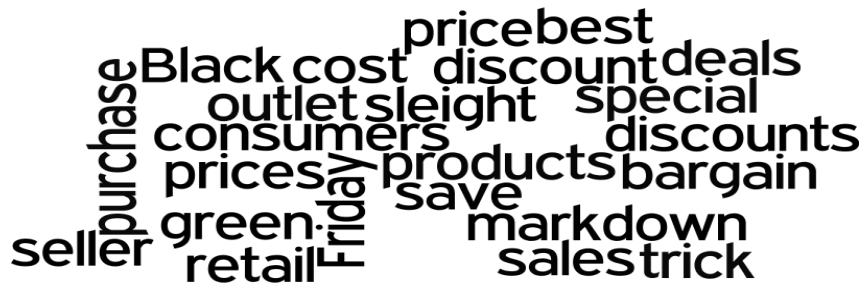


DO YOU SHOP LIKE A PRO?

LEVEL	B1
TIME	60 MINS

Activity 1: Look at the key words. What aspect of shopping are we going to talk about?



Activity 2: Complete the gaps using the words and expressions below.

1. Are you a smart *consumer*? Why? / Why not?
2. Do you like *discounts* / *bargains* / *sales* ? Why? / Why not?
3. How can you save more *green* while shopping?
4. Where can you get *outlet* goods?
5. When can you get the best *deals* ?
6. Have you ever been fooled by a fake *seller* / *bargain* ?
7. Can you recognize which deals are sellers' *trick* / *sleight of hand*?
8. Do you shop like a *pro* ?

bargain	markdown	sales
best deals	outlet	save more green
Black Friday	prices	seller
consumers	products	sleight of hand
cost	pro	special price
discount	purchase	trick
discounts	retail	

Activity 3: Work in pairs and answer the questions.

Activity 4: Can you really shop like a pro? Complete the gaps with the key words from Activity 3. Then work in pairs and test your knowledge. Good luck!

Question 1:

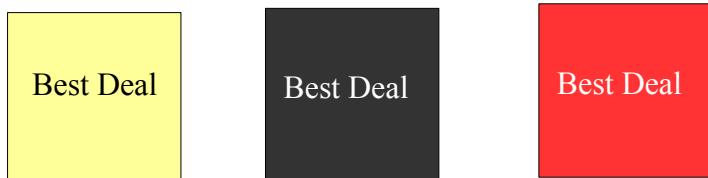
Why are people so crazy about great deals?

It's not our fault. It's dopamine. It tells us that you're getting a bonus. If you see a sale sign you're going to get more than you expected and your brain goes crazy.

Question 2:

Which one plays the biggest **trick** on customers? Why?

Red – *it's the shortest colorway and it hits our eyes first. Every time you see a red sign, it's there only to grab your attention.*



Question 3:

What do these numbers mean?

Numbers manipulate us because they make us assume certain things about the products

19,88 – *that's an amazing deal, they worked hard to make this special price for us*

25 – *it's quality, high-caliber*

19,99 – *everyday value, good value, you can rely on that*

Question 4:

How should you control yourself when you see such **prices**?

- Focus on the first two numbers, ignore the last two endings

Question 5:

Can you recognize real and fake **sales**?

Sale means a real sale because it is a legal word. **Special Price** and **Great Deal** are just nice words but they don't mean it is really a bargain.

Question 6:

Look at these appliances that are placed next to each other. Which one does the **seller** want you to buy? Why?

\$519

\$367

\$227

The middle one – it seems to be a good deal because it isn't too expensive, and we also don't trust the lowest price. But in such case we should go for the cheapest because usually its features aren't much different from the middle one.

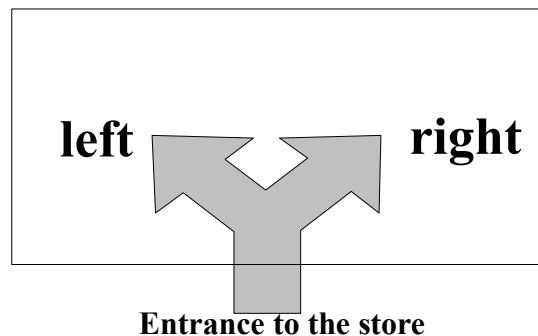
Question 7:

Do you always spend less in **outlet** stores? Why / Why not?

No because about 70% of goods there aren't made for retail but for outlet store. They may be cheaper but they aren't bargains.

Question 8:

Why can the store layout **cost** you extra? Where can you find real discounts?



Most people are right-handed so they automatically turn right when they enter a store. Sellers rely on that and place the products they want to sell on the right-hand side. Things they don't think they can sell are placed on the left-hand side. There we can find real bargains.

Question 9:

True or false: You should put the **products** out of context. Why? / Why not?

True. If you see a blouse 500 bucks, it isn't there to be sold but a 100-dollar blouse hanging next to it will look like a good deal. So if you look at the price and the product without context, you

know if it's a good deal or not.

Question 10:

What is the best and worst day for **sales / discounts** ? Why?

Thursday is the best day because weekday and weekend offers overlap. **Sunday is the worst day** because sellers rely on the fact that there is a big foot traffic anyway.

Activity 5: Now watch the program about sellers' tricks. How many questions from Activity 4 did you answer correctly? A correct answer = 1 point

Program: Katie Couric / Bargain Fever

bit.ly/AT_Bargain



Question 1		Question 6	
Question 2		Question 7	
Question 3		Question 8	
Question 4		Question 9	
Question 5		Question 10	
Your result:			

Activity 6: Check you result. Complete the gaps with vocabulary from the lesson.

Do you shop like a pro?

0-4 points – Well... Sellers can easily play a 1) *trick* on you. You should consider going shopping with a friends who knows how to recognize 2) *fake sales*.

5-8 points – You know how and where to find 3) *best deals / discounts / sales* in order to 4) *save some green*.

9-10 points – Wow! You are an expert! 5) *Sales* and 6) *bargains* are your natural element. You can easily find 7) *markdown products*.