



NAÇÃO  
FLUENTE

# Inglês Técnico

**Vendas Internas**



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# Introdução

Neste material, exploraremos os termos e expressões essenciais necessários para uma comunicação eficaz no campo das vendas internas.

Você desenvolverá habilidades para articular estratégias de vendas e técnicas de atendimento ao cliente de forma clara e precisa, enquanto adquire a capacidade de compreender e responder de maneira eficaz às necessidades e demandas dos clientes.

Estamos entusiasmados para iniciar esta jornada de aprendizado com você, contribuindo para o seu sucesso profissional na área de Vendas Internas!

Vamos começar!

## Orientação

### Siga estas orientações para otimizar o uso deste material e potencializar o seu aprendizado

- 1 Imprima este PDF;
- 2 Destaque com caneta marca-texto as palavras desconhecidas;
- 3 Leia a coluna *meaning* para descobrir o significado, sem usar tradutores;
- 4 Construa frases com aplicação das novas palavras que você está aprendendo.

Se precisar de inspiração, use o [dictionary.cambridge.org](https://dictionary.cambridge.org)

Faça isso por meio da escrita e não da digitação, pois isso potencializa o armazenamento do novo conhecimento na memória de longo prazo.



# Expressões

## Exemplos

<b>Advance payment</b> Adiantamento	<p><b>The only requirement is an advance payment of twenty-five percent before delivery.</b></p> <p>O único requisito é um adiantamento de 25% antes da entrega.</p>
<b>Agreed price</b> Preço acordado	<p><b>This is the agreed price and we have to stick to it.</b></p> <p>Este é o preço acordado e temos que cumpri-lo.</p>
<b>Buy in bulk</b> Comprar em quantidade	<p><b>Can you go below the agreed price if I buy in bulk?</b></p> <p>Você pode ir abaixo do preço acordado se eu comprar em quantidade?</p>
<b>Consultative selling</b> Venda consultiva	<p><b>Consultative selling can make the potential customer feel as if we are on their level and we want to help them.</b></p> <p>A venda consultiva pode fazer com que o cliente em potencial se sinta como se estivéssemos no nível dele e querendo ajudá-lo.</p>
<b>Cross-selling</b> Venda cruzada	<p><b>Interaction across business areas is required to facilitate cross-selling and up-selling and to promote customer loyalty initiatives.</b></p> <p>A interação entre as áreas de negócios é necessária para facilitar a venda cruzada e a venda direta e promover iniciativas de fidelidade do cliente.</p>
<b>Customer Value</b> Valor do cliente	<p><b>The company has increased its portfolio of products and services and has also grown in the client value chain.</b></p> <p>A empresa aumentou seu portfólio de produtos e serviços e também cresceu na cadeia de valor do cliente.</p>
<b>Deal flow</b> Fluxo de negócios	<p><b>This client segment will significantly increase the flow of business deal flow in the near future.</b></p> <p>Esse segmento de clientes aumentará significativamente o fluxo de negócios no futuro próximo.</p>
<b>Faulty goods</b> Produto defeituoso	<p><b>Faulty goods should be returned to the manufacturers.</b></p> <p>Os produtos defeituosos devem ser devolvidos aos fabricantes.</p>
<b>Follow up call</b> Ligação de acompanhamento	<p><b>I decided that each indecisive customer is to receive a follow-up call.</b></p> <p>Decidi que cada cliente indeciso deve receber uma ligação de acompanhamento.</p>
<b>Handle time</b> Tempo de atendimento	<p><b>These actions can help cut costs by decreasing handle time and increasing first-contact deals.</b></p> <p>Essas ações podem ajudar a reduzir custos, diminuindo o tempo de atendimento e aumentando as transações de primeiro contato.</p>

# Expressões

## Exemplos

<b>Implicit/Explicit needs</b> Necessidades implícitas/explicitas	<b>We focus all our energy on meeting the implicit and explicit needs of our customers.</b> Concentramos toda a nossa energia no atendimento às necessidades implícitas e explícitas de nossos clientes.
<b>Local Presence</b> Presença local	<b>Our segment of spare parts relies essentially on local presence.</b> Nosso segmento de peças de reposição depende essencialmente da presença local.
<b>Personal selling</b> Venda pessoal	<b>Advertising creates the interest and the desire, but personal selling clinches the deal.</b> A publicidade cria o interesse e o desejo, mas as vendas pessoais garantem o acordo.
<b>Price/quality ratio</b> Relação preço/qualidade	<b>This product offers a simple, excellent price/quality ratio.</b> Este produto oferece uma relação preço/qualidade simples e excelente.
<b>Probing questions</b> Perguntas de sondagem	<b>Prepare some probing questions to elicit more details from the customer.</b> Prepare algumas perguntas de sondagem para obter mais detalhes do cliente.
<b>Rapport</b> Relacionamento	<b>The success depends on good rapport between seller and customer.</b> O sucesso depende de um bom relacionamento entre vendedor e cliente.
<b>Reply rate</b> Taxa de resposta	<b>The reply rate for this market search was sufficient to guarantee the reliability of the results.</b> A taxa de resposta para essa pesquisa de mercado foi suficiente para garantir a confiabilidade dos resultados.
<b>Retention rate</b> Taxa de retenção	<b>Our client retention rate has never dropped below 95%, a testament to our service excellence.</b> Nossa taxa de retenção de clientes nunca caiu abaixo de 95%, uma prova da nossa excelência em serviços.
<b>Sales pipeline</b> Canal de vendas	<b>This report lets you analyze open opportunities in the sales pipeline and to identify the most potentially successful ones.</b> Este relatório permite analisar oportunidades abertas no pipeline de vendas e identificar as mais potencialmente bem-sucedidas.
<b>Sales pitch</b> Discurso de vendas	<b>And remember not to go for too boisterous a sales pitch.</b> E lembre-se de não fazer um discurso de vendas muito exagerado.

# Expressões

## Exemplos

<p><b>Sales Report</b> Relatório de vendas</p>	<p><b>I am concerned that my region's quarterly sales report is not accurate.</b> Estou preocupado que o relatório de vendas trimestral da minha região não esteja preciso.</p>
<p><b>Sales target</b> Meta de vendas</p>	<p><b>There is nothing more frustrating than failing to meet the sales target.</b> Não há nada mais frustrante do que não atingir a meta de vendas.</p>
<p><b>Sales workflow</b> Fluxo de vendas</p>	<p><b>This chart indicates the number of potential sales in each state of the sales workflow.</b> Este gráfico indica o número de vendas em potencial em cada estado do fluxo de vendas.</p>
<p><b>Talk time</b> Tempo de conversa</p>	<p><b>Don't expect a short talk time with this customer, he drives a hard bargain.</b> Não espere um tempo curto de conversa com esse cliente, ele é negociador árduo</p>
<p><b>Trust-based relationship</b> Relacionamento baseado em confiança</p>	<p><b>Collaboration can be the gateway to a solid trust-based relationship.</b> A colaboração pode ser a porta de entrada para um sólido relacionamento baseado em confiança.</p>

## Glossário

### A

#### Account

A customer. A Sales Rep can be responsible for hundreds of accounts in a region.

#### AIDA

Stands for Awareness, Interest, Desire, and Action: the four main stages that involve the buying process.

#### Average dollar sale

The average amount of money each customer spends with you. The time of day, the location of a shop, knowledge or skill set can all affect an employee's average dollar sale. However, this information can help analyze the general abilities of the staff.

### B

#### B2B

Stands for business-to-business: basically, exchange of products and services between two companies instead of between a company and a customer.

#### B2C

Stands for business-to-customer: basically, exchange of products and services between a company and a consumer.

#### Bad Leads

Leads that are unlikely to become paying customers -- and a sales rep's worst nightmare, as they are a waste of time. A tough challenge for most marketers is how you separate good, high-quality leads from the people who are just poking around your site.

#### BANT

Stands for Budget, Authority, Need, and Timeline. BANT is used as criterion for lead qualification.

#### Bottom of the Funnel (BOFU)

A stage of the buying process leads reach when they're just about to close into new customers. They've identified a problem, have shopped around for possible solutions, and are very close to buying.

#### Buyer

A term used by marketers to refer to fictional, generalized profiles of ideal customers. Having a buyer persona is beyond necessary (and helpful) for a company to set goals, understand how to attract and convert those potential customers. A complete buyer persona profile features approximate age, job description, and pain points.

## Glossário

### Buyer persona

A term used by marketers to regard fictional, generalized profiles of ideal customers. Having a buyer persona is beyond necessary (and helpful) for a company to set goals, understand how to attract and convert those potential customers. A complete buyer persona profile features approximate age, job description and pains.

## C

### Churn

Also known as “churn rate”. Churn is basically the percentage rate at which a customer stopped subscribing, using, or paying for a certain product/service. It’s vital to know your churn rate, so you’ll be able to understand your buyer’s behavior and which features aren’t being used.

### CRM

This stands for customer relationship management and involves analyzing customer interaction and data to help business relationships grow. Also, CRM helps improve relationships and retain customers. There are several tools that can be used to improve CRM and make it practical.

### Cold calling

The process of approaching prospective customers either by telephone or face-to-face. It’s important to know your target market, to avoid wasting anyone’s time. For example, if you sell alcohol, don’t cold call a shop without a liquor license.

### Complex sales

Common in large B2B sales, a complex sale includes more than one decision-maker.

### Closed opportunities

An umbrella term that includes both closed-won and closed-lost opportunities, although some people use it to mean only closed-won opportunities.

### Closed-won

When a sales rep closes a deal in which the buyer purchases the product or service.

### Closed-lost

When a sales rep closes a deal in which the buyer does not purchase the product or service.

### Closing ratio

The percentage of prospects that a sales rep successfully closes. This ratio is usually used to assess individual sales reps on their short-term performance, but it can also be used to evaluate profits, forecast sales, and so on. Improving a closing ratio usually requires efforts to bring better-qualified leads into the funnel.

# Glossário

## D

### Data entry

Inputting lead or prospect data into the CRM platform.

### Decision-makers

The people who make the buying decisions. Identifying the person in charge is a key factor in making a sale.

### Demographic

Following on from the above point: know your market! Demographics is the study of people's lifestyles, ages, buying habits, etc. Any Sales Rep will be better equipped to sell a product if they understand the product's demographic.

### Discovery call

The first call a sales rep makes to a prospect, with the goal of asking them questions and qualifying them for the next step.

## E

### Enablement

Sales enablement is a strategic sales process enabling all customer focused employees to have the information and skill set to sell. Sales enablement involves understanding the gap between business strategies and their actual execution; from that point on, eliminating such gap. That can be done by training sales teams, exploring new platforms and, therefore, increasing revenue.

### Ethics

No one trusts a Sales Rep that does not show sound business ethics. Buyers and consumers these days are well informed by the internet, so, immoral or unethical decisions will be apparent and won't attract long-term loyal customers.

## F

### Field Sales

Field sales reps are the guys on the ground, pounding the pavement and being the face of a company within a particular territory. Their office is generally in their car. They work mostly on a mobile device and manage multiple accounts with face-to-face interaction.

### Forecasting

The process of estimating future sales to predict the long or short-term performance in a company. It will also assist with making good, informed business decisions.

## Glossário

### Funnel

A buying process that employees led customers through when purchasing products. The sales funnel is divided in what refers to the stages that take a customer from awareness to action.

## G

### Gatekeeper

Someone who screens your attempts to approach the person who makes the buying decisions. Find a way through or around them. Be nice!

### GPCTBA/C&I

Other criteria used in lead qualification. It stands for Goals, Plans, Challenges, Timeline, Budget, Authority — Negative Consequences & Positive Implications.

## H

### Head Buyer

More important and influential than a typical buyer, but can be busier, hard to contact or lock in meetings, close deals, etc.

## I

### Inside sales

Inside sales reps are the guys who sell from inside the company, either via phone or online. They are the ones who should be experts on cold-calling, email and other ways to reach prospects that don't involve field sales.

### Intelligence

Self-explanatory for the most part but having the social intelligence to read people goes a long way in closing deals.

## J

### Junior sales rep

A newbie that needs some guidance. Sales is not easy. It's a hard job to fill, and turnover is extremely high. Training and supporting sales reps will help retain them. In the wise words of Richard Branson, "Train people well enough so they can leave, treat them well enough, so they don't want to."



# Glossário

## K

### Key accounts

Big spenders or loyal customers prioritized by Sales Reps because losing their business would be a significant loss to the company.

## L

### Leads

Prospective customers to approach with your product. For example, an organic food distributor learns through word-of-mouth that a new health food store is opening soon. Boom, a lead!

### Lead qualification

Process which involves finding which leads could become potential customers. That involves asking a few questions in order to figure out if such lead's problems fit with the offered solution, as well as discovering their ability to buy. A qualified lead is a prospect.

### Lifetime Value (LTV)

Prediction of the profit gained with the entire future relationship with a customer.

## M

### Margin

The difference between the cost price and the sell price of a product. Everyone has a margin they like to work with, and for products to be appealing, they need to be able to meet this margin without out-pricing themselves in the market.

### Mark-up

The amount added to the cost price of goods to cover overhead and profit.

### Middle of the Funnel (MOFU)

The stage that a lead enters after identifying a problem. Now they're looking to conduct further research to find a solution to the problem. Typical middle of the funnel offers include case studies, product brochures, or anything that brings your business into the equation as a solution to the problem the lead is looking to solve.

### Monthly Recurring Revenue (MRR)

The amount of revenue a subscription-based business receives per month. Includes MRR gained by new accounts (net new), MRR gained from up-sells (net positive), MRR lost from down-sells (net negative), and MRR lost from cancellations (net loss).



# Glossário

## N

### Networking

A tremendous advantage for sales reps. Sales is a personality game, and successfully networking with people throughout your industry plays a significant role in long-term success.

## O

### Objections

This can be a rejection of the price point or something more complex. Anything that stands in the way of you making that sale. For example, your company is the first to start selling wine in a can. There will be resistance to wine in a can because consumers buy bottles. Thus, you'll need to be prepared to counter-act this objection with facts or research.

### Opt-in

When someone gives you permission to send series of emails, such as newsletters. Opting-in isn't necessary to send a single email, but it's extremely important to have opt-in contacts if you wish to have a solid email marketing strategy.

## P

### Pipeline

A document containing all your prospective customers, arranged according to the stage in which they are in your sales or purchasing process.

### Product

What makes your business tick! Having a great product and knowing how and where to sell it is the key to success in sales.

### Prospect

A qualified lead which has expressed interest in the product or service he's being offered.

## Q

### Question

Again, know your market! Know your buyer. Ask questions. Listen. Gather information. By asking what a customer wants, you're already a step closing to meeting their needs.

### Quota

Sales targets to help track monthly, quarterly, or yearly success. Assigned to individual employees, regions, entire companies, etc.

# Glossário

## R

### Rapport

Creating healthy relationships with potential or prospective customers. Listen to their needs and build trust.

### Retention of customers

Keep your customers! Sounds easy, right? Growing current accounts are far easier than finding new ones. Why spend time and money expanding business with new customers, only to see them changing to competitors six months later. Meet their needs, give them time, and keep current customers happy.

## S

### Sales report

An important document containing sales targets, results, trends, etc., which allows you to track your success. Not to be confused with rapport.

### Smarketing

Integrating sales and marketing in business to enhance the skill set and knowledge of both teams. They use a systematic, integrated approach to selling, often resulting in increased revenue.

### Social selling

Using social media to interact directly with prospective customers by posting good content and answering questions. Social selling involves both sales and marketing abilities.

## T

### Targeting

This involves researching your market and selecting companies or consumers that suit your product. Choosing the right people before they become customers helps focus your time and selling strategies.

### Territory

The area for which a Sales Rep is responsible. Some Sales Reps cover a city or region, while others might look after key accounts nationally and travel from one side of the country to the other.

## Glossário

### U

#### Unique

This sells your product. Why is your product better than the competitors? Why is it faster, cheaper, more expensive, portable, etc. Your product must have a distinct selling point, feature or benefit not held by the competition.

#### Upselling

The process of offering a more expensive product or something extra to encourage a higher spend.

### V

#### Variables

Are elements that can change to meet needs. For example, product price can be negotiated to meet the margin requirements of a large prospective customer.

### W

#### Warm calling

Calling a prospect with whom you've had contact previously. They tend to turn into appointments much more easily than via cold.

#### Whale

A potential customer twenty-times the size of your regular ones. These McMassive customers require experienced Sales Reps, and a lot of time and planning but are worth the effort as they will be a huge gain to your business.

#### WIIFM

"What's In It For Me?": the essential question your prospect will ask, directly or indirectly. It's essential that, at selling, the potential customer's WIIFM is considered into argumentation.

### Y

#### Yearly sales report

Company sales data on a yearly basis. Annually compare earnings, top line growth, and the general financial state of the business.

# Inglês Corporativo

Explore estes recursos para expandir seu vocabulário corporativo:



**Rotina de trabalho em inglês**

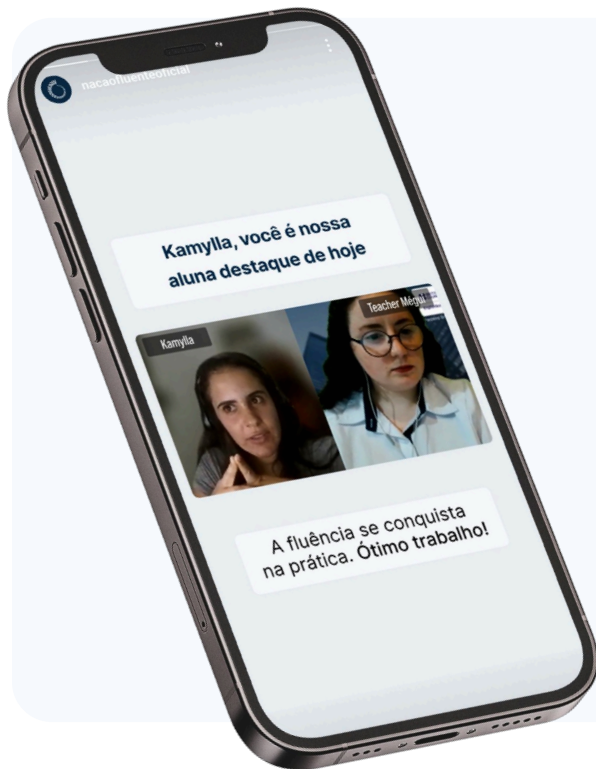


**Inglês corporativo técnico:  
vocabulário útil para sua profissão**

## Curso Fluência Descomplicada

Se você busca confiança e fluência no inglês, o Curso Fluência Descomplicada é o caminho ideal!

Com um método focado na prática, nele você participa de encontros online para treinar conversação, tira dúvidas ao vivo com professores e aprende estratégias eficazes para acelerar seu aprendizado



O que você encontra no curso?

- **Encontros de conversação em dupla:** participe conforme sua disponibilidade e pratique com outros alunos.
- **Aulas individuais:** sessões personalizadas com um professor para focar nos seus desafios.
- **Coaching para idiomas + gestão de projetos:** estratégias para otimizar seus estudos e manter a motivação.
- **Material complementar:** vídeos e conteúdos exclusivos em uma plataforma intuitiva.

**Conheça o curso Fluência Descomplicada**



# Compartilhe

## Ajude a democratizar o ensino do inglês no Brasil

Caro leitor,

Você chegou ao final de mais uma etapa importante em sua jornada de aprendizado de inglês.

Mas lembre-se, o conhecimento é ainda mais poderoso quando compartilhado.

Nossa missão vai além do ensino; é também sobre criar uma comunidade onde o inglês é acessível a todos, independentemente de onde estão ou de suas condições financeiras.

Ao compartilhar este material, você se torna parte fundamental dessa missão.

Como você pode ajudar?



### Baixe este material

Faça o download deste material através do link fornecido para obter uma cópia e explorar seu conteúdo.



### Compartilhe com alguém

Pode ser alguém próximo a você - amigo, colega, familiar ou alguém em sua rede social - que se beneficiaria deste aprendizado.



### Espalhe a palavra

Converse sobre como este material ajudou você e encoraje outros a se juntarem a nós nesta jornada de aprendizado.

Cada pessoa que você ajuda a aprender inglês é uma semente plantada para um futuro onde barreiras linguísticas são diminuídas e oportunidades são ampliadas.

Juntos, podemos fazer uma grande diferença.

Vamos juntos nessa missão?



## Vânia Paula de Freitas

Aula individual | Conversação | Inglês Corporativo Descomplicado