

[seɪl] *n*

1. 1) продажа; сбыт

(goods) for sale - (товары) в продаже /поступившие в продажу/

For Sale - «продаётся» (*ярлык, объявление и т. п.*)

cash sale - продажа за наличный расчёт

sale on credit - продажа в кредит

bill of sale - закладная; купчая

sale value - продажная стоимость

is this car for sale? - эта машина продаётся?

I have made no sale today - сегодня я ничего не продал

there is no sale for these articles - эти товары не имеют сбыта

these goods have a good sale - эти товары хорошо идут, это ходкие товары

to find a quick /ready/ sale - быстро распродаваться, расходиться (*о товаре*); пользоваться спросомto find no sale - не находить покупателя; залежаться (*о товаре*)

to command /to enjoy/ a large sale - пользоваться большим спросом

2) торговля, торговая сделка

no sale took place during the day - за день не было заключено ни одной торговой сделки

sales are up [down] this year - в этом году торговля идёт лучше [хуже]

the magazine is not on general sale - этот журнал в общую продажу не поступает

2. продажа с аукциона, продажа с торгов (*мж.* an auction sale)

forced /compulsory/ sale - принудительная продажа с торгов /с молотка/

there will be a sale of all the furniture - вся мебель будет продаваться с торгов

to put up for sale - продавать с молотка

to knock smth. down to smb. at a sale - продать кому-л. что-л. с аукциона

3. *часто pl* распродажа по сниженным ценам

winter [summer] sale(s) - зимняя [летняя] распродажа (по сниженным ценам)

on sale - продающиеся по сниженным ценам, уценённые (*о товарах*)

to have a sale on suits [shoes, bags] - продавать уценённые костюмы [обувь, сумочки]

marked down sales - продажа с уценкой

◇ sale work - *редк.* а) товар, изготовленный для рынка; б) работа на скорую руку

sale goods = sale work а)

sale and /or/ return - соглашение, по которому книготорговец имеет право вернуть издателю непроданные экземпляры издания

sale

Oxford Advanced Learners Dictionary 8th Ed.

sale [sale sales] *BrE* [seɪl] ^е *NAmE* [seɪl] ^е **noun****1. uncountable, countable** an act or the process of selling sth

• regulations governing the sale of alcoholic beverages

• I haven't **made a sale** all week.

• She gets 10% commission on each sale.

2. sales plural the number of items sold

• Retail sales fell in November by 10%.

• Export sales were up by 32% last year.

• the **sales figures** for May• a **sales drive/campaign** (= a special effort to sell more)**3. sales uncountable** (*also* 'sales department countable) the part of a company that deals with selling its products

• a sales and marketing director

• She works in sales/in the sales department.

• The Weldon Group has a 6 000 strong **sales force** .**4. countable** an occasion when a shop/store sells its goods at a lower price than usual

• The sale starts next week.

• the January sales

• I bought a coat **in the sales** .

• sale prices

5. countable an occasion when goods are sold, especially an ↑**auktion**

• a contemporary art sale

see also ↑**car boot sale**, ↑**garage sale**, ↑**jumble sale****Idioms:** ↑**for sale** ▪ ↑**on sale** ▪ ↑**sale or return**Word Origin:late Old English sala, from Old Norse **sala**, of Germanic origin; related to ↑**sell**.Collocations:**Business***Running a business***buy/acquire/own/sell** a company/firm/franchise**set up/establish/ start/start up/launch** a business/company**run/operate** a business/company/franchise**head/run** a firm/department/team

make/secure/win/block a deal
expand/grow/build the business
boost/increase investment/spending/sales/turnover/earnings/exports/trade
increase/expand production/output/sales
boost/maximize production/productivity/efficiency/income/revenue/profit/profitability
achieve/maintain/sustain growth/profitability
cut/reduce/bring down/lower/slash costs/prices
announce/impose/make cuts/cutbacks

Sales and marketing

break into/enter/capture/dominate the market
gain/grab/take/win/boost/lose market share
find/build/create a market for sth
start/launch an advertising/a marketing campaign
develop/launch/promote a product/website
create/generate demand for your product
attract/get/retain/help customers/clients
drive/generate/boost/increase demand/sales
beat/keep ahead of/out-think/outperform the competition
meet/reach/exceed/miss sales targets

Finance

draw up/set/present/agree/approve a budget
keep to/balance/cut/reduce/slash the budget
be/come in below/under/over/within budget
generate income/revenue/profit/funds/business
fund/finance a campaign/a venture/an expansion/spending/a deficit
provide/raise/allocate capital/funds
attract/encourage investment/investors
recover/recoup costs/losses/an investment
get/obtain/offer sb/grant sb credit/a loan
apply for/raise/secure/arrange/provide finance

Failure

lose business/trade/customers/sales/revenue
accumulate/accrue/incur/run up debts
suffer/sustain enormous/heavy/serious losses
face cuts/a deficit/redundancy/bankruptcy
file for/ (NAme) enter/avoid/escape bankruptcy
(BrE) go into administration/liquidation
liquidate/wind up a company
survive/weather a recession/downturn
propose/seek/block/oppose a merger
launch/make/accept/defeat a takeover bid

Example Bank:

- All proceeds from the sale of the book will go to charity.
- Closing the sale means that you ask the buyer to say yes or no.
- Direct sales, by mail order, were up by 15%.
- Drugs were on open sale in the club.
- High-street sales have fallen for the fifth consecutive month.
- I bought it at the winter sales.
- I got these shoes in the Bloomingdales sale.
- I see their house is for sale.
- I see they've put their house up for sale.
- I work in sales.
- If we don't close this sale, we're out of business.
- It sells for \$50 plus sales tax and shipping.
- Low interest rates pushed sales to a record in 2006.
- Lower consumer confidence could hurt PC sales.
- North American sales account for 40% of the worldwide market.
- Sales failed to reach 10 000 units.
- Sales of VCRs have plummeted.
- Sales of ice cream are up because of the hot weather.
- The advertising campaign generated massive sales.
- The bake sale made \$358 for cancer research.
- The car manufacturer was forced to shed jobs following a dramatic sales slump.
- The company reported strong sales for May.
- The conditions of sale were posted up around the auction room.
- The high volume of sales makes the low pricing policy profitable.
- The land has come up for sale again.
- The new stamps are now on sale at main post offices.
- The novels are delivered to newspaper shops and other outlets on a sale or return basis.

- The novels are delivered to outlets on a sale or return basis.
- The price is low to ensure a quick sale.
- The sale of paintings totalled £250 000.
- The sale of the house fell through when the buyer pulled out.
- a major sale of paintings
- an aggressive sales pitch from the company rep
- promotional posters shown at the point of sale
- sales amounting to over £4 million
- the illegal sale of alcohol
- the massive sale of foreign currency reserves
- to maximize the sale proceeds

sale

sale **S1 W1** /seɪl/ *BrE* ^ˈ *AmE* ^ˈ *noun*

[Date: 1000-1100; Language: Old Norse; Origin: sala]

1. [uncountable and countable] when you sell something

sale of

- The use and sale of marijuana remains illegal.
- Harvey gets a \$50 commission every time he makes a sale (=sells something as part of his job).
- Car salesmen will often bring down the price rather than lose a sale (=fail to sell something).
- arms sales to Iran

2. **sales**

a) [plural] the total number of products that are sold during a particular period of time:

- Britain's retail sales (=all the things sold to the public in shops) jumped 3.2 percent in April.

sales of

- Sales of automobiles are up this year.
- We did not reach our summer sales targets.
- The company no longer releases its sales figures (=how much money it makes or loses from sales).

in sales

- We grossed more than \$500,000 in sales last year.

b) [uncountable] the part of a company that deals with selling products:

- She found a job in sales.
- a sales manager
- a worldwide sales force of 1,100

3. **for sale** available to be bought:

- Excuse me, are these for sale?
- There was a 'for sale' sign in the yard.
- Reluctantly, they put the family home up for sale (=made it available to be bought).

4. **on sale**

a) available to be bought in a shop:

- A wide range of postcards and other souvenirs are on sale in the visitors' centre.
- Stephen King's new novel will go on sale (=will begin to be sold) next week.

b) *especially American English* available to be bought at a lower price than usual:

- These gloves were on sale for only \$9.

5. [countable] a period of time when shops sell their goods at lower prices than usual:

- Marsdon's department store is having a sale this week.

the sales British English (=when all the shops have a sale)

- I picked up some real bargains in the January sales this year.

6. [countable] an event at which things are sold to the person who offers the highest price **SYN auction**:

- a sale of 17th-century paintings

7. **sales drive/campaign** when a company makes a special effort to try to increase the amount of its products that it sells:

- a new sales campaign

8. **sales pitch/talk** the things that someone says when they are trying to persuade you to buy something

9. **(on) sale or return British English** if a shop buys something on sale or return, it can return the goods that it is unable to sell

⇒ ↑bill of sale, ↑jumble sale, ↑point of sale

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COLLOCATIONS (for Meaning 1)

■ verbs

- **make a sale** (=sell something as part of your job) A salesman may communicate perfectly well with a customer but fail to make a sale.
- **lose a sale** (=fail to sell something) Harry lost the sale because he was not persistent enough.

■ adjectives

- **a quick sale** He wants a quick sale, so he might reduce the price.

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COLLOCATIONS (for Meaning 2)

■ ADJECTIVES/NOUN + sales

- **strong** (=good) The company has reported continuing strong sales.
- **disappointing** Sales for the first three months of this year were disappointing.
- **record sales** (=better than ever before) The Ford Fiesta has achieved record sales in Italy.

- **car/ticket/book etc sales** Car sales have fallen every month for the past two years.
- **annual sales** The company has annual sales of over \$300 million.
- **worldwide sales** Worldwide sales of wine are increasing.
- **retail sales** (=sales of things to the public in shops) The volume of retail sales was 0.3 percent higher than in the previous quarter.
- **export sales** (=sales of things to other countries) Export sales rose for the sixth consecutive month.
- **high-street sales** *British English* (=in shops in towns and cities) Last month saw record high-street sales.

■ verbs

- **sales increase/rise/grow/go up** Sales rose by 9% last year.
- **sales fall/drop/go down** (=become lower) European sales have fallen by 12%.
- **sales improve** Sales are expected to improve over the coming year.
- **sales soar** (=increase quickly and by a large amount) Computer sales soared as prices continued to come down.
- **sales slump** (=decrease quickly and by a large amount) Meat sales have slumped following the most recent health scare.

■ sales + NOUN

- **sales figures** The company said its sales figures continued to show growth.
- **a sales target** It achieved only 20% of its sales target.
- **the sales force** (=the people who sell a company's products) The sales force had grown from 40 to 270.
- **sales performance** (=how much a company sells) There has been an encouraging improvement in sales performance.
- **the sales forecast** (=how much a company expects to sell) The sales forecast is for a 12% increase in sales over the current year.

■ phrases

- **an increase/growth in sales** The company is expecting a 20% increase in sales next year.
- **a fall/drop in sales** Some jobs may be cut following a big drop in sales.
- **the volume of sales** (=the amount of goods a company sells) Because of its high volume of sales, the company can keep prices low.

sale

Freakuency Pack

12500 **525**^{MCW}

15000 **888**^{COCA}

RANGE: **1k SALE** ⁵²⁹²³

sale ¹⁶⁵⁵⁰

sales ³⁶³¹³

saleable ⁵²

unsaleable ⁸

COCA 500k Unlemmatized

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250 **36882**³⁸⁸ *np1*

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