



9 – SALES & MARKETING MANAGEMENT – Finding a new Supplier, ordering

Franck: Good afternoon, I am Franck COLLINS from 'Les Galleries Lavallete Maison' in Paris, I would like to speak to someone in charge of **tableware sales**.

Laurence: Hi Franck, thanks for calling – I am Laurence BADENS, **sales manager** for the **tableware** department, how may I help you?

Franck: I am calling you to discuss a possible **trade agreement** as we are **in the process of** changing suppliers and presently **meeting a** growing **demand** for tableware. We are looking for a supply of **porcelain dishware** in different sizes and colours.

Laurence: Well I see, I am sure we can help you there! Have you already checked the needed **items** from our **on-line catalogue**?

Franck: Actually yes, I would need 200 items in model reference Chambord #23001 for **dinner plates** - 350 items in reference #23008 for main **side plates** - 400 sets of **cutlery** in reference Versailles # 36003 – and 300 items of your Baroque **glassware** limited edition by Philippe SKART.

To be **delivered twice a year** in March and September in our **warehouse** in Paris. I also understand you offer **special conditions** for **bulk orders**...

Laurence: Ok just a moment, let me first create a new company **profile** for you and we will **draw** the **estimate** together in a second.

Franck : No problem, take your time

Laurence: **There we go...**, checking the price list...you are **planning on** ordering 950 items twice a year, coming down to 1900 items/yearly... Well, we can **grant** you a 15% **discount** on an annual **purchase** basis, **refunded** 1 month following the end of the 12-month **business period**. Kindly note that **shipping costs** are offered.

So, one shipment is worth 8950, 00 €, **hence** for a **repeat order** every six month later we reach a 17 900, 00 € pre-tax value. **Applying** then a 15% **discount** worth 2 685.00 €, we reach the sum of 15 215.00 €. With an **eventual** additional 5, 5% VAT rate, the yearly billing **amounts** to 16 051.00 € in total. **Invoices** are expected for **settlement** 60 days following each delivery.

Franck: Well, it all sounds very acceptable, thank you. Could you please send me the **estimate** and an **order form** for signature?

Laurence: Yes sure, **provided** you give me your email address! ...

a settlement (n.) : un règlement, un paiement

a discount (n.) : une remise, un rabais

an issue (n.) : un point, une question, un problème

a supplier (n.) : un fournisseur,

a buyer (n.) : un acheteur

a trade agreement (n.): un accord d'échange, une entente commerciale

a warehouse (n.): un entrepôt, un magasin, un dépôt

an invoice (n.) : une facture

a sales manager (n.): un responsable des ventes

a bulk order (n.): une commande en gros

a repeat order(n.): un renouvellement de commande, un réassort

a dinner plate (n.): une assiette

a side plate (n.) : une petite assiette

a demand for (n.) : un besoin de

an amount (n.) : un montant

an item (n.): un article

an estimate (n.) : un devis

an order form (n.) : un bon de commande

the porcelain dishware (n.): la vaisselle en porcelaine

the tableware (n.): la vaisselle

the cutlery (n.): la coutellerie, les couverts

the shipping costs (n.): les frais de transport, d'expédition

the business period (n.) : la période d'activité/exploitation

the billing (n.) : la facturation, le décompte

special conditions (n.pl) : ici, des conditions avantageuses

to look for (v.) : chercher

to grant (v.): accorder, concéder

to refund (v.) : rembourser

to apply (v.): appliquer

to amount (v.): représenter, s'élever à

to meet a demand (exp.): avoir, recevoir de la demande

to plan on+ V-ING (v.): prévoir de, planifier de + Verbe

to purchase (v.): acquérir, acheter

on-line (adj.) : sur internet

eventual (adj.): final(e)

provided (that) (conj.): à condition que, pourvu que

hence (adv.): d'où, donc

in the process of (loc.): en cours de, entrain de

on an annual basis (exp.): sur une base annuelle, annuellement

twice a year (exp.): deux fois par an

There we go... (exp.) : nous y voilà