**Customer Complaint and Sales Challenge Case Study**

***Case Study no. 1 (easy)***

**Scenario**:

You work in customer service at a clothing store. A customer has called to complain about a recent purchase. She ordered a dress online for a special occasion, but when it arrived, it was damaged and did not fit properly. She is extremely upset and demands a full refund, including shipping costs. Additionally, a potential customer has come into the store and is hesitant about making a purchase. She has some concerns about the quality of the products and the store's return policy.

**Instructions**:

1. Read the case study carefully.
2. Using the vocabulary and expressions learned in class, come up with your own solutions to the challenges presented in the case study.
3. Be prepared to share your solutions and reasoning with the group during the discussion.

**Discussion Questions:**

1. What strategies can you use to calm down an upset customer?
2. How can you effectively handle a customer's request for a refund?
3. What can you do to address a potential customer's concerns about product quality and return policies?
4. How can you use persuasive language to encourage the potential customer to make a purchase?
5. What steps can you take to prevent similar customer complaints and sales challenges from occurring in the future?

***Case Study no. 2 (advanced)***

**Closing a Difficult Sale**

You are a sales representative for a software company. You have been trying to close a sale with a potential client for several weeks, but they have been hesitant to make a decision. You have tried several different approaches, but the client keeps raising objections and seems to be dragging their feet.

The potential client is a medium-sized company that could benefit greatly from your software. However, they are concerned about the cost and the potential disruption to their current systems.

Your challenge is to close the sale and convince the client that your software is the right choice for their business.

**Instructions:**

1. Read the case study and come up with your own solutions to the sales challenge.
2. Consider using the following vocabulary and expressions:

*Establishing rapport*

*Overcoming objections*

*Highlighting benefits*

*Addressing concerns*

*Negotiating terms*

1. After reading and considering the case study, discuss your solutions and reasoning with the group.

**Discussion Questions:**

1. What are some possible reasons why the potential client is hesitant to make a decision?
2. How would you establish rapport with the potential client?
3. What objections might the potential client raise, and how would you overcome them?
4. How would you highlight the benefits of your software to the potential client?
5. How would you address the potential client's concerns about cost and disruption to their current systems?
6. What terms might you negotiate with the potential client to close the sale?
7. What other strategies could you use to close a difficult sale?

*Encourage learners to discuss their answers and share their insights with the group. This will help them develop their critical thinking skills and apply their knowledge of business English in a practical way.*