



# ENGLISH FOR CAREERS

## Unit 2 Product

市场营销英语

*English for Sales and Marketing*

# Contents



**Warming-up**



**Reading B**



**Reading A**



**Writing**



**Listening**



**Project**



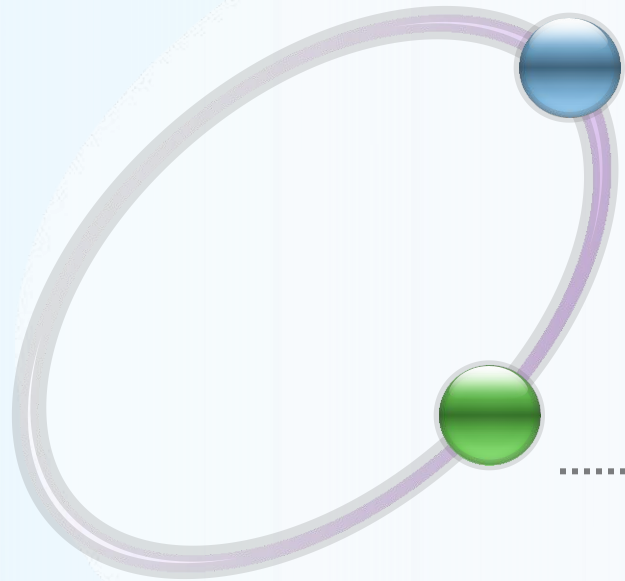
**Speaking**



**Vocabulary and Structure**



# Warming-up



**Warming-up Task 1**

---

**Warming-up Task 2**

---



# Warming-up: Task 1

Task 1 What elements do you think are the most important for a successful product? Work in groups and discuss it.

» The elements may include quality, price, after-sales service, appearance, function, etc.

---

---

---

---

---

---

---

---

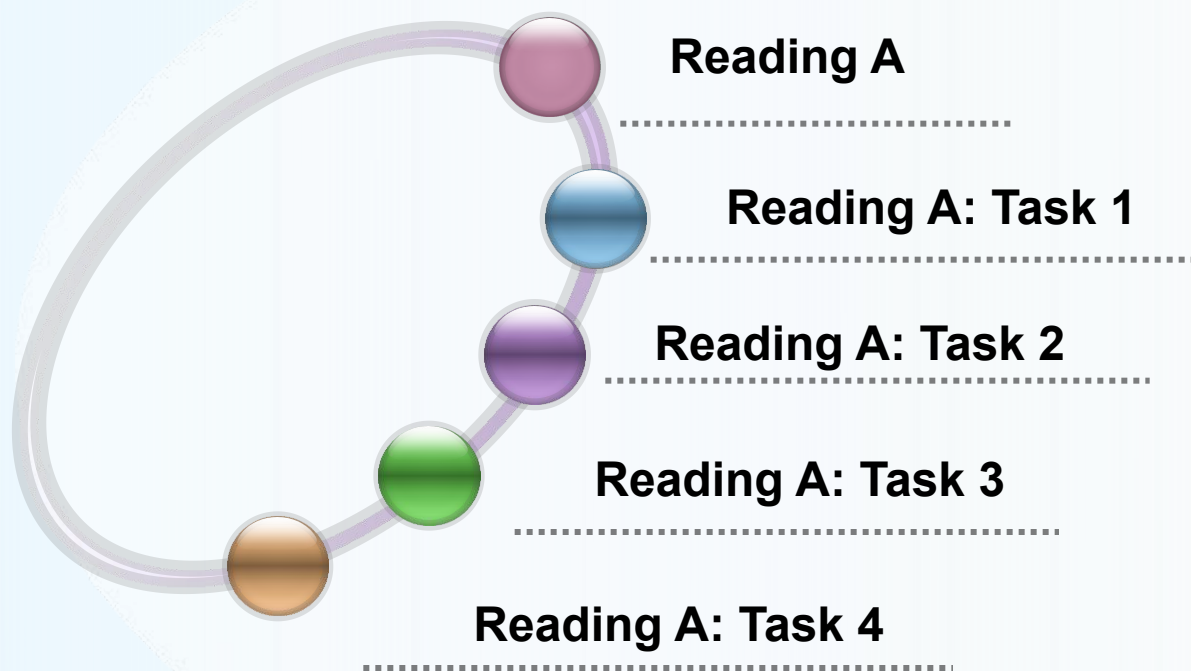


# Warming-up: Task 2

**Task 2** The following are logos of some famous companies. Choose one logo which you are interested in and tell what you think of their products to your partner.



# Reading A



For background information, click [HERE](#).





# Reading A



翻译

## The Product Life Cycle

Each product has its own life cycle. It will be “born”, it will “develop”, it will “grow old” and, eventually, it will “die”. The life cycle of a product shows how sales of the product change over time.

Kellogg's Nutri-Grain bar was originally designed to meet the needs of busy people who missed breakfast. It aimed to provide a healthy cereal breakfast in a portable and convenient format. Its life cycle is as follows:

### 1. Introduction

Many products do well when they are first launched on the market and Nutri-Grain was no exception. From its launch in 1997, it was immediately successful, gaining almost 50% of the growing cereal bar market share in just two years.



# Reading A



翻译

## 2. Growth

Nutri-Grain's sales steadily increased as the product was promoted and became well-known. It maintained growth in sales until 2002 through expanding the original product by developing new flavors and formats. This was good for the business because production costs, such as the cost of new machines or equipment, did not increase. The market position of Nutri-Grain also subtly changed from a "missed breakfast" product to an "all-day" healthy snack.





# Reading A

翻译



## 3. Maturity

Successful products attract competition from other businesses which start selling similar products. This is the third stage of the life cycle—maturity. This is a time of maximum profitability, when profits can be used to continue to build the brand. However, competing brands from both Kellogg's itself and other manufacturers slowed Nutri-Grain's sales and chipped away at its market position.

Not all products follow these stages precisely and the time periods for each stage vary widely. Growth, for example, may take place over a few months or, as in the case of Nutri-Grain, over several years.



# Reading A



翻译

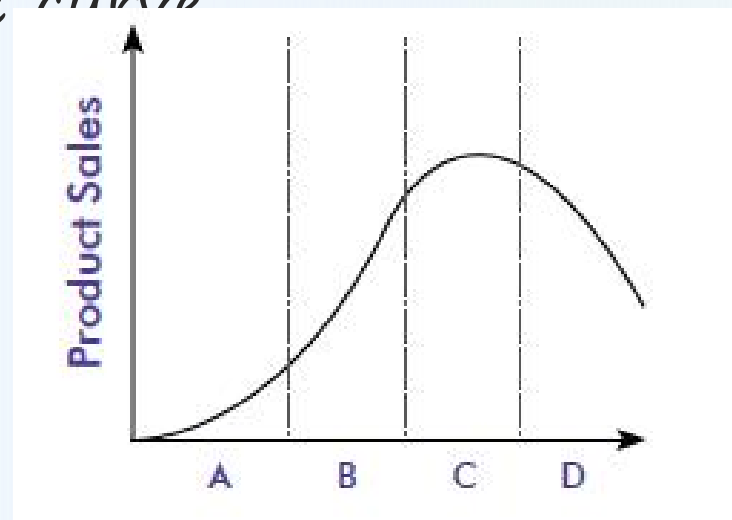
## 4. Decline

Clearly, at this point, Kellogg's had to make a key business decision. Sales were falling; the product was in decline and losing its market share. Should Kellogg's let the product "die", or should it try to extend its life?



# Reading A: Task 1

Before reading the passage, look at the following curve which shows the changes of sales volume of a product at its different stages—Introduction, Growth, Maturity, and Decline. Please mark each stage on the curve.



✔ A. Introduction

B. Growth

✔ C. Maturity

D. Decline



# Reading A: Task 2

Task 2 Read the passage and complete the following table.

- » 1. do well
- » 2. steadily increase
- » 3. continue to build the brand
- » 4. are falling
- » 5. is in decline
- » 6. its market share



# Reading A: Task 3

**Task 3** Decide whether the following statements are true (T) or false (F) according to the passage.

- 1. The life cycle of a product shows the change of profits of the product over time.
- 2. Nutri-Grain bar was originally produced for students who had no time to have breakfast.
- 3. Nutri-Grain kept growing in sales until 2002 through brand building.
- 4. Nutri-Grain realized maximum profitability at the mature stage of its life cycle.
- 5. The sales of Nutri-Grain began to decrease while its market share continued to grow at the stage of decline.

» 1. F  
5. F

2. F

3. F

4. T



# Reading A: Task 4

Task 4 Choose a product which you are familiar with and search its life cycle online. Exchange the information you collect with your classmates.

» *(Open answer)*

---

---

---

---

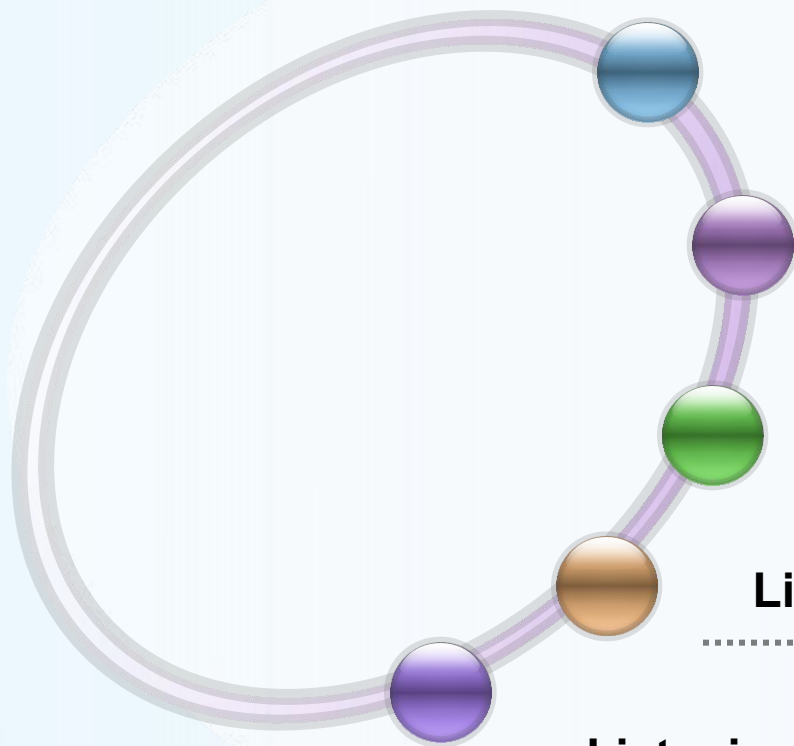
---

---





# Listening



**Listening Task 1**

.....

**Listening Task 2**

.....

**Listening Task 3**

.....

**Listening Task 4**

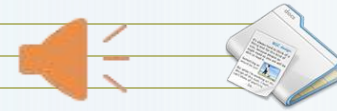
.....

**Listening Task 5**

.....



# Listening task 1



- » 1. Sales of the products.
- » 2. Competition.
- » 3. 8%.
- » 4. Next Wednesday.
- » 5. How the new competitor has managed to seize such a big percentage of the market so quickly.

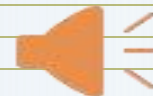
3. What percentage of market share has the new competitor captured?

4. When will they have a meeting?

5. What will they discuss at the meeting?



# Listening task 2



**Task 2** Sam is hosting a meeting to discuss how to improve their situation. Listen to his speech and fill in the blanks with what you hear.



- » 1. falling
- » 2. market survey
- » 3. revealed
- » 4. color selection
- » 5. range



# Listening task 3



**Task 3** After Sam's speech, Mary is expressing her ideas to him. Listen to the conversation and choose the best answer to each of the following questions.



1. What will they do first to improve consumer satisfaction?  
A. To introduce new products.                      B. To provide better after-sales service.
2. How many colors do the vacuums come in now?  
A. Two.                      B. Three.                      C. Four.
3. Which color is NOT mentioned by Mary?  
A. Brown                      B. Orange.                      C. Green.
4. What characteristic do the newer cleaners on the market have?  
A. They are very pretty.                      B. They are very light.  
C. They are very cheap.
5. Who will be needed to solve the noise problem?  
A. Designers.                      B. Salespersons.                      C. Technicians.



# Listening task 4



**Task 4** The meeting continues. Mary and Richard are discussing how to widen their product range. Listen to the conversation and decide whether the following statements are true (T) or false (F).



## New Words

indispensible *a.* 不可或缺的

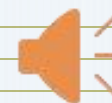
solar-powered *a.* 太阳能供电的

- » 1. **F**  1. 20% of their customers think that they don't provide enough color choice.
- » 2.  2. Mary thinks they should introduce some new products which can do cleaning tasks.
- » 3. **T**  3. Richard thinks that introducing new products is very difficult.
- » 4. **F**  4. The traditional household vacuum cleaners are easy to clean a keyboard.
- » 5. **F**  5. Mary thinks a desktop vacuum can serve a decorative function.
- » 5. **T**





# Listening task 5



**Task 5** Sam is making a closing speech for this meeting. Listen to the speech and match the people with the correct information.



1. A

1. Summarize their suggestions

A. Richard

2. A

2. Report consumer feedback to the two department managers

B. Mary

3. B

3. Communicate with the manager of the Technical Department

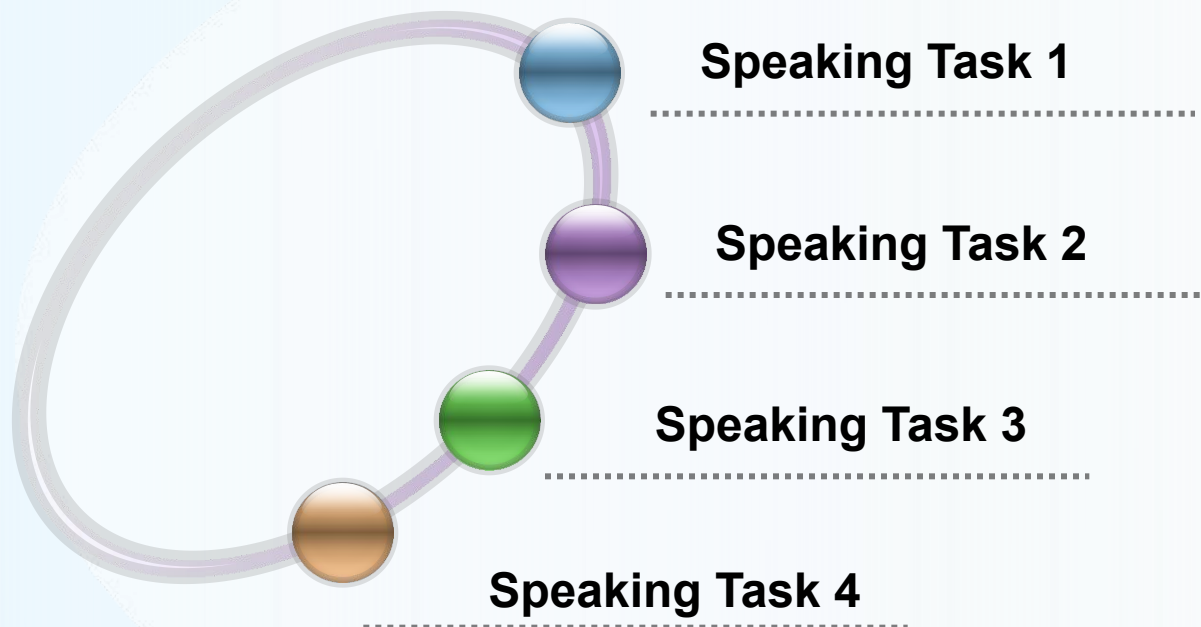
4. A,  
B

4. Work out details





# Speaking



# Speaking task 1

**Task 1** Work in pairs. Suppose the Sales Manager Tim is talking about a product of his company with his assistant Zhao Hua. Practice making a conversation between them with reference to the expressions below.



## » Sample

A: How about the sales of our new product these days?

B: It's declining.

A: What's the main problem?

B: I think the major problem is that the sales promotion is not effective.

A: I want to have a meeting to discuss it.

B: OK, I will arrange it.



# Speaking task 2

**Task 2** Work in pairs. Practice introducing a new product your company has developed to your client. Refer to the following tips if necessary.



## » Sample

A: Good morning, Madam. Is there anything I can do for you?

B: Good morning. I'd like to buy a desktop vacuum.

A: Would you like to have a look at our vacuum here?

B: Yes, thank you. Well, this one looks very nice. Can you tell me about this type?

A: Yes, of course. This model is our latest product. It was launched this spring. As you can see, it has a round shape. Compared with our other products, it is smaller in size and lighter in weight.

B: What color does this type have?

A: Red, purple and white.



# Speaking task 3

**Task 3** Work in pairs. John, the Marketing Manager, is discussing the measures to improve consumer satisfaction with his colleague Tony. Practice making a conversation between them according to the following instructions.



## » Sample

A: The survey shows that 68% consumers are not satisfied with our after-sales service.

B: I think we'd better identify the specific reasons.

A: I agree with you.

B: Then what should we do?

A: I want to have a meeting to discuss it.

B: I'll arrange it.



# Speaking task 4

**Task 4** Work in groups. You are holding a meeting to discuss how to improve your company's product. Practice making a closing speech according to the following instructions.



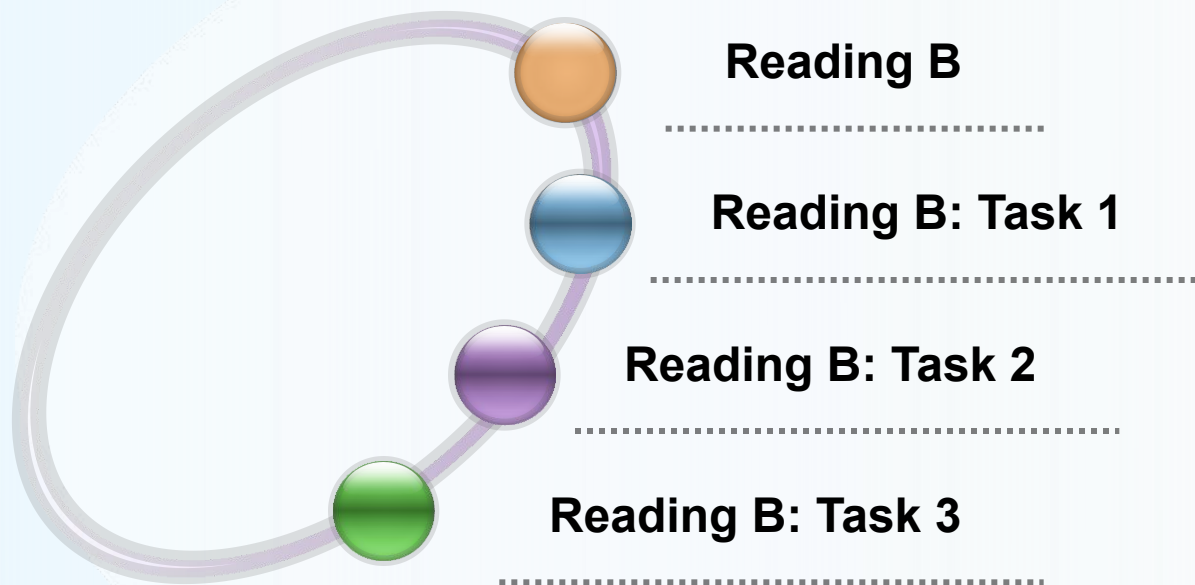
## » Sample

All right, we've finished the agenda, and we've already known what we should do next. Tina, please summarize our suggestions about product modification. Bob, please communicate with Technical Department. We'll have a meeting next Monday. Thank you all again.





# Reading B





# Reading B



翻译

## The Failure of New Coke

- » Coca-Cola is responsible for one of the biggest blunders in marketing—New Coke. New Coke was developed because of blind tasting tests. Conducted in 1985, it was found that people preferred Pepsi to Coke. The revelation was startling and Coca-Cola decided that it was time to change their formula to make it sweeter and more like Pepsi. After months of work on tweaking the formula, doing blind tasting tests, researching and changing their packaging, New Coke was launched.
- » Spending millions of dollars and extensively measuring consumer opinion, however, did not ensure success. Coca-Cola's market research failed to identify the high level of brand loyalty to the original formula. As a result, the lack of interest in New Coke when it was introduced to the market came as a surprise.



# Reading B



翻译

- » Spending more than two years testing a reformulation of Coke, how did Coca-Cola misjudge the market so much? According to some analysts, the company made serious methodological mistakes in constructing its blind tasting tests. When testing for the new formula, the company used three different formulations, which were tested against traditional Coke and Pepsi. Of the 200,000 consumers who took the test, however, only 30,000 or 40,000 actually tasted the new formula which was finally introduced.



# Reading B: Task 1

Task 1 Read the passage and answer the following questions.

- » 1. Because the blind tasting tests conducted in 1985 found that people preferred Pepsi to Coke.
- » 2. Coca Cola neglected the high level of brand loyalty to the original formula and made serious methodological mistakes in blind tasting tests.
- » 3. (Open answer)



# Reading B: Task 2

Task 2 Match the following terms with their Chinese meanings.

- » 1. b
  - » 2. h
  - » 3. e
  - » 4. g
  - » 5. a
  - » 6. d
  - » 7. f
  - » 8. c
1. blind tasting
  2. consumer opinion
  3. brand loyalty
  4. methodological mistakes
  5. original formula
  6. misjudge the market
  7. be responsible for
  8. take the test

- a. 原始配方
- b. 盲品
- c. 参加测试
- d. 错误判断市场状况
- e. 品牌忠诚度
- f. 对……负责
- g. 方法论错误
- h. 消费者意见





# Reading B: Task 3

Task 3 Translate the following paragraph into Chinese.

With today's rapid changes in technology, almost every product will undergo some sort of modification during its lifetime. This idea is demonstrated by the Product Life Cycle concept. To be precise, it describes the stages a product goes through from its introduction, to its growth until it is mature and then finally its decline. Moreover, it's associated with changes in the marketing situation, thus impacting the marketing strategy and the marketing mix as well.

- » 当今科技发展日新月异，几乎每个产品在其存在期内都会经历某种改变，产品生命周期概念就体现了这一观点。准确地说，产品生命周期描述的是产品经历的四个阶段：引入期、成长期、成熟期、衰退期。此外，产品生命周期还与营销状况的变化有关，因此，对营销策略和营销组合也有影响。



# Writing

**Task** Suppose you are Charles Milton, the marketing manager of Kellogg's. Write a memo to all staff of the Marketing Department. The following details should be included.

## Memo

- » To: All Staff of the Marketing Department
- » From: Charles Milton
- » Date: March 24, 2012
- » Subject: Marketing Strategy Discussion

- » After serious consideration, Kellogg's has determined to extend the life cycle of Nutri-Grain. A marketing plan will be distributed to all staff of the Marketing Department soon. All members should read it carefully. A meeting will be held on March 25, 2012 at 9 a.m. in the meeting room to discuss the details of its implementation. Please attend the meeting on time.



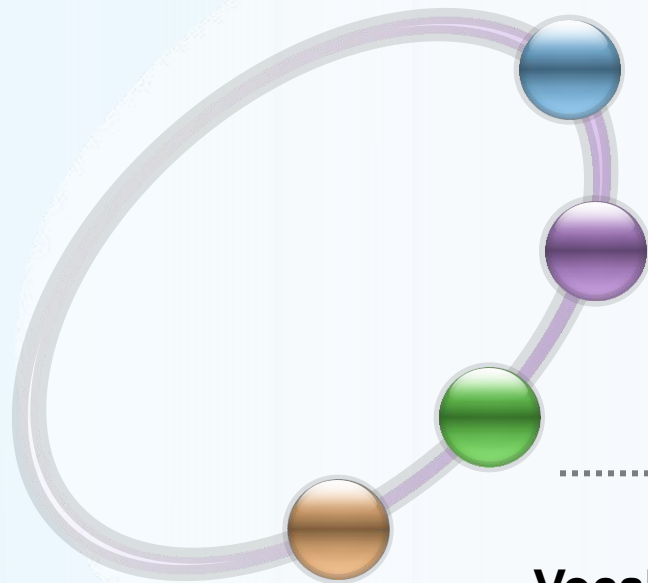


# Project

This project requires Ss to solve the problems of a product. Ss will work in teams. First, they will search the information online about a product so as to introduce it to the class. Then they should identify the problems existing in the products presented. Finally, Ss should find the solutions to these problems. In order to do it well, Ss should use what they've learned from previous activities.



# Vocabulary and Structure



**Vocabulary: Task 1**

.....

**Vocabulary: Task 2**

.....

**Vocabulary: Task 3**

.....

**Vocabulary: Task 4**

.....



# Vocabulary & Structure: Task 1

**Task 1** Fill in the blanks with the words from this unit that match the meanings in the column on the right. The first letters are already given.

- |                 |   |
|-----------------|---|
| » 1. portable   | able to be carried or moved easily  |
| » 2. flavor     | the particular taste of a food or drink   |
| » 3. snack      | a small amount of food that is eaten between main meals or instead of a meal                  |
| » 4. blunder    | a careless or stupid mistake  |
| » 5. startling  | very unusual or surprising  |
| » 6. misjudge   | to form a wrong or unfair opinion about a person or a situation                               |
| » 7. maximum    | being the greatest quantity or the highest degree that has been attained                      |
| » 8. cereal     | a plant grown to produce grain, such as wheat, rice, etc.                                     |
| » 9. revelation | a surprising fact about someone or something that was previously secret and is now made known |
| » 10. loyalty   | the quality of remaining faithful to your friends, principles, country, etc.                  |

# Vocabulary & Structure: Task 2

**Task 2** Fill in each blank with the appropriate form of the word given in brackets.

1. I won't know precisely (precise) what the job involves until I actually start.
2. We must make maximum (maximize) use of the resources available.
3. The book was originally (original) conceived as an autobiography, but it became a novel.
4. He reads quite extensively (extensive) and knows a lot about the classics.
5. She wants to buy directly from the manufacturer (manufacture) and cut out the middleman.
6. China will steadily (steady) expand institutional opening-up with regard to rules and regulations.
7. You will find these meals quick and convenient (convenience) to prepare.
8. It was difficult to sway John over to our side because of his fierce loyalty (loyal) to the boss.
9. I tried to get her to settle down and eventually (eventual) got her to stop crying.
10. The documents have been typed into a portable (portability) computer.





# Vocabulary & Structure: Task 3

**Task 3** Complete the following sentences with the words or phrases given below. Change the form if necessary.

originally      cereal      snack      blunder      all-day  
misjudge      chip away at      flavor      in the case of      market share

1. Fears about the future **chipped away at** her sense of well-being.
2. He's honest, and you **misjudge** him if you think he isn't.
3. **In the case of** Europe the issue is complicated by market interventions and politics.
4. With market penetration as the pricing goal, the seller sets a low price and aims for fast growth of **market share**.
5. It was because of lack of education in childhood that he committed such a **blunder** now.
6. I only have time for a **snack** at lunch.
7. **Cereal** crops are the main food of our daily life.
8. **Originally**, we had intended to go to Japan, but then we won the trip to the US.
9. Let me give you some brochures. You'll notice there are morning, afternoon, and **all-day** tours.
10. It is stronger in **flavor** than other traditional cheese.





# Vocabulary & Structure: Task 4

**Task 4** Translate the following Chinese into English using the words or phrases given in brackets.

1. We tried to figure out how we could build the brand (找到建立品牌的方式). (build the brand)
2. We keep improving our work with no exception of the trifles (即使是小事也不例外). (no exception)  
chipped away at competitors' profits by
3. Companies undercutting their product prices (通过降价来减少对方的利润). (chip away at)
4. There was a decline in holiday sales (假期销售额有所下降) over the past five years. (decline)
5. The task will require you to use your skills to the maximum (最大限度地发挥你的技能). (maximum)



# Reading A Backdrop

## » *Product life cycle*

- ✓ The product life cycle is an important concept in marketing. It describes the stages a product goes through from when it is first thought of until it is finally removed from the market. Not all products reach this final stage. Some continue to grow and others rise and fall. The main role of the product life cycle in marketing is forecasting sales. The different stages of product life cycles from introduction to maturity are inevitable and typically correspond with foreseeable increases and decreases in revenue.

back



# Reading A Translation

## » 产品生命周期

- ✓ 每个产品都有自己的生命周期：“出生”、“成长”、“成熟”，直至最终“离世”。产品生命周期体现了销售额随产品所处阶段不同而发生的变化。
- ✓ 家乐氏营养谷物棒最初是为那些忙得无暇吃早饭的人推出的，主要提供易携方便的营养谷类早餐。其生命周期如下：
  - ✓ 1. 引入期
- ✓ 许多产品刚上市时都有不错的销量，家乐氏营养谷物棒也不例外。它1997年一上市就大获成功，仅仅两年时间便在日渐壮大的谷物棒市场占据了近50%的市场份额。



# Reading A Translation

## » 产品生命周期

### ✓ 2. 成长期

- ✓ 家乐氏营养谷物棒因公司的大力宣传而广为人知，销售额稳步增加。通过在原产品基础上开发新口味和新样式，其增长势头一直维持到2002年。这对公司来说是件好事，因为生产成本，如购入新机器或设备的成本没有增加。家乐氏营养谷物棒的市场地位也发生了变化，从以前“错过的早餐”渐渐变成了“全天候”的健康快餐。



# Reading A Translation

## » 产品生命周期

### ✔ 3. 成熟期

- ✔ 成功的产品会引发其他企业的竞争，进而也开始销售类似产品，此时就进入了产品生命周期的第三阶段——成熟期。此阶段利润最大，企业可将利润用来继续打造品牌。然而，由于家乐氏公司自身以及其他生产商生产的其他品牌的竞争产品，使得家乐氏营养谷物棒的销量减少，并削弱了其市场地位。
- ✔ 并非所有产品都会按部就班地经历这几个阶段，各阶段的时间长短也有很大差别。例如，成长期可能历时仅几个月，也可能像家乐氏营养谷物棒那样长达几年。





# Reading A Translation

## » 产品生命周期

### ✔ 4. 衰退期

- ✔ 显然，此时家乐氏公司必须作出重大商业决策，其销售额在下降，产品处于衰退期，市场份额在缩减。家乐氏公司应让该产品退出市场，还是应该延长其生命周期？



# Listening task 1 Script



- » Sam: How are sales these days?
- » Lily: Not good.
- » Sam: What's the problem?
- » Lily: The competition! Our cleaners are all at the relatively mature stage in their product cycle.
- » Sam: Yes?
- » Lily: Last month a new competitor entered the market. And in a very short time, they have captured 8% market share.
- » Sam: That means we're losing market share?
- » Lily: Yes. That's it.
- » Sam: We need to figure out how they have managed to seize such a big percentage of the market so quickly. Next Wednesday I want to have a meeting to discuss it.
- » Lily: OK, I'll arrange it.



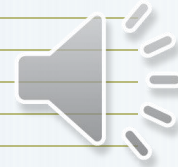
# Listening task 2 Script



- » Hello everyone. Thank you all for coming.
- » As you know, our market share has been 1. falling recently. In addition to the competitive impact of a newcomer in the market, I think we need to look at the situation from our side. So we carried out a 2. market survey last week, hoping to figure out what our consumers think about our products. These are the results of the survey. Lily, would you please distribute the handouts?
- » As you can see, the survey has 3. revealed some problems. First, there appears to be some major drawbacks to our products. 15% of our customers say that our products are not very easy to use; 10% think our cleaners are noisy; 20% think our 4. color selection is very limited. Second, it seems that our 5. range is not wide enough. 20% of our customers think that we don't provide enough choice. So our main aim today is to discuss what measures we should take to improve the situation.



# Listening task 3 Script



- » Mary: I think we should first modify our existing products to improve consumer satisfaction. The limited color selection problem is easy to solve. Just add new colors.
- » Sam: What colors do our vacuums come in now?
- » Mary: Red, yellow and blue. Only three colors.
- » Sam: Yes, that is a very limited choice.
- » Mary: Multiple color options help to retain loyal customers. I think we should think about what is fashionable, maybe purple, green or orange. Bright sharp colors seem to be in fashion these days.
- » Sam: OK. Then, what should we do to make our cleaners easier to use?
- » Mary: I think we should first figure out what has caused the problem. The newer cleaners on the market are lighter so maybe ours seem difficult by comparison. Could we do anything about that?
- » Sam: Yes, that's a good point. We'd better communicate with the Technical Department and see what they can come up with. We also need technicians to solve the noise problem.



# Listening task 4 Script



- » *Mary: 20% of our customers think that we don't provide enough choice. I think we should try to introduce some new products to give more varieties. So far we have mainly produced traditional household vacuum cleaners but vacuums aren't much use for some cleaning tasks—cleaning a keyboard, for example.*
- » *Richard: I agree with you. Nowadays, computers are indispensable, but dust, dirt and hairs do find their way into the keyboard. Cleaning a keyboard is difficult.*
- » *Mary: You're right, Richard. So how about we develop a desktop vacuum? Lightweight, portable, solar-powered...*
- » *Richard: And in different shapes—mushrooms, cats, cars, even cartoon type facial expressions.*
- » *Mary: Yes, they could look cute. They'd be a wonderful desk decoration and very popular, I think.*
- » *Richard: I'd buy one!*
- » *Mary: Yes, me too and they'd make great gifts. I'm sure such a smart product would gain popularity fast.*





# Listening task 5 Script



- » All right, I think we've discussed all we need to do to improve our current situation. We all agree that to retain market share, we must modify our products and widen our product range. However, this task can only be accomplished with the coordination and cooperation of both the Production Department and the Technical Department. So we need close communication between the two departments.
- » Richard, please summarize our suggestions about product modifications and report to the two department managers along with consumer feedback. Ask for their first thoughts before the end of the week, please. The desktop vacuum seems a very good idea. Mary, you are responsible for communicating with John, the Technical Department Manager. You'd better work out details with Richard after the meeting. I really hope these measures will help us improve the current situation. OK, I declare this meeting closed. We'll meet again next Monday at 9 a.m.



# Reading B Translation

## » 新可乐的失败

- ✔ 推出新可乐是可口可乐公司最大的营销失误之一。新可乐的研发源于1985年的盲品测试。测试结果显示：相比于可口可乐，人们更喜欢百事可乐。这样的结果令可口可乐公司大为吃惊，于是决定改变配方使之口味更甜，与百事可乐更接近。经过数月的努力——调制配方、盲品测试、调查研究并更换包装，新可乐最终上市。
- ✔ 然而，耗资数百万美元、广泛征求消费者意见并没有确保新可乐的成功。可口可乐公司的市场调研未能认识到消费者对原始配方的高度忠诚。因此，当新可乐上市后，消费者对此新产品并不怎么感兴趣，这让可口可乐公司感到意外。



# Reading B Translation

## » 新可乐的失败

- ✔ 可口可乐公司花了一年多的时间来测试新可乐配方，可为什么会如此严重地误判市场？据一些分析师分析，可口可乐公司在做盲品测试时在测试方法上犯了严重错误。在测试新配方是否受欢迎时，可口可乐公司提供了三种不同配方的可乐，即新可乐、传统配方可乐和百事可乐。然而，在参与测试的20万消费者中只有3万人或4万人真正尝到了最终推出的新配方可乐。





**Thank You !**

市场营销英语  
*English for Sales and Marketing*