

TEACHING FOREIGN LANGUAGES K-12

Arabic: Making Sales Calls > Resources

Telemarketing Activity-Conversation Exercise

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Instructions for the Telemarketing Activity

Have students pull out the Company Sheet they completed prior to class. This sheet has basic information about the company they will represent as a telemarketer during the activity.

Review the 7 things that a telemarketer HAS to say. Ask students individually to give examples for each of the 7 things.

Provide each student with a Table for Telemarketers for recording information in the next activity.

Present an example of a Company Sheet on the projector. Then, acting as the telemarketer, simulate a phone call with a student. The class should then rate your performance by helping complete a digital copy of the Table for Telemarketers projected on the board.

FIRST ROUND (12 minutes)

Divide students into two groups: telemarketers and people at home. Place desks in such a way as to make this distinction clear. Give each telemarketer the number of one person at home for him or her to call. The "call" will be simulated by having the two participants in the call sit next to each other.

Each conversation should last between 90 and 120 seconds. Keep time, and then guide the shifting of partners after each call. All of the telemarketers should talk to all of the people at home. If you have an odd number of students, you may converse with students lacking a partner.

SECOND ROUND (14 minutes)

Have students change roles and repeat the activity.

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REVIEW (14 minutes)

Ask students to share information about the performance of the telemarketers. Students should use the information collected in the tables to rate all of the telemarketers and determine which one was the best. You may then ask telemarketers to share their products with the class and talk about which people wanted them. Collect the telemarketer tables at the end of class for assessment.

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Table for the people at home (في البيت)

The telemarketers have been instructed to say certain things to you. You must make sure they are saying these things.

- In column 2 you will write the name of the telemarketer.
- In the other columns, put a checkmark if the telemarketer says that certain thing in your conversation.
- After the conversation, add up the number of things they said and write a total score of 0-7 in column #8.

The telemarketer . . .

1. greets you in some way
2. gives his/her name
3. says which company he/she is from
4. asks how you are
5. asks if you like a certain thing
6. says that he/she has a certain product
7. asks you if you want a certain product

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Note: You may hang up only after 90 seconds. You MUST “want” a product from at least one telemarketer. If a telemarketer asks for someone’s number, you HAVE to give it to him/her (even if it’s made up). You may NOT speak in non-Arabic languages.

Table for the telemarketers (تلفونجي) (the caller)

As a telemarketer, your job is to try to get the person at home to want your product (نعم/لا؟). Don’t forget the 7 things that you HAVE to say.

Even if the person doesn’t want your product (Yes/No), try to get as much information as possible about what they like (#3), what they already have (#4), what they want (#5), and if he/she can give you the phone number of someone else (#6). Record all information in Arabic.

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اسم	نعم/لا؟	يحب / تحب	عنده / عندها	بده / بدھا	رقم تلفون ثاني؟
[Name]	[Yes/No]	3. [He likes/ She likes]	4. [He has/ She has]	5. [He wants/ She wants]	6. [Other phone number]

لازم تكتب / تكتبي كل شيء بالعربي!

