

The Upsell:

Developed over 5000 years of history, the traditional Chinese approach to sales involves deploying armies of salespeople to flank the merchandise, and opening a single cashier three floors away to ring up sales. Stamped receipts issued by this critical employee can hypothetically be exchanged for the actual product, although we've never heard of anyone successfully completing the transaction.

Perhaps times are changing though. Along with efforts to lure the few remaining foreign factories into central Hunan, the Chinese Government has recently begun a program to encourage the import of advanced western sales techniques. Key among these is the classic upsell, whose sudden emergence this summer has turned it into the latest marketing craze to hit the streets of Beijing. Join us in this podcast and we'll introduce it to you.

Text :

甲: 老板，来瓶鲜橙多。
lǎobǎn , lái píng Xiānchéngduō 。
Boss, give me a bottle of orange tang.

乙: 挣那么多钱，来瓶脉动呗。
zhèng nàme duō qián , lái píng Mài dòng bei 。
You earn so much money, how about a bottle of Mizone sports drink.

甲: 不了，我就要鲜橙多。
bù le , wǒ jiù yào Xiānchéngduō 。
Nah, I just want orange tang.

乙: 哎呀，脉动比鲜橙多贵不了多少钱。
aiya , Mài dòng bǐ Xiānchéngduō guì bù liǎo duōshǎo qián 。
Good gracious. Mizone sports drink isn't really that much more expensive than tang!

甲: 我就要鲜橙多。
wǒ jiù yào Xiānchéngduō 。
I just want orange tang.

乙： 好吧。抠门儿。
hǎoba 。 kōuménr 。
Alright, cheapskate.

Vocabulary :

老板	lǎobǎn	boss
来	lái	to bring
鲜橙多	Xiānchéngduō	orange tang
挣钱	zhèngqián	to make money
脉动	Màidòng	Mizone sports drink
抠门儿	kōuménr	stingy
冰红茶	bīnghóngchá	iced red tea
冰绿茶	bīnglǜchá	iced green tea
茉莉清茶	mòlìqīngchá	jasmine tea
蜂蜜柚子茶	fēngmìyòuzichá	honey citron tea
非常可乐	fēicháng kělè	future cola