

14 The Right Price

SKILLS FOCUS

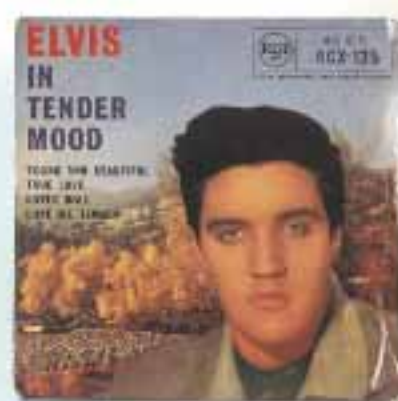
Before you start

1 Match the words with the definitions. Check your answers in the Mini-dictionary.

KEY WORDS

a bargain, to bargain, cash, discount, price

- 1 how much you have to pay for something
- 2 something that is very good value
- 3 money taken off the full price
- 4 to discuss the price of something in order to agree a lower price
- 5 money in coins and notes



old record

2 Look at the pictures. Guess the price of the objects.

Example

I think the motorbike is about ...



motorbike



holiday

earrings

Listening

3 Listen to Part 1 of an interview with Helen Cooper and answer these questions.

- 1 Which of the following do most British people bargain for?
a) house b) food c) clothes d) car
- 2 Where does Helen say you can't bargain?
a) supermarket b) shops c) markets
- 3 Which things in the photos would Helen bargain for?

4 Listen to Part 2. Which of these strategies does Helen use when she bargains?

- a) She is friendly but firm.
- b) She is confident but not aggressive.
- c) She only says bad things about the product.
- d) She says she has not got much money.
- e) If the person says 'no', she gets angry.

5 Listen to Helen in the market and complete the sentences in the Function File with words from the list.

come on, I'll take (x2), that's it, I'll give you, offer, cash, fair, worth, good quality

Function File

Shopping and bargaining

They're quite pretty and they're silver, but they aren't very (1) _____.
(2) _____ ten pounds.
They're not really (3) _____ more than twelve pounds.
(4) _____, you're not selling much today.
(5) _____ seventeen.
One last (6) _____, fifteen pounds.
That's (7) _____.
Sixteen pounds, (8) _____. And
(9) _____.
OK (10) _____ them.

6 Listen to the first part of the dialogue again. The underlined expressions have a rising intonation. This sounds polite.

Woman: Morning. Can I help you?

Helen: No thanks. I'm just looking. Excuse me? Er, how much are those earrings, please?

Woman: They're twenty pounds.

Helen: Can I have a look at them, please?

Woman: Sure.

Listen to the dialogue again and repeat it.

Speaking

7 In pairs, practise the dialogue in Exercise 6 with the objects in the box. Practise getting the intonation right. Take turns to be the customer.

KEY WORDS

a silver bracelet (£15), a CD (£12), a pair of trainers (£50), a leather jacket (£90), a pair of jeans (£30), a T-shirt (£7)

8 Choose something you are carrying or wearing (e.g. your watch). Think of a price to 'sell' it to your partner. Then, in pairs, bargain for the object.



Comparing Cultures

What can you bargain for in your country? Have you ever tried to bargain?

QUOTE ... UNQUOTE

'The customer is always right.'

H. Gordon Selfridge, department store owner