision process doesn't include all the steps.

1.1.5. Customer Relations



Picture 1.10: Customer Relations

A customer relation is the most important chance for sale. It should be evaluated in a good way, because having any relationship with a customer is better than having no relationship. There are many different techniques for relations. These are; sales promotions, advertisements, public relations, interviews..., etc.

1.1.6. Customer Satisfaction



Picture 1.11: Like

Customer satisfaction is about the period after shopping. If the customer meets any negative results after shopping, it means he / she is dissatisfied. If he / she meets positive results after shopping, it means he / she is pleased.

1.2 Product Return Services

When a consumer has a problem with a product or decides to give it back, a firm should provide professional service for the consumer.



Picture 1.12: Return Services

1.2.1. Key Words

- Product return service
- Appliance
- Accounts
- Afford
- Insurance
- Bargain
- Bargain price
- Cheque
- Bill
- Charges

- Claims department
- To complain
- Delay
- Deadline
- Demands
- Department manager
- Discount
- Fault
- Down payment
- Expenses

1.2.2. New Words for Customer Meeting

- Shape
- Quality
- Quantity
- Out of stock
- To order
- To sell
- To buy
- Cheaper
- Better
- Receipt
- To Exchange
- To Refund

1.2.3. Greeting Dialogues

- **Salesclerk** : Welcome / Good morning / Good afternoon / Good evening. How can I help you?
Customer : I want to buy a pair of trousers.
Salesclerk : What colour would you like ?
Customer : Black please.
- **Store Manager** : Good afternoon. Can I help you?
Customer : Yes please. I have a problem.
Store Manager : Come inside please.
- **Salesclerk** : Good morning. What sort of thing are you looking for?
A woman : How much is that coat ?
Salesclerk : Fifteen Turkish Liras. Would you like to have a look inside?

1.2.4. Meeting Dialogues

- **Customer** : Good afternoon. Can you help me?

- Sales manager** : Good afternoon. I'm the sales manager. My name is Efe Yiğit. What would you like?
- Customer** : My name is Zeynep Kaya. I think, there is a mistake in this receipt. Could you check it please?
- Sales manager** : Certainly. Wait a minute please.

1.2.5. "Meeting Customer" Dialogues

- **Shop assistant** : Welcome. Good evening.
Customer : Good evening.
Shop assistant : What sort of thing were you looking for ?
Customer : Can I take a look at this tie ?
Shop assistant : Of course. Come inside please.
- **A woman** : Good morning. Who is serving here ?
Salesclerk : Good morning madam. What can I do for you ?
A woman : Can I see the hat on the shelf ?
Salesclerk : Certainly.

1.2.6. "Taking Customer where he / she wants to" Dialogues

- **Shop assistant** : Welcome, Sir! What can I do for you ?
Customer : Could you tell me where the men's / ladies department is, please?
Shop assistant : It's on the fifth floor.
Customer : Ok. And, where is the lift ?
Shop assistant : It's over there. I can help you.
Customer : Thank you.
Shop assistant : You are welcome.
- **A woman** : Good morning. Who is serving here ?
Salesclerk : Good morning. Can I help you ?
A woman : Where can I find the woolen pullovers?
Salesclerk : They are on the second floor. Please, come with me.
A woman : Thank you.
Salesclerk : You are wellcome.

1.2.7. "asking / learning customer's demands" Dialogues

- **Salesclerk** : Welcomei Sir! Good morning.
Customer : Good morning.
Salesclerk : What do you wish ?
Customer : How much are those ?
Salesclerk : Thirty liras. Will it be for you ?
Customer : Yes please.

- **Store Manager** : Good afternoon. What can I do for you ?
Customer : Can I see that ring, please?
Store Manager : Who is it for ?
Customer : For myself.

- **Shop assistant** : Can I help you ?
A girl : Thank you. I'm just looking.

- **Salesclerk** : Good morning madam. What sort of thing were you looking for?
A woman : I am looking for a short sleeved shirt.
Salesclerk : What do you think of this ?
A woman : Have you got different colours ?
Salesclerk : Of course. This one ?
A woman : I like this one.
Salesclerk : Is that all ?
A woman : That's all. Thank you.

1.2.8. “ Advice for usage/consumption of products/services” Dialogues

- **Customer** : Excuse me. Can you help me ?
Salesclerk : Of course. What can I do for you ?
Customer : How much is that jacket ?
Salesclerk : 20 liras.
Customer : What is the price of this bag ?
Salesclerk : The price is 65 liras.
Customer : Is this the last price ?
Salesclerk : Yes, this is our last price. I'll recommend this bag.
Customer : Can't you make a little reduction ?
Salesclerk : I'm sorry but I can't.
Customer : What is it made of ?
Salesclerk : It is made of genuine leather. It is very strong. Will it be for you ?
Customer : Yes for me.
Salesclerk : This is just for you and the price is very affordable. This year these are very fashionable. I suggest you buy this.
Customer : Okey. Please wrap it up.
Salesclerk : Anything else ?
Customer : That's all. Thank you.

1.2.9. “ Giving Explanation for usage of products/services” Dialogues

- **Salesclerk** : Welcome. Can I help you ?
A woman : I need a pullover.
Salesclerk : OK, Madam. What colour would you like ?
A woman : Blue.
Salesclerk : Here you are.

A woman : Is this genuine wool ?
Salesclerk : Of course.
A woman : Can I try the black one ?
Salesclerk : Certainly. What size are you ?
A woman : Thirty-eight.
Salesclerk : It's thirty-eight. This is a very smart pullover.
A woman : I like it, but will it be a problem during washing ?
Salesclerk : No, but be careful about the water temperature. Use cold water during washing.

1.2.10. "Understanding Customer 's Problem " Dialogues

➤ **Customer** : Hello! Can you help me please ?
Shop assistant : Sure. How can I help you ?
Customer : I bought a bag from here last Friday. I want to change it with a new one.
Shop assistant : What is the problem with it ?
Customer : I found a hole in the bottom of the bag. I lost everything in it.
Shop assistant : Okay. Wait a minute please. I'll call my sales manager and he will help you.
.....
.....
Sales manager : Good afternoon madam. I'll help you. Can I take your receipt ?
Customer : Here you are.
Sales manager : Everything is okay. Let me bring you a new one. Would you like to sit down ?
Customer : But I don't want the same model. Can I change it ?
Sales manager : Of course you can. You can decide while I'm preparing your product return form.
Customer : Thank you.
.....
.....
Sales manager : Have you decided?
Customer : Yes, I have. I like this one.
Sales manager : Here you are. Anything else ?
Customer : That's all. Thank you.
Sales manager : Not at all. See you. / Have a nice trip.
Customer : Good bye.

EVALUATION CRITERIA

| THE STUDENT'S | THE EXAMINATION'S | |
|--|--------------------------|----|
| Name-Surname: | Starting Time : | |
| Class : | Finishing Time : | |
| Number : | Used Time : | |
| CRITERIA | YES | NO |
| LEARNING PROCESS | | |
| Can you remember how you must act when you first meet someone? | | |
| Can you remember what we say when we first meet someone? | | |
| Can you remember the day period greetings? | | |
| Can you remember how to tell and ask wishes? | | |
| Can you remember how to give and ask personal information? | | |
| Can you remember any conversation starters? | | |

TESTING & EVALUATION

A- Complete the sentences;

| | | | | |
|-----------------|-------------------|--------|--------|--------|
| 1. Can I try | a. you a new one. | | | |
| 2. What size | b. serving here ? | | | |
| 3. How can | c. a black one ? | | | |
| 4. Let me bring | d. I help you ? | | | |
| 5. Who is | e. are you ? | | | |
| 1..... | 2..... | 3..... | 4..... | 5..... |

B. Circle the correct answers in the following questions.

1. What do we say when we first meet with a customer?
A) Do you like it?
B) On the first floor
C) Welcome
D) Here you are
2. What do we say when we offer a help?
A) How old are you?
B) What is your size?
C) How do you do?
D) What can I do for you?
3. Which question's answer gives customer's size?
A) red
B) thirty-eight
C) yes
D) of course.
4. Which one is for an advice?
A) Be careful with the water temperature.
B) There is a mistake.
C) I can't make a reduction.
D) Who is serving?
5. Which question is polite?
A) Is it okay?
B) What do you want?
C) Do you want it?
D) What sort of thing were you looking for?

C. Fill in the gaps with suitable words and phrases.

1. is a person who buys products, or has an ability to buy products in order to satisfy his/her own demands and needs.....is a person who does shopping from a specific shop or a firm regularly.
2. Motivation, perception, characteristic, beliefs,attitudes,...etc. are..... factors for consumers' behaviours.
3. Decision processes take more time in consumers' purchasing behaviour. These processes contain five steps:
 - To recognize needs.
 - To research for information
 - To evaluate alternatives before buying
 -
 -
4. Consumers can be analysed into three parts for their forms of purchase. These are:,,
5. is the provision of service to customers before, during and after a purchase.

DEĞERLENDİRME

Cevaplarınızı cevap anahtarı ile karşılaştırınız. Doğru cevaplarınızı belirleyerek kendinizi değerlendirebilirsiniz.

Verdiğiniz cevaplar arasında yanlışlar varsa; eksikliklerinizi modüldeki konuyu tekrar gözden geçirebilir, başka kaynaklardan araştırabilir, sınıf ortamında arkadaşlarınız veya öğretmeninizle ilgili konuyu tartışabilirsiniz.

Eğer tüm sorulara doğru cevaplar vererek, kendinizi bu faaliyet alanındaki konularda yeterli görüyorsanız modül değerlendirme aşamasına geçebilirsiniz.

LEARNING ACTIVITY–2

AIM

If suitable conditions are provided, you are going to be able to talk and give information about Sales Services, be able to communicate with others and discuss your opinions using the words related to your profession.

SEARCH

- You can visit firms to see how the staff communicate while they are performing their duties
- You can look for special expressions used in market bussiness on the internet.
- Use dictionary for sales services terminology

2. SALES SERVICES



Picture 2. 1. Sale

Sales Services are given to costumers in order to make them to buy products.

2.1 Sales

It's a kind of service that creates benefits, helps for decisions, has a definite aim for customers



Picture 2. 2: Sales Services

2.1.1. Product Information

When you promote a product to a customer, you should give certain and right information. You should be careful about customer's age, social class, culture, sex....,etc. in order to give realistic information.



Picture 2. 3: Information

2.1.2. Presentation of product / service of a firm



Picture 2. 4: Service of a firm

Corporations produce products for sale and give services to customers in order to make them to buy.

KEY WORDS

- Corporation :
- Sale :
- To produce :
- Cosmetics :
- Jewellery :
- Stationery :
- Furniture :
- Fabrics :
- Electrical :
- Reduction :
- Label :
- To recommend :
- To pay :

Giving New Words For Product / service presentation

- Leather goods department :
- Gardening department :
- Ready wear :
- Fashion :
- Cost :
- Wholesale :
- Retail :
- By cheque :
- By credit card :
- In cash :
- To bargain :

2.1.3. Giving Names For Product / service presentation



Picture 2. 5: Service

A person who sales products / services should give clear brand / label / name to consumers.

Saying products / services that produce

- Consumer** : Good morning.
Saleswoman : Good morning madam. May I help you ?
Consumer : Yes, please. I want to buy a jacket.
Saleswoman : Please follow me. On the second floor, you can find different styles of jackets. What kind of jacket would you like ?
Consumer : I would like to buy a leather jacket, please.
Saleswoman : We produce and sell every kind of jackets. Wool, leather, cotton jackets. Here you are. The leather one. What size are you ?

Talking about products / services usage

A person who buys products / services has rights to know usages or details of them. Salesperson should give all details to the consumers.

Saying products / services usage

- Shop assistant** : Welcome. What do you wish ?
Ece : How much is this blouse ?
Shop assistant : This one ?
Ece : No, the other one.
Shop assistant : Fifty liras. Would you like to try it on ?
Ece : Yes, please.
Shop assistant : What size are you ?
Ece : Thirty-six
Shop assistant : This is just for you. I'll recommend this.
Ece : Can't you make a little reduction ?
Shop assistant : This is our last price. The price is very convenient. This is very useful and healthy. If you wash it in cold water, there will be no problem. Don't use washing machine to wash it.
Ece : OK, I will buy it.

2.1.4 Giving warnings for products / services



Picture 2.6: Warning

Every product should provide maximum safety requirements in terms of human health, life and commodity safety, animal and plant life and health, environment and consumers' safety.

2.1.5. Complaining about the products / services

- Sezgin** : Good afternoon.
Sales manager : Good afternoon. What can I do for you ?
Sezgin : I bought this watch last week, but it doesn't work.
Sales manager : Did you check the battery ?
Sezgin : Yes, I did.
Sales manager : Did you use it when you had a bath ?
Sezgin : Yes.
Sales manager : You shouldn't do that. It's not water-proof. If you check it's original Packet, you can see this warning.

2.1.6. Definition, importance and content of after-sales services



Picture 2. 7:Sales service

After-sales services mean all co-operations for ensuring continuities between firms and consumers. Generally, it includes products' warranties and ability to find spare parts, etc. If a firm doesn't want to lose any consumers, it should be careful about after-sales services.

2.1.6.1. To Inform Customers for after-sales support

A consumer wants to know usage of products, taking information about spare-parts..., etc. after buying them. They have a right to know what kind of support they can have after sale.



Picture 2. 8:Informing

2.1.6.2. To Inform Customers for installation and technical services



Picture 2. 9:Technical service

A consumer wants to know if he/she can install a product by himself/ herself or by a technical staff. He / she also has rights to know all technique supports provided by firms.

2.1.6.3. To Inform Consumers about Warranty



Picture 2.10:Warranty

Warranties are generally limited within certain periods. A consumer has right to know about these periods. Firms should give information about not only these periods but also warranty coverages.

2.1.6.4. To Inform Consumers For Technical Services



Picture 2.11: Technician

When consumers buy products, they should be informed about the nearest technical services, spare-parts services..., etc.

2.1.6.5. Communication with Consumers about Changing Faulty Products



Picture 2.12: Problematic case

A consumer has right to have communication with someone from firms with the help of internet, telephone or face to face system to change faulty products if he / she is right.

2.1.6.6. To ensure consumer satisfaction with legal regulations



Picture 2.13: Customer satisfaction

If a consumer takes supports after sale, it means he / she is pleased. When he / she has a problem, a firm should give all supports immediately. So, a firm never loses its potentional customers.

2.1.7 Customer Relations



Picture 2.14: Customer relations

It's a kind of approach that combines people, time and technology. It is called marketing, sales and customer service. This approach also provides relations between firms and consumers.

2.1.7.1. Customer Relations and its Properties



Picture 2.15: Communication

When a firm finds its consumers, it should keep in touch about products not before sale but also after sale.

2.1.7.2. Creating Customer Satisfaction and Loyalty



Picture 2. 16:Customer

A customer is satisfied if he / she is pleased not only during sales but after sales. If a firm can give this satisfaction, it means there is a good relationship with customers, so this brings customers' loyalty.

2.1.7.3. To Solve Problems In Customer Relations



Picture 2.17:Problems

A customer wants to find solutions if he / she meets any problem. So a firm should have a good tracking system.

2.1.7.4. Factors Affecting Customer Satisfaction



Picture 2.18: Satisfaction

Customer satisfaction is a kind of reaction to differences between customer's previous expectation and subsequent performances. The factors affecting this response are divided in to two:

- **Internal factors** : Customer's expectations.
- **External factors** : Products and their quality, firms and staffs' performance, products or services' price

2.1.7.5. To Inform Consumer



Picture 2.19: Informing

Consumers have right to have information about related products or services after sale.

- **Consumer record system** : If a consumer wants, he / she can give his / her personal information to a firm where he / she buys something. A firm records customer's telephone number, address or mail.
- **To Inform Consumer In Special Conditions** : A consumer may want to know about product's promotions and campaigns.

2.1.8. Sales Documents



Picture 2.20: Files

Sales never finish when a consumer buys and pays. A firm should have some sales documents.

2.1.8.1. Sales Documents, Types and Filling

Nowadays, it's enough to have a document from cash register. Some firms fill more documents in order not to lose their relationships between their consumers.

2.1.8.2. Other Documents for Consumers In Sale

A firm gives not only cash register forms, but also credit cards' documents or a product's returning forms.

2.1.8.3. Warranty Document

Depending on the nature of the product, firms give some period for warranty. In warranty documents, this period should be stated.

2.1.8.4. User Manual

It's a manual for consumers' usage. If a consumer has a problem with the usage, he / she can find answers in this manual.

2.1.8.5. To Arrange Shipping Documents

If a consumer doesn't have a chance to carry the products, he / she can need firm's support. In this case, a firm should arrange shipping documents. In these documents, there is information about products' names, dates of sales, firms' names, consumers' names and addresses.

2.2. Wrapping



Picture 2.21:Wrapping

Packs are used for wrapping in order to keep products from undesired conditions like bad weather and dirty places.

2.2.1. The Importance of Imagery In Wrapping

Packs are not only for keeping products, these are also very important for sales. For example, a consumer can be affected by the image of packs.

2.2.2. Visual Elements In Wrapping

Packs should have four main criteria:

- **Shape and image:** Packs' shape should affect the customers. If a customer is affected by a pack first, prices and ingredients will be less important.
- **Colour :** It's very important for packs, because there are psychological influences of colours on people's minds.
- **Shape:** It's important for not only psychological influence on customers' minds but also for storage, keeping products, carrying, shipping and practicality.
- **Brand and label :** Brands and labels that are shaped by the letters' characters and fonts are very effective, because they help for perception and remembrance.

2.2.3. Wrapping Selection Criteria:

There are three main criteria for wrapping. These are very important for consumer's loyalty and satisfaction.

- **Product feature** : Packaging is very important for keeping products safe against any damage and deformation.
- **Distribution feature** : Products shouldn't raise an issue in the period of distribution.
- **Consumer's need** : Consumers want to use and keep products easily.

2.2.4. Packaging



Picture 2.22:Packaging

In order to pack products in a right way, it is important to know the product's nature and distribution conditions. Also, a firm should use modern technologies in packaging procedure.

2.2.4.1. The Importance of Packaging

Wrapping is important for both image and protection. The packaging staff should learn about every technique for wrapping.

2.2.4.2. Materials for Packaging

Wrapping materials change according to products' quality. Polystyrenes, protective sponges, stretches, air bags can be used. Nowadays firms use modern fabric wrapping machines.

2.2.4.3. Types of Packagings

There are three types of packaging:

- **Standart Package** : It's a basic package for only carrying.
- **Shipping Package** : If a consumer can't carry his / her package by himself / herself or if a firm sends it through portage, shipping package is used.
- **Gift package** : If a consumer buys a product as a present, the package is prepared with gift packaging materials.

“ Packaging according to Customer Request” Dialogue:

Customer : Can I have a look at those blouses ?

Saleswoman : Of course.

Customer : Can I try the red one on ?

Saleswoman : What size are you ?

Customer : Thirty-eight.

Saleswoman : Here you are. This is a very smart one and it suits you.

Customer : Yes, this is very smart. I like it.

Saleswoman : Anything else ?

Customer : That's all, thank you. Please wrap it out.

Saleswoman : Is it for you ?

Customer : Yes, it is.

Saleswoman : So, I am going to wrap it as a standart package.

Customer : No, today is my birthday and it is for myself as a present.

Saleswoman : Okey. So, it is a gift package.

Customer : Yes, please.

EVALUATION CRITERIA

| THE STUDENT'S | | THE EXAMINATION'S | |
|--|--|-------------------|----|
| Name-Surname: | | Starting Time : | |
| Class : | | Finishing Time : | |
| Number : | | Used Time : | |
| CRITERIA | | YES | NO |
| LEARNING PROCESS | | | |
| Can you remember the purpose of Consumer Services? | | | |
| Can you remember what are consumers' expectations? | | | |
| Can you remember the importance of packs? | | | |
| Can you remember the importance of the sales documents? | | | |
| Can you remember the importance of after-sales services? | | | |
| Can you remember the importance of customer record system? | | | |

TESTING & EVALUATION

A. Complete the sentences;

| | | | | |
|----------------------------------|---|--------|--------|--------|
| 1. Customer's expectations are | a. internal factors | | | |
| 2. customer is satisfied | b. customer's loyalty | | | |
| 3. Good relationship brings | c. he/she should be informed about services | | | |
| 4. When a consumer buys products | d. If she is pleased | | | |
| 5. Warranties are limited | e. for certain periods. | | | |
| 1..... | 2..... | 3..... | 4..... | 5..... |

B. Fill in the gaps.

1. Wrapping is important for both image and
2. There are three types of packagings....., shipping packing and.....
3. services means all co-operations for ensuring continuities between firms and consumers.
4. When a firm finds its consumers, it should keep in touch about products notsale but alsosale.
5. is a manual for consumers' usage.

DEĞERLENDİRME

Cevaplarınızı cevap anahtarı ile karşılaştırınız. Doğru cevaplarınızı belirleyerek kendinizi değerlendirebilirsiniz.

Verdiğiniz cevaplar arasında yanlışlar varsa; eksikliklerinizi modüldeki konuyu tekrar gözden geçirebilir, başka kaynaklardan araştırabilir, sınıf ortamında arkadaşlarınız veya öğretmeninizle ilgili konuyu tartışabilirsiniz.

Eğer tüm sorulara doğru cevaplar vererek, kendinizi bu faaliyet alanındaki konularda yeterli görüyorsanız modül değerlendirme aşamasına geçebilirsiniz.

MODÜL DEĞERLENDİRME

Modül faaliyetleri ve araştırma çalışmaları sonucunda kazandığınız bilgi ve becerilerin ölçülebilmesi için öğretmeniniz size ölçme araçları uygulayacaktır.

Ölçme sonuçlarına göre sizin modül ile ilgili durumunuz öğretmeniniz tarafından değerlendirilecektir. Kazanmış olduğunuz bilgi ve becerileri çalışacağınız işletmelerde uygulayabilecek, kendinizi ve mesleğinizi hedef dilde etkili bir şekilde tanıtabileceksiniz.

ANSWER KEYS

LEARNING ACTIVITY-1 ANSWER KEYS COMPLETE THE SENTENCES

| | |
|---|---|
| 1 | C |
| 2 | E |
| 3 | D |
| 4 | A |
| 5 | B |

CIRCLE THE CORRECT ANSWERS

| | |
|---|---|
| 1 | C |
| 2 | D |
| 3 | B |
| 4 | A |
| 5 | D |

C) FILL IN THE GAPS

| | |
|---|---|
| 1 | consumer-customer |
| 2 | psychological |
| 3 | to buy - to evaluate - buying process |
| 4 | planners - partial planners - unplanned |
| 5 | consumer service |

LEARNING ACTIVITY- 2 ANSWER KEYS

COMPLETE THE SENTENCES

| | |
|----------|----------|
| 1 | A |
| 2 | D |
| 3 | B |
| 4 | C |
| 5 | E |

B) FILL IN THE GAPS

| | |
|----------|----------------------|
| 1 | Protect |
| 2 | Standart-gift |
| 3 | after-sales |
| 4 | before-after |
| 5 | user manual |

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