Lesson 5

The Customer's Always Right!

ARE YOU READY FOR THE LESSON?

In Lesson 5, *The Customer's Always Right!,* you'll read a dialogue about returning items to **a** store, and later you'll listen to what happens to someone who's waiting for a home delivery. In this lesson you'll also learn some important vocabulary and phrasal verbs for shopping. But there's more. You'll also focus on:

- **Prepositions of Time, Motion, and Location**
- **Adjectives Followed by Prepositions**
- **Verbs Followed by Prepositions**
- **Phrasal Verbs for Shopping**
- **American Business Culture**

But let's begin by listening to the "w-vowel link" in *Say It Clearly!* Ready?

5A SAY IT CLEARLY!

In this lesson you'll practice another kind of link, the "w-vowel link."Turn on your CD now.

5B ENGLISH AT WORK

Dialogue: Did You Need Some Help?

Tracy has recently bought a new dining set at a local department store, but when it was delivered she noticed some scratches on the tabletop. She's very unhappy because she paid a lot of money for the table and would like to exchange it.

Clerk **Did you need some help?**
Tracy **Yes. I bought a dining room table and chairs here two weeks ago. It was delivered yesterday, but there are two big gashes on the surface. I've bought furniture from you before and I've always been satisfied with the quality and the service. But now I just don't know.**
Clerk **Oh, I'm sorry ma'am. But did you notice whether the scratches were there when the table arrived?**
Tracy **Um, actually, no. I wasn't home when they brought them in.**
Clerk **Who signed for the delivery?**
Tracy **My husband. But he's not very observant. He wouldn't have noticed. But I saw the gashes right away.**
Clerk **Well, ma'am, we have a policy. That's why you sign for the delivery. You are acknowledging that the product is delivered in good condition.**
Tracy **So you're saying you can't do anything?**
Clerk **I'm afraid we can't.**

Tracy **Well, look. I'm really disappointed about this. I'm a good customer. I've bought several pieces of furniture from you before _____Can I speak to the manager?**

Clerk **Sure_____One minute.**

Manager **Hello, I'm Bob Mack, the department manager. What can I do for you?**

Tracy **Hi. I'm Tracy Bell. Well, as I was saying to the clerk, I'm a regular customer. I've bought furniture from you before, and I've always been satisfied with the quality of your products and the service. But I bought a table from you that was delivered yesterday. My husband signed for it, but he never notices anything, and when I got home yesterday, I saw two big gashes on the tabletop.**

Manager **No problem, ma'am. We can send out another one and pick up the damaged one. Let's see. Let me check the delivery schedule. OK, we can deliver your replacement table next week, next Friday. How's that? Are the chairs OK?**

Tracy **Oh, thank you so much. I really appreciate this! Yes, the chairs are fine.**

Manager **Good, so we'll just send out a new table_____We really appreciate your business, Ms. Bell. I'm very sorry for the inconvenience. Just have that table ready for pickup on Friday the 21st between 9:00 and noon, and we'll bring the new one at the same time.**

Tracy **Thanks. It'll be in my dining room waiting for you.**

5C BUILD YOUR VOCABULARY

Let's take a look at some vocabulary that will come in handy for shopping.

Brand name. A product produced by a major company and carrying that company's name on its label. *Many people believe that brand name products are better than ones produced by companies they aren't familiar with.*

Bulk. Products that can be bought in very large quantities. *Health food stores usually sells grains, nuts, dried fruit and cereals in bulk.*

Clearance. Products that are no longer in style or in demand and that are sold at the lowest possible price to be cleared from the store. *If you wait long enough,you can sometimes buy exactly what you want at clearance prices.*

Closeout. The disposal of a product by selling it at the lowest possible price. The store will not stock any more of that product. *Look at this beautiful jacket I just bought on closeout!*

Co-op. A store that sells products at a discounted price because the customers are also the owners. Members pay an annual fee and buy products at a discount. *If you want to join a food co-op you'll have to pay a membership fee, but you'll spend much less on food than you would elsewhere.*

Coupon. A piece of paper found in magazines or newspapers that offers a discount on a product. *I got a 25 percent discount on these cans of soup because I had a coupon.*

Discount card. A card offered by some stores or other businesses to certain groups, such as students or senior citizens, for special discounts on products. *If you're a student,you can get a discount card at the theater.*

Generic products. Products that do not have a brand name and that are not advertised. *The generic tomato sauce is much cheaper than the brand name product.*

Gift certificate. A piece of paper from a specific store that's worth a certain value and can be used to make a purchase for that amount in the store. *Since we don't know what Isabel wants, let's just get her a gift certificate so she can buy what she prefers.*

Grandopening. A celebration at the opening of a store, often with special gifts and/or food for the customers. *Did you see the balloons at the grandopening for the new car dealership?*

Layaway. A way to purchase a product by paying a portion of its price as a deposit, and then making payments until the entire price is paid in full. The store holds the product until it is paid for in full. *Yoko wanted to buy an expensive coat, but she didn't have enough money, so she put it on layaway for two months.*

Limited quantities. Products that are available only in small numbers, and usually sold at a higher price for that reason. *The silkscreen artist knew that she should produce and sell only a limited quantity of the signed paintings.*

Money-back guarantee. The option to return a product for a refund during a certain period of time. *Jolene felt safe buying the diet pills because they had a money-back guarantee.*

Promotion. A product selected to have special advertisement, with samples or discount coupons made available to potential buyers. *The best time to shop is the weekend, when all the stores are giving out promotions to advertise their products.*

Rebate. A product discount in the form of money returned from the company after a rebate form is filled out and mailed in to that company. *Sal paid $120 for his cell phone, but he got a rebate for $70 after signing a service contract.*

Special purchase. A product bought and made available specifically for a sale, usually with a considerable discount. *These computers are on sale for $499 this week because they were a special purchase.*

Stock. Products available in a store, including products on the shelves and in the storeroom. *The store's entire stock was destroyed in the fire.*

In stock. Currently available for purchase. *Just a minute, I'll check to see if we have that color in stock for you.*

Storewide. Throughout the entire store, in all departments. *The clearance sale was storewide, so we got all kinds of different products on sale in various departments.*

5D ENGLISH UNDER THE HOOD

TOPIC 1: Prepositions of Time, Motion, and Location

Here are some common prepositions, listed alphabetically:

about, above, across, across from, after, against, along, among, around, as, at, before, behind, below, beneath, beside, besides, between, beyond, by, down, during, for, from, in, inside, into, like, near, of, off, off of, on, onto, opposite, out, out of, outside, over, since, through, to, toward, towards, under, underneath, until, up, upon, with, within, without.

Prepositions can show time, location, motion, or some other type of relationship.

Time:

We leave in one hour.

The Robertsons stayed in Mexico for two weeks.

Have you been waiting since 1:00?

Location:

Jeanne lives in France.

The dog is sleeping under the table.

The bank is across from the library, between the post office and the police station.

Motion:

We are going to the movies tonight.

The students are all returning from spring break.

The plane is descending toward the airport.

Other Relationships:

There's a letter for you.

Are you for or against gun control?

The director is speaking with a candidate/or the new position.

Often, common prepositions can fall into more than one category.

The new computer is in my office. (location)

The students went in classroom, (motion)

I'm leaving in five minutes. (time)

PRACTICE EXERCISE 1: Fill in the sentences with prepositions from the list above:

1. The ball rolled _____ the desk _____ the living room.
2. Jeremy traveled _____ London _____ Paris _____ one week.
3. The ball fell _____ the hole.
4. Sit _____ me so I can see you.
5. Can you stay and watch Jamie _____ I get back?
6. Go _____ that door and turn to your left.
7. Wow! We haven't seen each other _____ high school.
8. I think the note I left you is _____ the newspaper. I see the corner sticking out.
9. We'd better go _____ the house. It's raining.
10. I think the book you want is _____ the dictionary and the atlas.

TOPIC 2: Adjectives Followed by Prepositions

Some adjectives in English are followed by certain prepositions. Sometimes there's a logical connection between the adjective and the preposition, but usually you simply

have to memorize which prepositions are used with which adjectives. Here is a list of some common adjectives and the prepositions that often follow them.

accused of, afraid of amazed at, angry at/with, bored with, capable of, concerned about, devoted to, disappointed in, disgusted by, divorced from, excited about, exhausted from, familiar with,frightened at/by, interested in, jealous of, known for, made of, married to, nervous about, pleased with, polite to, prepared for, proud of, qualified for, related to, responsible for, saddened by, satisfied with, sorry for/about, tired of upset with, worried about.

I am tired of cooking every night.

He is frustrated by/with his job.

She is surprised at/by the intensity of her emotions.

We are bored with/by each other.

They are interested in buying a new car.

Turn to the appendix for a longer list of common adjectives followed by prepositions.

PRACTICE EXERCISE 2: Complete each sentence with the correct preposition.

1. Are you bored _____this town?
2. Sarah is jealous_____ her younger sister.
3. Jason's mother is proud _____ his good grades!
4. This blouse is made _____ cotton.
5. I hope she's capable _____ reaching her goal.
6. How long have you been married _____ your husband?
7. Don't be nervous _____ your date tonight!
8. I'm sorry_____hurting your feelings.
9. Susan is related _____the mayor.
10. I'm worried _____ paying the bills.

TOPIC 3: Verbs Followed by Prepositions

Some verbs in English are followed by certain prepositions. Again, you usually have to memorize which preposition to use with which verb. Here is a list of some of the more common ones.

agree with, apologize for, apply to/for, approve of, argue with/about, believe in, blame for, care about, compare to, complain about, contribute to, cover with, decide (up)on, depend (up)on, dream of/about, escape from, excuse for, feel like, forget about, hope for, insist (up) on, object to, prevent from, protect from, respond to, stop from, subscribe to, take care of, thank for, vote for

I don't always agree with the president.

Does anyone object to my driving tonight?

Whatever you do, don't forget about us.

Turn to the appendix for a longer list.

PRACTICE EXERCISE 3: Fill in the sentences with the correct preposition.

1. Parents try to protect their children _____ danger.
2. You need to insist _____ getting a pay raise.
3. Most homeowners subscribe _____a newspaper.
4. Don't try to blame me_____ your mistakes.
5. People always complain _____the noise in this building.
6. I'd like to apologize_____ bumping into you.
7. It's nice to dream _____winning the lottery.
8. No one objected_____ the suggestion I made.
9. Vote _____change if you want to improve things around here.
10. A lot of politicians say they care _____the environment.

5E PHRASAL VERBS FOR SHOPPING

Buy out.
To buy all of an available product. *The new computer game is so popular that the customers buy it out as soon as it goes on the shelf.*

Buy up.
To purchase a lot of a product. *Buy up as many boxes of paper towels as you can when you go to the discount warehouse.*

Give away.

a) To give products as a gift. *The cosmetics counter is giving away samples of perfume today.*

b) To give something you no longer use to another person or organization. *I gave my old word processor away to a friend who needed one.*

c) To tell something unintentionally, such as a secret or an answer. *Benny gave my secret away to Debbie, and now she knows how I feel.*

Sell out.

a) To sell all of a product before a new order comes in. *Wed better get to the store before they sell out of that new computer game.*

b) To switch loyalties or act against a principle; to betray trust. *Did you hear that Barry sold out to another team because they offered to pay him twice as much as he's getting now?*

Trade in.
To turn a product in to get a discount on a newer or more expensive model. *Most car dealerships will let you trade in your old car for a new model.*

Try on.
To put clothes on in a store to see if they fit and look good before buying them. G*ina tried on the dress in the store before she bought it.*

Try out.
To use a product before deciding to purchase it. *You are welcome to try out the new computer game right here in the store.*

5F REAL ENGLISH

Shop Till You Drop)

You know? I'm a confirmed *shopaholic.* I shop at *bargain basements* and buy clothes off the *bargain rack* because I can save so much money. Wow! Look at this dress! Only $35! *It's a steal.* I just have to have it. It's so cheap.

I usually try to stay out of the *high-end* departments though. If I see something I like, / *want it in the worst way.* I can't resist buying it even though I think the prices they charge are *highway robbery.*

Some days I wake up in the morning and just have to go on a *shopping spree.* I even love to go to *vintage stores.* They have really cute clothes from the '60s, and even earlier. Sometimes I even shop at *secondhand stores.* In fact, the other day I was in one and I saw a dress I'd given away last month. It was only 50 cents! So I bought it back. It was so cheap, they were practically *giving it away\ What a deal!*

5G BRING IT ALL TOGETHER

REVIEW EXERCISE 1: Vocabulary

Place the correct vocabulary word in each space. Use each of the following words once: brand-name, bulk, clearance, co-op, coupon, discount card, generic, gift certificate, grand opening, layaway, limited quantities, money-back guarantee, promotion, rebate, special purchase, stock, in stock, storewide.

1. Can I put this dress on _____ and pick it up in two weeks?
2. Did you see the signs for the _____ of that new store on Broadway?
3. It's cheaper to buy products in _____ , but you need to have storage space.
4. _ If you're a student, you should get a_____ , and your ticket will be cheaper.
5. We're having a big sale on Saturday, so we need to have enough _____of the most popular items.
6. Department stores usually put their clothes on _____when they are out of season. That way they sell them off faster.
7. If you want to save money, you can buy _____ products instead of brand-name.
8. I'm more comfortable buying _____ products that I'm familiar with.
9. Often companies will sell popular products to stores in _____ so they can keep the price high and ensure good sales.
10. Did you know there was a great _____ on campus? If you're a member you pay very little.
11. When you order products through the mail, it's important to be sure that they have a _____ . That way you will not lose your money if you don't like the product once you see it.
12. A customer wanted to buy four boxes of a particular kind of tea, but the store only had three _____ .

13. When I bought my computer, I was supposed to get a _____ . I sent them the form, the receipt and the UPC label, but I still haven't gotten the money.
14. We just got a whole shipment of these jackets. They were a_____ for the sale tomorrow.
15. This box of cereal is 15 percent off if you have a_____ .
16. There's a_____ sale this weekend, with discounts in every department.
17. Ray has very unique tastes in clothes, so we got him a_____ for his birthday.
18. The bookstore is having a _____ for the new book by my favorite author. She'll be doing a book signing on Friday.

REVIEW EXERCISE 2: Prepositions

Fill in the blanks using the following prepositions once: *back, across, inside, in, through, along, up, down.*

1. How about taking a trip_____ the Southwest?
2. You could start somewhere _____Northern California.
3. Then you could drive _____ into the mountains to King's Canyon National Park to see the giant sequoias.
4. After that, drive_____ to Las Vegas to catch a few shows.
5. You could travel _____ Arizona to the Grand Canyon.
6. Try riding a mule_____ the rim of the canyon to get to the bottom.
7. Then, you could goto New Mexico and see what it's like_____ Carlsbad Caverns.
8. Then you could head _____ to California for a trip to Disneyland.

REVIEW EXERCISE 3: Adjectives Followed by Prepositions

Fill in the sentences with the correct preposition.

1. I'm concerned_____ the test I have to take tomorrow.
2. Why do you have to be angry _____ me about this?
3. Jim isn't afraid _____ anyone.
4. Let me know if you're interested_____going to a movie this weekend.
5. It's important to be polite _____ everyone.
6. Janie's really tired_____being told what to do.
7. We're all responsible _____ one another.
8. Peter Sellers is known _____ his role as Inspector Clouseau.

REVIEW EXERCISE 4: Verbs Followed by Prepositions

Fill in the sentences with the correct preposition.

1. Don't blame me _____someone else's mistake!
2. Does any body feel _____ going in the pool?
3. Helen only applied _____one company and got a great job.
4. Let's cover this wall _____ wallpaper.
5. You don't need to apologize_____ anything. It doesn't bother me at all.

6. What time will you arrive _____Atlanta?
7. I think a lot of people believe _____ ghosts.
8. Bart doesn't want to depend _____ his parents once he graduates from college.

REVIEW EXERCISE 5: Phrasal Verbs

Fill in the blanks of the following sentences with: *bought out, gave away, sold out, trade in, try on, try out.*

1. I'm going to_____my old car for a newer model.
2. Would you like to_____ the new model before you buy it?
3. That book is so popular that customers _____ every single copy in the bookstore.
4. We cleaned out our closets and _____all the things we don't need.
5. Here's a size 10. Go _____ it _____ and see how it fits.
6. I didn't make it to the store on time, and they _____ of all the shirts that I wanted.

5H LISTEN UP!

Now turn on your CD to practice listening comprehension. Listen to the story and then answer the following questions.

1. Why did Tracy get up early?
   a) She wanted to go to the new department store in Southcrest.
   b) She wanted to be ready for her new table.
   c) She had to go to the dentist.
2. What time did Lucy call Tracy?
   a) 10:05 b) 2:00 c) 2:15
3. How many phone calls did Tracy get that day?
4. a) 1 b) 2 c) 3
5. Why did Tracy think it was important for her to be at home when the new table arrived?
   a) She was excited about getting her new table.
   b) Her husband wouldn't be home.
   c) She wanted to be sure the table was in good condition.
6. What time will the table arrive?
   a) Around 2:00 b) At 11:45 c) Between 9:00 and noon.
7. Where will Tracy be when the table arrives?
   a) At home
   b) At the dentist

51 WHY DO THEY DO THAT?

Service with a Smile

You may have noticed that store clerks in the U.S. are generally friendly and helpful. American businesses encourage "service with a smile," and that is exactly what customers expect from the businesses they patronize. In fact, a person's job may depend on his or her ability to interact with customers in a friendly and respectful way, always trying to satisfy a customer's needs. For example, if a customer complains about a product, it is often the store clerk's job to replace the product or refund the cost of the product with no questions asked. Naturally, a customer may be irate when returning a product, but the clerk must remain courteous at all times. If a customer complains about the service received, the responsible clerk may be informed about the complaint and warned to treat the customers with more respect in the future, or else... To American businesses, good service means accepting a customer's complaint with a smile, and maintaining good customer relations is more important than being right, because this is the best way to develop a solid and loyal customer base. This attitude explains the common saying, *the customer is always right.*

Lesson 5: Answer Key

Practice Exercise 1	1. under, in. 2. from, to, in, 3. down/into, 4. opposite/across from, 5. until. 6. through/out,7. since, 8. under/underneath, 9. in/inside/into, 10. between
Practice Exercise 2	1. with/by, 2. of, 3. of, 4. of, 5. of, 6. to, 7 about, 8. for/about, 9. to, 10. about
Practice Exercise 3	1. from, 2. (up)on, 3. to, 4. for, 5. about, 6. for,7. of/about, 8. to, 9.for, 10. about
Review Exercise 1	1. layaway, 2. grand opening, 3. bulk, 4. discount card, 5. stock, 6. clearance, 7. generic, 8. brand name, 9. limited quantities, 10. co-op, 11. money-back guarantee, 12. in stock, 13. rebate, 14. special purchase, 15. coupon, 16. storewide, 17. gift certificate, 18. promotion
Review Exercise 2	1. across, 2. in, 3. up, 4. down, 5. through, 6. along, 7. inside, 8. back
Review Exercise 3	1. about, 2. with/at, 3. of, 4. in, 5. to, 6. of, 7. for, 8. for
Review Exercise 4	1. for, 2. like, 3. to, 4. with, 5. for, 6. in, 7. in, 8. on
Review Exercise 5	1. trade in, 2. try out, 3. bought out, 4. gave away, 5. try... on, 6. sold out
Listen Up!	1. b, 2. a, 3. b, 4. c, 5. a, 6. b