

Business Idioms

LESSON 9

Sales(1)



Sales

come down in price

- to lower the price of one's product, to become cheaper

We were forced to come down in price in order to sell our target number of cars for the month.

a hard sell

- a way of selling something that is very aggressive and uses much pressure

The car salesman gave us a hard sell so we went to another car dealer.

knock down the price of (something)

- to lower the price of something

I bargained hard so that I could knock down the price of the stereo.

land an account

- to acquire an account

The salesman landed a large account on his first day of work.