

**sell**

1. [sell] *n*
- разг.** умение торговать, показать товар лицом  
hard sell - навязывание товара; настойчивое рекламирование; броская /навязчивая/ реклама  
soft sell - тонкое /ненавязчивое/ рекламирование; популяризация товара (*путём бесед по радио и т. п.*)
  - разг.** разочарование, досада  
what a sell! - какая досада!, как жаль!  
we were late for the lunch which was a sell - досадно, что мы опоздали к завтраку
  - разг.** обман, надувательство, «покупка»  
it was just a sell - это была просто «покупка»
  - сл.**
    - предательство
    - передача, выдача в руки властей
2. [sell] *v* (*sold*)
- 1) продать  
to sell a horse [a house, a book] - продать лошадь [дом, книгу]  
agreement to sell - **ком.** соглашение о продаже  
to sell for a song /for nothing/ - отдать почти задаром, продать что-л. за бесценок  
to sell at best /at the market/ - **бирж.** продать по наиболее выгодной достижимой цене *или* по наилучшему достижимому курсу  
to sell one's life dearly - дорого продать свою жизнь
  - торговать, продавать  
to sell on credit [for cash] - продавать в кредит [за наличные]  
to sell dear [cheap] - продавать дорого [по дешёвке /дёшево/]  
to sell forward, to sell for forward /for future/ delivery - продавать с будущей поставкой /на срок/  
to sell insurance - **страх.** заключать страхование  
to sell subscriptions - собирать подписку (*на газеты и т. п.*)  
to sell wholesale [retail] - продавать оптом [в розницу]  
to sell time - **амер.** предоставлять (за плату) возможность выступить по радио *или* телевидению в определённое время  
to sell space - предоставлять (за плату) страницы газеты /журнала/ (*для объявлений и т. п.*)  
to sell oneself - продавать себя, продаваться (*чаще о женщине*) [**см. тж.** 2, 2])  
eggs [fabrics] are sold by the dozen [by the yard] - яйца [ткани] продаются на дюжины [на ярды]  
I am selling very low /poorly/ now - торговля у меня сейчас идёт очень вяло /плохо/  
what are you selling plums for today? - почём у вас сегодня сливы?
  - продаваться  
to sell well /easily, readily/ - иметь хороший сбыт, легко продаваться; быть ходким товаром  
to sell badly /hard, heavily/ - плохо продаваться; иметь плохой сбыт  
the book is selling well - книга хорошо идёт /не залёживается на полках/  
the book will never sell - эта книга никогда не будет пользоваться спросом  
goods of that quality will never sell - товары такого качества никто не купит /никогда не продаты/  
tennis balls sell best in summer - лето - время самого большого спроса на теннисные мячи  
to sell for /at/ ... - продаваться по ... цене  
these belts sell for one dollar - эти пояса стоят доллар штука  
the house is to be sold - дом продаётся  
goods made to sell - ходкий товар; товар, который не залёживается  
to sell like hot cakes /like wildfire/ - быть нарасхват  
which books sell best? - какие книги быстрее всего расходятся?
  - ком.** поставлять товар  
he sells gift shops /druggists/ - он поставляет товар магазинам подарков /аптекаам/
  - 1) содействовать продаже  
good advertising will sell goods - хорошая реклама помогает продавать товары  
comics sell newspapers - комиксы обеспечивают спрос на газеты  
his name on the cover sells the book - люди покупают книгу, увидев его фамилию на обложке  
the radio sells many goods - много товаров удаётся продать благодаря рекламе по радио
  - амер.** рекламировать; популяризировать; пропагандировать; расхваливать, восхвалять  
to sell soap on TV - рекламировать мыло по телевидению  
to sell the free-enterprise system - пропагандировать /рекламировать, расхваливать/ систему свободного предпринимательства  
this was the model set up and "sold" in many a lecture and pamphlet - этот пример приводился и восхвалялся во многих лекциях и брошюрах  
to sell oneself - а) **разг.** заниматься саморекламой; to sell oneself and one's ideas - уметь подать себя и свои мысли; б) проявлять себя положительно; завоёвывать авторитет (*часто показной*); [**см. тж.** 1, 2])
  - разг.** находить распространение  
do you think the idea will sell? - вы думаете, эта мысль будет подхвачена /найдёт отклик, будет воспринята положительно?/
  - предавать (*родину, дело и т. п.*)  
to sell one's country [one's cause] - предать родину [дело]  
to sell one's honour [one's self-respect, one's peace of mind] - поступиться честью [самоуважением, душевным спокойствием]  
to sell a match [a game] - проиграть матч [игру] за взятку  
to sell one's vote - продать свой голос (*на выборах и т. п.*)

to sell justice - за взятку выносить неправосудный приговор  
to sell the pass - а) выдать врагу военную тайну /пароль/; б) обмануть доверие; предать, изменить своему делу; совершить предательство

4. (обыкн. on) **амер. разг.** внушать (мысль); уговаривать, уламывать, убеждать

he would sell his soul for success - он за успех душу продаст /отдаст, заложит/

to sell children on reading - приохотить детей к чтению; внушить детям любовь к чтению

campaign manager trying to sell his candidate - руководитель избирательной кампании, пытающийся протолкнуть /навязать избирателям/ своего кандидата

to be sold on smth. - принимать что-л. на веру; воспринимать некритически

he was sold on the idea - его в этом убедили; он ухватился за эту мысль

I am not sold on this - я от этого не в восторге; я против этого

couldn't I sell you (on) one more coffee? - неужели вы не выпьете ещё чашку кофе?

I don't expect to sell anything to anyone - я никого ни в чём не собираюсь убеждать

I am not sold on either of these programs - я не убеждён в правильности ни той ни другой программы

she was still reluctant, still not completely sold - она ещё колебалась, ещё не была вполне убеждена

she started selling me on this idea - она стала меня уламывать

to sell oneself (on) the idea - убедить себя в том, что ...; поверить в то, что ...

he couldn't sell the scheme even to his friends - он не смог даже своих друзей склонить к принятию этого плана

5. **обыкн. pass сл.** обманывать, надувать; разыгрывать

to be sold over a bargain - заключить невыгодную сделку

you have been sold - вас обвели вокруг пальца /купили/

sold again! - опять попался (на обман)!, опять надули!, опять купился!

◇ to sell one's saddle - **амер. диал.** впасть в нищету; ≅ дойти до ручки

to sell smb. a pup - **сл.** вовлечь кого-л. в невыгодную сделку; провести кого-л.

to sell a bill of goods - а) обмануть, надуть; б) всучить, навязать (**что-л. ненужное**)

to sell smb. down the river - а) **амер. уст.** продать на Юг (**рабов**); продать в рабство; б) **сл.** предать кого-л.; отдать в руки врагов

to sell the dummy - делать обманное движение (**режби**)

## sell

Oxford Advanced Learners Dictionary 8th Ed.

**sell** [sell sells sold selling] verb, noun BrE [sel] <sup>m</sup> NAmE [sel] <sup>m</sup>  
verb (sold, sold BrE [səʊld] <sup>m</sup>; NAmE [soʊld] <sup>m</sup>)

### EXCHANGE FOR MONEY

1. **transitive, intransitive** to give sth to sb in exchange for money

• ~ **sth (to sb) (for sth)** I sold my car to James for £800.

• ~ **sb sth (for sth)** I sold James my car for £800.

• ~ **(sth) (at sth)** They **sold** the business **at a profit/loss** (= they gained/lost money when they sold it) .

• We offered them a good price but they wouldn't sell.

### OFFER FOR SALE

2. **transitive** ~ **sth** to offer sth for people to buy

• Most supermarkets sell a range of organic products.

• Do you sell stamps?

• to sell insurance

**compare** ↑cross-selling

### BE BOUGHT

3. **transitive, intransitive** to be bought by people in the way or in the numbers mentioned; to be offered at the price mentioned

• ~ **(sth)** The magazine sells 300 000 copies a week.

• Their last album sold millions.

• The book sold well and was reprinted many times.

• The new design just didn't sell (= nobody bought it) .

• ~ **for/at sth** The pens sell for just 50p each.

### PERSUADE

4. **intransitive, transitive** to make people want to buy sth

• You may not like it but advertising sells.

• ~ **sth** It is quality not price that sells our products.

5. **transitive** ~ **sth/yourself (to sb)** to persuade sb that sth is a good idea, service, product, etc; to persuade sb that you are the right person for a job, position, etc

• Now we have to try and sell the idea to management.

• You really have to sell yourself at a job interview.

### TAKE MONEY/REWARD

6. **transitive** ~ **yourself (to sb)** (**disapproving**) to accept money or a reward from sb for doing sth that is against your principles

**Syn:** ↑prostitute

**see also** ↑sale

**more at** go/sell like hot cakes **at** ↑hot <sub>adj.</sub>, sell sb/buy a pup **at** ↑pup

## Verb forms:

verb forms	
present simple	
I / you / we / they	sell
	BrE /sel/
	NAme /sel/
he / she / it	sells
	BrE /selz/
	NAme /selz/
past simple, past participle	sold
	BrE /sɔ:ld/
	NAme /sɔ:ld/
-ing form	selling
	BrE /selɪŋ/
	NAme /selɪŋ/

## Word Origin:

Old English sellan (verb), of Germanic origin; related to Old Norse *selja* 'give up, sell'. Early use included the sense 'give, hand (something) over voluntarily following a request'.

## Thesaurus:

### sell verb

#### 1. T, I

- I sold my car to Jim for £800.

**sell sth off** • **auction sth off** • **sell up** • |especially BrE **auction** • |finance **liquidate** •

sell sth/sell sth off/auction sth off/auction sth **to** sb/a place

sell sth/auction sth off/auction sth **for** £100, \$47, etc.

sell/sell off/auction/liquidate **property/assets**

#### 2. T

- The shop sells a range of products.

**trade** • **deal in sth** • **export** • **import** • **handle** • **stock** • **carry** • |business **retail** • |old-fashioned disapproving **peddle**

• **hawk** •

sell/trade/deal in/export/import/handle/stock/retail **goods**

sell/trade/deal in **shares/futures/stocks/bonds/securities**

sell/deal in **furniture/antiques/property**

sell/carry/stock/retail a **range/line** of goods

#### 3. I

- The painting sold for £8 000 at auction.

**cost** • **go** • |business **trade** • **retail** • |especially spoken **be** •

sth sells/trades/retails **at** £9.95

sth sells/goes/retails **for** £9.95

## Example Bank:

- It will be hard to sell 3 000 tickets.
- Many banks are willing to buy and sell shares on behalf of customers.
- She sold her car to a friend.
- Some of these cars are actually being sold at a loss.
- The company has been forced to sell land to recoup some of the losses.
- The novel was expected to sell between 1 000 and 1 500 copies.
- The painting was sold at auction for \$11.3 million.
- The property proved hard to sell.
- They are still trying to sell their house.
- They sold their house for \$847 000.
- This medicine is sold over the counter.
- We sell these little notebooks at €1 each.
- Your broker has the right to sell your shares.
- He works for a company that sells insurance.
- Most grocery stores sell a range of organic products.
- They sold the business at a profit/loss.
- We offered them a good price but they wouldn't sell.

**Idioms:** ↑sell somebody down the river ▪ ↑sell somebody short ▪ ↑sell your body ▪ ↑sell your soul ▪ ↑sold on something

**Derived** ↑sell out ▪ ↑sell something off ▪ ↑sell something on ▪ ↑sell something up ▪ ↑sell up ▪ ↑sold out

## noun singular (informal)

something that is not as good as it seemed to be

- The band only played for about half an hour— it was a real sell.

**see also** ↑hard sell

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**sell**

I. **sell**<sup>1</sup> **S1 W1** /sel/ *BrE* <sup>1</sup> *AmE* <sup>1</sup> *verb* (past tense and past participle **sold** /səʊld \$ sould/)

[Language: Old English; Origin: sellan]

1. **GIVE SOMETHING FOR MONEY** [intransitive and transitive] to give something to someone in exchange for money **OPP buy**:

▪ If you offer him another hundred, I think he'll sell.

▪ He regrets selling all his old records.

**sell something for £100/\$50/30p etc**

▪ Toni's selling her car for £700.

**sell somebody something**

▪ I won't sell you my shares!

**sell something to somebody**

▪ The vase was sold to a Dutch buyer.

**sell something at a profit/loss** (=make or lose money on a sale)

▪ Tony had to sell the business at a loss.

2. **MAKE SOMETHING AVAILABLE** [intransitive and transitive] to offer something for people to buy:

▪ Do you sell cigarettes?

▪ a job selling advertising space

**sell at/for £100/\$50/30p etc** (=be offered for sale at £100/\$50/30p etc)

▪ Smoke alarms sell for as little as five pounds.

3. **MAKE SOMEBODY WANT SOMETHING** [transitive] to make people want to buy something:

▪ Scandal sells newspapers.

**sell something to somebody**

▪ The car's new design will help sell it to consumers.

4. **BE BOUGHT** [intransitive and transitive] to be bought by people:

▪ Tickets for the concert just aren't selling.

▪ Her last book sold millions of copies.

▪ All the new houses have been sold.

**sell well/badly** (=be bought by a lot of people, or very few people)

▪ Anti-age creams always sell well.

5. **sell like hot cakes** to sell quickly and in large amounts

6. **IDEA/PLAN** [intransitive and transitive] to try to make someone accept a new idea or plan, or to become accepted:

▪ It's all right for Washington, but will it sell in small-town America?

**sell something to somebody**

▪ It's hard for any government to sell new taxes to the electorate.

**sell somebody something**

▪ managers selling employees the new working hours

**be sold on (doing) something** (=think an idea or plan is very good)

▪ Joe's completely sold on the concept.

7. **sell yourself**

a) to make yourself seem impressive to other people:

▪ If you want a promotion, you've got to sell yourself better.

b) (also **sell your body**) to have sex with someone for money

8. **sell somebody/something short** to not give someone or something the praise, attention, or reward that they deserve:

▪ Don't sell yourself short – tell them about all your qualifications.

9. **sell your soul (to the devil)** to agree to do something bad in exchange for money, power etc

10. **sell somebody down the river** to do something that harms a group of people who trusted you, in order to gain money or power for yourself

11. **sell your vote** *American English* to take money from someone who wants you to vote for a particular person or plan

• • •

**THESAURUS**

▪ **sell** to give something to someone in exchange for money: He sold his motorcycle. | The shop sells old furniture. | Do you sell books on gardening?

▪ **export** to send goods to another country to be sold: Which countries export oil to the United States?

▪ **deal in something** to buy and sell a particular type of goods as part of your business: He deals in antiques.

▪ **put something up for sale/put something on the market** to make something available to be bought: When the painting was first put up for sale, no one thought that it would be worth so much money. | The farm was put up for sale.

▪ **sell up** *British English* to sell your house or your business so that you can move to a different place or do something different: They're thinking of selling up and moving to Canada.

▪ **auction something/sell something at auction** to sell things at a special event to the person who offers the most money: The contents of his home will be auctioned.

▪ **flog** *British English informal* to sell something, especially something that is of low quality: A man at the market was flogging £10 watches.

▪ **peddle** to sell cheap things in the street. Also used about selling illegal drugs and ↑**pornography**: Street vendors peddled American and British cigarettes. | People who peddle drugs to children should be severely punished.

▪ **traffic in something** to buy and sell large quantities of illegal goods or people: They trafficked in illegal weapons. | The gang were involved in people-trafficking. | drug-trafficking

**sell something** ↔ **off** *phrasal verb*

1. to sell something, especially for a cheap price, because you need the money or because you want to get rid of it:

▪ After the war, we had to sell off part of the farm.

We sell off leftovercakes before we close.

2. to sell all or part of an industry or company:

" The Leicestershire company has sold off many of its smaller branches to cut debts.

**sell out** *phrasal verb*

1. if a shop sells out of something, it has no more of that particular thing left to sell

**be/have sold out**

" Sorry, we're sold out.

**sell out of**

" We've completely sold out of those shirts in your size, sir.

2. if products, tickets for an event etc sell out, they are all sold and there are none left:

" Wow! Those cakes sold out fast.

**be/have sold out**

" Tonight's performance is completely sold out.

3. to change your beliefs or principles, especially in order to get more money or some other advantage— used to show disapproval:

" ex-hippies who've sold out and become respectable businessmen

4. to sell your business or your share in a business:

" Wyman says he'll sell out if business doesn't pick up.

**sell out to**

" The T-mail Co. has sold out to San José-based DMX Inc for an undisclosed sum.

**sell up** *phrasal verb* *British English*

to sell most of what you own, especially your house or your business:

" Liz decided to sell up and move abroad.

II. **sell**<sup>2</sup> *BrE* " *AmE* " *noun*

**a hard/tough sell** (also **not an easy sell**) something that it is difficult to persuade people to buy or accept:

" This tax increase is going to be a hard sell to voters.

⇒ †hard sell, †soft sell

**sell**

Freakuency Pack

12500 **472**<sup>MCW</sup>

15000 **477**<sup>COCA</sup>

RANGE: **1k SELL** 101865

sell 33222

seller 2923

sellers 2831

selling 22211

sells 6725

sold 32869

unsold 303

resell 256

reselling 119

resold 222

reseller 72

resellers 112

COCA 500k Unlemmatized

15487 **1827**<sup>23619</sup> *vvi*

7050 **4391**<sup>9073</sup> *vv0*

480 **31335**<sup>516</sup> *nn1*

7 **314488**<sup>7</sup> *jj*

5 **326560**<sup>7</sup> *nnu*