

# Business Idioms

## LESSON 10

### Sales(2)



#### **line of products**

- a group/category of products that are similar to each other

Our company will introduce a new line of products in the autumn.

#### **make a cold call**

- to visit or telephone a potential but unknown customer from a list of people

When he first started to work at his company the salesman was asked to make cold calls from the telephone book.

#### **make an offer**

- to make a financial proposal for a product or service

We want to buy the house and we plan to make an offer on Saturday.

#### **preferred customer**

- a customer who does much business with you and who you give special discounts to

The man is a preferred customer and he always receives his products soon after he orders them.

#### **sell like hotcakes**

- to sell very quickly

The children's toys were selling like hotcakes at the end of the year.