

# Sales and Business Development English Participant Workbook

Practice pages for realistic field-specific meetings, pushback, documentation, and role-play preparation

**Audience: account executives, business-development representatives, sales managers, partnership teams, solutions consultants, channel managers, and revenue leaders**

Focus: A sales and business development English curriculum for discovery, qualification, objection handling, pricing, procurement, enterprise buying committees, negotiation, partnership language, and CRM discipline.

Designed for advanced ESL learners who already use professional English and need industry-specific terminology, realistic meetings, role-play pressure, careful pushback, and polished workplace outputs.

Teaching stance: this is language and workplace-communication training, not legal, medical, financial, safety, or regulatory advice. Instructors should connect every scenario to the learner's current company policies, local rules, and approved procedures.

## How to Use This Workbook

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For each module, define the terms, identify the decision pressure, write a careful response, and practice the conversation aloud. Strong answers are specific, calm, evidence-aware, and tied to owner and next step.

### Module 1. Discovery and Qualification

#### Situation

A prospect asks for a demo before explaining their problem.

Stakeholder pressure: Show the full demo immediately.

Constraint: Pain, priority, authority, timeline, and business impact need qualification.

#### Terms to use

- discovery
- qualification
- pain point
- buying process

#### Evidence, owner, or policy boundary

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#### Pushback sentence

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#### Draft the discovery call plan

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### Module 2. Value Proposition and Use-Case Fit

### Situation

A prospect likes the product but cannot name a use case.

Stakeholder pressure: Push for next steps anyway.

Constraint: Use case, stakeholder value, success metric, and urgency need definition.

### Terms to use

- value proposition
- use case
- success metric
- stakeholder

### Evidence, owner, or policy boundary

### Pushback sentence

### Draft the value mapping note

## Module 3. Objection Handling and Competitive Pressure

### Situation

A prospect says a competitor is cheaper.

Stakeholder pressure: Discount immediately.

Constraint: Total value, risk, scope, implementation, and commercial terms need comparison.

### Terms to use

- objection
- competitor
- differentiator

- total cost

**Evidence, owner, or policy boundary**

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**Pushback sentence**

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**Draft the competitive objection response**

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**Module 4. Pricing, Discounting, and Approval**

**Situation**

Procurement demands a last-minute discount.

Stakeholder pressure: Approve it to close the quarter.

Constraint: Pricing policy, margin, term length, volume, and approval path must be reviewed.

**Terms to use**

- discount
- procurement
- margin
- approval path

**Evidence, owner, or policy boundary**

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**Pushback sentence**

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## Module 6. Negotiation and Contract Redlines

### Situation

A customer requests unlimited liability in the contract.

Stakeholder pressure: Agree because it is a strategic deal.

Constraint: Risk allocation, legal approval, insurance, and business value need decision.

### Terms to use

- redline
- liability
- indemnity
- commercial term

### Evidence, owner, or policy boundary

### Pushback sentence

### Draft the redline escalation

## Module 7. Partnerships and Channel Development

### Situation

A potential partner wants exclusivity before proving pipeline.

Stakeholder pressure: Grant exclusivity to secure the relationship.

Constraint: Territory, targets, enablement, economics, and performance gates need clarity.

### Terms to use

- channel partner
- exclusivity

- pipeline
- enablement

**Evidence, owner, or policy boundary**

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**Pushback sentence**

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**Draft the partner term outline**

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**Module 8. CRM Hygiene and Pipeline Reviews**

**Situation**

A rep keeps stale opportunities in late stages.

Stakeholder pressure: Leave them because the pipeline looks stronger.

Constraint: Next step, close date, buyer evidence, and risk should drive forecast accuracy.

**Terms to use**

- CRM
- pipeline
- close date
- commit
- slippage

**Evidence, owner, or policy boundary**

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**Pushback sentence**

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**Draft the pipeline inspection notes**

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**Capstone Simulation**

Lead a cross-functional meeting in sales and business development. Choose four modules from this workbook, connect the risks, and prepare a five-minute update with decision, evidence, constraint, owner, and next step.

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