BEC Word List

Vocabulary List

Vocabulary and example	Write it
client n. /ˈklaɪənt/ a person or company that pays for professional services **Family:** clientele (n.) **Use it with:** key client · client meeting **Tip:** Client is common for services; customer for shops and products. The lawyer meets new **clients** on Mondays.	
customer n. /ˈkʌstəmə/ a person or company that buys goods or services **Family:** custom (n.) **Use it with:** regular customer · customer service The **customer** asked for a refund.	
sales representative phrase /seɪlz ˌreprɪˈzentətɪv/ a person whose job is to visit or call customers to sell products **Family:** sales rep (informal) Our **sales representative** will visit you next week.	
target n. /ˈtɑːgɪt/ an amount of sales or a result that you aim to reach **Use it with:** meet a target · set a target · sales target **Tip:** Meet, reach or hit a target. We met our sales **target** for the third quarter.	
quote n./v. /kwəʊt/ the price a supplier says it will charge for a job **Family:** quotation (n. formal) **Use it with:** give a quote · get a quote We asked three companies for a **quote**.	
discount n. /ˈdɪskaʊnt/ an amount taken off the usual price **Use it with:** offer a discount · get a discount We offer a 10% **discount** on orders over 500 units. 500 10%	

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special offer phrase /ˈspeʃl ˈɒfə/

a product sold at a lower price than usual for a short time

Use it with: on special offer

Printers are on **special offer** this week.

order n./v. /ˈɔːdə/

a request to supply goods, or to ask for goods

Use it with: place an order · cancel an order · order form

We **ordered** 300 chairs from the supplier.

300

invoice n. /ˈɪnvɔɪs/

a document that lists goods or services and how much must be paid

Family: invoice (v.) **Use it with:** send an invoice · pay an invoice

Please pay the **invoice** within 30 days.

30

refund n./v. /rɪˈfʌnd/

money returned to a customer who is not happy with a product

Use it with: full refund · ask for a refund

The shop gave me a full **refund**.

complaint n. /kəmˈpleɪnt/

a statement that something is wrong or not good enough

Family: complain (v.) **Use it with:** make a complaint · deal with a complaint

We received a **complaint** about late delivery.

apologise v. /əˈpɒlədʒaɪz/

to say that you are sorry for something

Family: apology (n.) **Use it with:** apologise for · sincere apologies **Tip:** AmE: apologize. Apologise for + noun or -ing.

We **apologise** for the delay to your order.

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Vocabulary and example	Write it

compensation n. /ˌkɒmpənˈseɪʃn/

money or something else given to someone because of a loss or problem

Family: compensate (v.) **Use it with:** offer compensation · claim compensation

The airline offered **compensation** for the cancelled flight.

after-sales service phrase /ˈæftə seɪlz ˈsɜːvɪs/

help a company gives customers after they have bought a product

Good **after-sales service** keeps customers coming back.

warranty n. /ˈwɒrənti/

a written promise to repair or replace a product if it breaks within a set time

Family: guarantee (n.) **Use it with:** under warranty · extend a warranty

The laptop has a two-year **warranty**.

loyalty n. /ˈlɔɪəlti/

when customers keep buying from the same company

Family: loyal (adj.) **Use it with:** customer loyalty · loyalty card · brand loyalty

The card rewards customer **loyalty** with points.

satisfaction n. /ˌsætɪsˈfækʃn/

the good feeling when something is as you wanted

Family: satisfied (adj.) · satisfy (v.) **Use it with:** customer satisfaction · satisfaction survey

Customer **satisfaction** has risen to 92%.

92%

retailer n. /ˈriːteɪlə/

a business that sells goods to the public in shops or online

Family: retail (n./adj.) **Use it with:** online retailer · large retailer

The **retailer** has 200 stores across China.

200

wholesaler n. /ˈhəʊlseɪlə/

a business that buys large amounts of goods and sells them to shops

Family: wholesale (n./adj.)

We buy our rice from a **wholesaler**.

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distributor n. /dɪ'strɪbju:tə/

a company that supplies goods from producers to shops

Family: distribute (v.) · distribution (n.) **Use it with:** sole distributor · distribution network

We need a **distributor** in Germany.

outlet n. /'aʊtlet/

a shop or place where a company sells its goods

Use it with: retail outlet · factory outlet

The brand sells through 50 **outlets** in the city.

50

e-commerce n. /i: 'kɒmɜ:s/

buying and selling goods on the internet

Family: online sales (n.) **Use it with:** e-commerce platform

E-commerce now makes up a third of our sales.

turnover n. /'tɜ:nəʊvə/

the total value of the goods or services a company sells in a period

Family: revenue (n.) **Use it with:** annual turnover · increase turnover **Tip:** See staff turnover (list 3) for the other meaning.

Annual **turnover** reached 40 million yuan.

4,000

negotiate v. /nɪ'gəʊʃɪeɪt/

to discuss something to reach an agreement

Family: negotiation (n.) · negotiator (n.) **Use it with:** negotiate a deal · negotiate a price

We **negotiated** a lower price with the supplier.

deal n. /di:l/

a business agreement

Family: deal (v.) **Use it with:** close a deal · make a deal · a good deal

The two companies signed a five-year **deal**.

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Vocabulary and example	Write it

follow up phrase /ˈfɒləʊ ʌp/

to contact someone again after a first meeting or message

Family: follow-up (n.) **Use it with:** follow up on · a follow-up email

I'll **follow up** with a call next week.

lead n. /liːd/

information about a person or company that might become a customer

Use it with: generate leads · sales lead

The trade fair gave us forty new sales **leads**.

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