



# Unit 7

## Product Presentations

# Product Presentations

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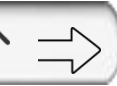
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# Warm-up



Work in pairs. Look at the picture of a digital camera. What would you like to know about it before purchase? And what would you ask the salesperson to find the related information?

### Hints:

- What is the size of the product?
- How many colours does it come in?
- How heavy is it?
- What are the main features of it?
- How much does it cost?
- How long is the warranty?
- How long does the battery last?
- How about its maximum pixels?





# Listening Practice



## *New Words and Expressions*

rayon *n.* 人造丝


durable *adj.* 耐用的

PDA (personal digital assistant) 掌上电脑


waterproof *adj.* 防水的

stylish *adj.* 时髦的





**Task 1 Below are some sentences used to describe product specifications and features. Fill in the missing words according to what you hear.**

- 
- (1) This shirt feels smooth since it is made of rayon.
  - (2) This kind of truck is 6 metres long, 3.2 metres wide, and 3.5 metres high. Its maximum load is 8 tons.
  - (3) The clock is shaped like a pumpkin.
  - (4) Our products are elegant, durable, small in size, light in weight and reasonable in price.
  - (5) Our product is the best-selling model of its kind.
  - (6) The main selling point of this PDA model is its large memory.
  - (7) This biscuit comes in 5 flavours.
  - (8) The volume of this container is 2 litres.
  - (9) Maybe this watch is a bit expensive, but it is waterproof and stylish.


**Script**







# Script



(1) This shirt feels smooth since it is made of rayon.

(2) This kind of truck is 6 metres long, 3.2 metres wide, and 3.5 metres high. Its maximum load is 8 tons.

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## Task 2

### *New Words and Expressions*

microwave oven 微波炉

warranty *n.* 保证, 保修期

delivery *n.* 交货

filing cabinet 档案柜, 文件柜

guarantee *n.* 保证, 保修单

multipurpose *adj.* 多功能的

inkjet *adj.* 喷墨的

## Task 2

1. At a trade fair, a department store buyer from Pakistan talks to a Chinese salesgirl about microwave ovens. Listen and complete the chart.

**Model:** 1) B414

**Target market:** people with 2) small kitchens

**Colours:** white, 3) black, grey

**Features:** user-friendly 4) design, 5) easy to operate

**Warranty:** 6) 12 months

**Price:** 7) \$48

**Delivery:** within 8) 5 days

**Script**





# Script

*Seller:* Can I help you, sir?

*Buyer:* I'd like some information about your microwave ovens.

*Seller:* OK. What would you like to know?

*Buyer:* What's your most popular model?

*Seller:* Well, our most popular model is the B414. Here, this one. As you can see, it looks good and the price is low.

*Buyer:* What's the target market?

*Seller:* It's for people with small kitchens.

*Buyer:* I see. How many colours?

*Seller:* It comes in 3 colours—white, black and grey. The white one is the best seller.

*Buyer:* Does it have any special features?

*Seller:* Yes, its user-friendly design. You can try it to see. It's easy to operate.

*Buyer:* Hmm, how about the warranty?

*Seller:* 12 months.

*Buyer:* And how much is it?

*Seller:* The trade price is 48 US dollars.

*Buyer:* That's not bad. One more question: what about delivery?

*Seller:* We can deliver within 5 days.

*Buyer:* OK. Thank you. I'll get back to you.



## Task 2

2. Listen to a telephone conversation about the supply of office furniture and complete the chart below.




Item	Spec.	Height (in.)	Length (in.)	Width (in.)	Thickness/Depth (in.)	Unit price	Guarantee period (mo.)
Filing cabinet		54.5		16	39	\$748	18
Computer desk		30		48	27	\$199	
Printer		4	8	6		\$112	

**Script**





# Script



*Seller:* Hello. Jason Office Products. What can I do for you?

*Caller:* I'm calling about office furniture and equipment.

*Seller:* Could you tell me what you need?

*Caller:* Well, I think we need 2 filing cabinets with locks that are suitable for files with large pages. Is that type of cabinet available?

*Seller:* Yes, We have 3 kinds of those cabinets available right now, two with three drawers and one with 4 drawers.

*Caller:* I prefer the one with four drawers. It will hold more files, right?

*Seller:* Yes, but it takes up more room. It's 54-and-a-half inches high and 16 inches wide.

*Caller:* That's fine. Hmm... I need to know how deep each drawer is.

*Seller:* 39 inches.

*Caller:* What's the unit price?

*Seller:* It has been selling for a 20% discount since yesterday. It's only \$748 now.

*Caller:* It's still expensive.

*Seller:* Yes, it's not cheap, but I'm sure it's the best cabinet you'll find in town. It's all steel and the guarantee period is 18 months!





# Language Focus A



## Giving general information about a product

This is one of our latest designs/top brands.

It's our best-selling...

It can be used for...

This is equipped with...

This is priced at...

This type of product comes in... colours/flavours.

The main selling point of it is...

Our product is elegant, durable, small in size, light in weight and reasonable in price.

It's 20 inches long/wide/high/thick/deep.

We have a large range of sizes.

Its safety features are state-of-the-art.

This item is far above standard quality.



## Describing the quality and performance

automatic	patented
shrink-proof	wrinkle-free
sound-proof	battery-operated
superior	foldable
washable	fragile
shock-resistant	waterproof

## Describing the style

antique	distinctive
fantastic	elegant
ornamental	conventional
exotic	showy
dated	extravagant
stylish	

## Describing the craftsmanship and workmanship

authentic	exquisite
delicate	elaborate
handmade	superior
exceptional	intricate







## Follow-up Practice

### *New Words and Expressions*

touch-tone *adj.* 按键式的

adjustable *adj.* 可调整的

audio *adj.* 声音的

preview *n.* 预览

block *v.* 阻挡



## Follow-up Practice

1. Listen to the sales presentation of a new videophone, then complete the table below.

### VIATV DESKTOP VIDEOPHONE

Appearance: \_\_\_\_\_

small and elegant

User-friendliness: \_\_\_\_\_

easy to set up: all you need is a touch-tone phone; as easy to use as making a normal telephone call

Special features: \_\_\_\_\_

full-colour motion video; adjustable picture setting; good audio quality; preview mode; privacy mode

Methods of promotion: \_\_\_\_\_

on a special offer


2. Work in pairs. Discuss the question: Who will be the target customers of such a desktop videophone?

**Script**





# Script



Do you have friends or family members you would like to see more often? When you phone colleagues, would you like to see their faces? The ViaTV Desktop videophone means that you can!

As you can see, it's small, elegant and ideal for the office or home, even for business trips. It's very easy to set up: all you need is a touch-tone phone. You don't need a computer or any special software. It's also very easy to use, as easy as making a normal telephone call.

The ViaTV Desktop videophone has many features. First, it has full-colour motion video which means you can see the other person's gestures and changes of expression. The picture quality is excellent. Second, it has an adjustable picture setting that enables you to change the mode to get an ideal image even for viewing designs or documents. Third, its audio quality is exactly the same as a normal telephone call.

In addition, the ViaTV Desktop videophone has a preview mode so that you can check what you look like before the other person sees you! And finally, the privacy mode is an important feature. You can use it to block the image but keep the voice connection.

Now, of course, just as with any means of communication, it's worthwhile to have a set. We have a special offer on at the moment, so now is the time to buy the ViaTV Desktop videophone. Put yourself in the picture!





# Video 1

Which one is better?



## *New Words and Expressions*

bulk *n.* 大量

nuisance *n.* 讨厌的事

on-site service 现场服务

refund *n.* 退款





## Pre-viewing

1. Work in pairs. Discuss the question: What are the qualities of a good sales representative?

### Hints:

- Good qualities of a sales representative: easy-going, eloquent, sociable, adaptable, patient, technically proficient...



2. Look at the following pictures to have a rough idea of the video.  
Think of some questions that Helen may ask.

Product



Canon photocopier

Buyer



Helen White, a clerk  
from the AAA Sports  
Company

Seller



David Brown, a shop  
assistant at L&Z Office  
Supply Retail Store

Setting



Helen White comes  
to L&Z to ask for  
information about a  
photocopier.





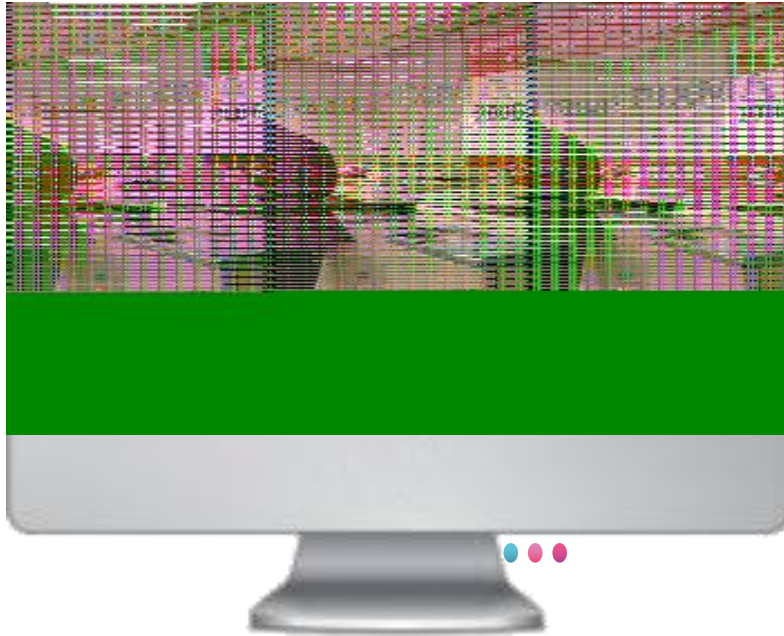
## Viewing

1. Watch the video and tick the items Helen asks about.

### Checklist

#### Does she ask about

- |   |  |
|---|--|
| <input type="checkbox"/> Size                 | <input type="checkbox"/> Colour              |
| <input type="checkbox"/> Brand                | <input type="checkbox"/> Capacity            |
| <input type="checkbox"/> Selling point        | <input type="checkbox"/> Price               |
| <input type="checkbox"/> Discount             | <input type="checkbox"/> After-sales service |
| <input type="checkbox"/> Money-back guarantee | <input type="checkbox"/> Insurance           |
| <input type="checkbox"/> Delivery             | <input type="checkbox"/> Warranty            |



## Script



# Script

*(Helen White comes into an office furniture retail store. The shop assistant David Brown meets her.)*

**David:** Good morning.

**Helen:** Good morning. Have you got the Canon iR2270 photocopier?

**David:** Yes, madam. It's right here.

**Helen:** Great! How much is it?

**David:** Let me see... iR2270, hmm, \$2,450.

**Helen:** Woo, it's not cheap!

**David:** Yes, the price is a bit high, but it makes the best copies in the shortest time. It has been the best-seller for 3 months.

**Helen:** I know it's good. We have one in our office. But I'm afraid my boss won't like the price. Can you give discounts for bulk? We want to buy 4 of them.

**David:** In that case, we can cut the price to \$2,330.

**Helen:** \$2,330... That's about a 5% discount. Right?

**David:** Yes, that's the lowest price we can offer.

**Helen:** OK. How long is the warranty? One year?

**David:** Three years from the date of purchase.



# Script

**Helen:** Good. How about its after-sales service? You know, photocopiers have jamming problems all the time. It's a real nuisance!

**David:** I can assure you that you won't have much problems with this model. Besides, we offer free on-site service for the length of the warranty. And then \$150 a year after that. If there's something wrong with the machine, just contact us. We'll send a technician over as soon as possible.

**Helen:** Good. And what about the guarantees?

**David:** Well, there's a 7-day money-back guarantee if you're not satisfied with the machine. Or if you have any problems, just bring it in and you can have a refund.

**Helen:** Fine. Oh, one more thing. How soon can you deliver them to our office?

**David:** Well, I'm afraid there's a slight delay on orders at the moment. We could send them to you at the end of the month.

**Helen:** You mean we have to wait for 3 weeks!

**David:** I'm afraid so.

**Helen:** That will be too late! We need them next week.



# Script

**David:** Er, how about this one, iR2010? We have plenty of this in stock. If you place the *order* now, you can have them by tomorrow at noon.

**Helen:** I don't know. How does it compare with iR2270?

**David:** They are a similar size and have similar functions. The only difference is iR2270 can print 22 copies a minute, while iR2010 prints 2 copies less.

**Helen:** That doesn't matter. How much is this one?

**David:** \$2,200 each, if you buy 4.

**Helen:** \$2,200. That's...

**David:** That's \$130 less than the iR2270.

**Helen:** Sounds not bad. I think we could have these.

**David:** Do you want to place the order now?

**Helen:** Yes. But can you first show me how it works?

**David:** Sure. You see these buttons here?





## Viewing

2. Work in small groups. Watch the video again and complete the table below.

Series No.	Price	Warranty	Capacity (pages per minute)	Service contract	Money-back guarantee	Delivery
Canon iR2270	\$2,330	3 years	22	free 3yr, \$150/yr after 3yr	7 days	3wk
Canon iR2010	\$2,200		20			24hr



## Post-viewing

Work in pairs. To be a good sales representative, you have to explain the operation process and answer some technical questions. Continue with the video to explain how to operate a photocopier. Go to learn about a real photocopier if you don't have a clear idea of how it works. You can refer to the following expressions.



### For the salesperson

#### To explain the order in which certain things are done:

First of all...

The next thing you have to do is...

And then...

Finally...

#### To add a further point:

Make sure to...

Oh, by the way, don't forget to...

Be careful not to...

#### To check that the other person is following you and has understood what you said:

OK, so is that clear?

Does that seem to make sense?

So there we are. Do you have any questions?





### For the customer

#### **If you want to ask the salesperson to explain something to you:**

Excuse me, could you show me how to...?

I wonder if you could tell me how this works.

#### **If you haven't understood the explanation, or if you can't follow the instructions:**

I'm sorry. I didn't quite follow you there.

I'm sorry. What did you say about the name of that part?





# Language Focus B



## Comparing products

Compared with other competing products, ours looks better and is lower in price.

Our latest cellphone is much lighter and slimmer than its competitors.

This refrigerator is more environmentally friendly/eco-friendly.

Our product is the best-selling model of its kind.

## Asking for product information

What does the guarantee cover?

Do you offer after-sales service?

How does it work?

How many colours does it come in?

How do you install it?

Does the battery last long?

How long/wide/high/thick/deep is it?

What's its length/width/height/thickness/depth?

What are the main/unusual/distinguishing selling points of your product?

What's it made of?



## New Words and Expressions

humanoid *adj.* 有人的特点的

debut *v.* 初次推出, 介绍

tray *n.* 托盘

predecessor *n.* 前任

mobility *n.* 灵活性

cart *n.* 手推车

agile *adj.* 敏捷的, 灵活的

## Follow-up Practice

1. Do you want a robot to cook your dinner, do your homework, clean your house, or get your groceries? ASIMO can do almost everything you want! Listen and fill in the specifications and features of this capable robot.

### Honda ASIMO Robot

#### Specifications:

Items	1st ASIMO	New ASIMO
Height	1) <u>120cm</u>	3) <u>130cm</u>
Weight	2) <u>43kg</u>	4) <u>54kg</u>
Running speed	<u>                    </u>	5) <u>6km/h</u>

#### Features:

##### 1st ASIMO: (Compared to P3)

- 6) smaller and lighter
- more people-friendly
- 7) design more advanced walking technology
- 8) simple operation
- increased range of arm movements

##### New ASIMO: (Compared to 1st ASIMO)

- taller and 9) heavier
- more agile
- can 10) walk alongside its controller
- can move carts and other objects around at will
- can act as a 11) receptionist
- can 12) deliver drinks on a tray
- can run at 6km/h, and 13) turn while running



# Script





# Script

From Honda Motor Company comes a new small, lightweight humanoid robot named ASIMO that is able to walk in a similar manner to a human being's. ASIMO is an abbreviation for "Advanced Step in Innovative Mobility". It is an amazing product that can be helpful to people as well as of practical use in society.

Compared to Honda's previous walking robot P3, made in 1997, ASIMO is smaller, lighter and its design is more people-friendly. P3 is 160cm tall and weighs 130kg, while ASIMO's height is only 120cm and its weight has been reduced to a mere 43kg. Other special features include more advanced walking technology, simplicity of operation and an increased range of arm movements.

In December 2005, Honda debuted the new ASIMO model. This model is 10cm taller and 11kg heavier than the first ASIMO. It can walk alongside its controller, and is able to move carts and other objects around at will. And, with a newly developed total control system, it can act as a receptionist, or even deliver drinks on a tray. The new ASIMO is also more agile than its predecessor, as it is able to run at 6km/h, and even to turn while running.





## Follow-up Practice

2. Work in pairs. Look at the pictures below. Choose one product from each pair and describe it to your partner. Try to prove why it is a better choice than the other one. You may use some of the given expressions.

It's lighter/smaller/cheaper/easier to use than...

It's more fashionable/stylish/comfortable/useful than...

Its battery lasts longer than...

It has more functions/memory than...

It's one of the most reasonably-priced/advanced... on the market.

Its warranty is as long as...

It's not so good as...







**laptop**

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**desktop**

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**iPod**

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**MP3**







## Video 2

**It does more than you expect!**



## *New Words and Expressions*

brochure *n.* 小册子

smart phone 智能电话

antenna *n.* 天线

retail *adj.* 零售的

discount *n.* 折扣



## Pre-viewing

1. Work in groups. Do you have a cellphone? If yes, tell about its advantages and disadvantages. Then demonstrate its functions to your group members.



## 2. Look at the following pictures to have a rough idea of the video.

*Product*



Fora 1300, the latest product distributed by Sunny Electronics

*Presenter*



Tiger Braun, a Project Manager at Sunny Electronics, is going to present the Fora 1300 to his distributors.

*Audience*



Some sales staff of the company responsible for the Chinese market



## Viewing

(2) (3)

1. Watch the video and choose the best answer to each question.

**(1) What's NOT being introduced in the presentation?**

- a. Price.
- b. Specifications.
- c. Warranty.

c

**(2) How does the Fora 1300 compare to the SAMSUNG i700?**

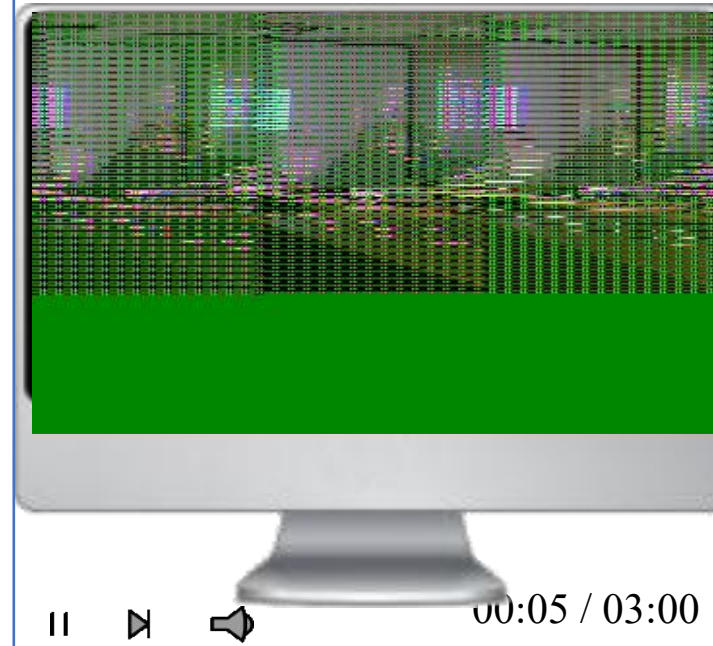
- a. More expensive.
- b. Smaller.
- c. Lighter.

b

**(3) Which statement is NOT true about Fora 1300?**

- a. It can be used to browse the Internet.
- b. It will be launched on January 15th next year.
- c. It's a type of PDA.

b



# Script





# Script

## **It does more than you expect!**

*(Tiger Braun, a Project Manager, is presenting a product to his sales staff.)*

*(The underlined sentences are spoken by one or some of the sales staff.)*

Hello! Am I late?

No, it's 5 to 9.

Good! Have you seen the brochure on the desk?

Yes!

Thank you all for making it here. I know you are busy at this time of the year. Can I take this opportunity to wish you all a merry Christmas!

Merry Christmas! Merry Christmas!

So, everybody's here! Good, then I'll get started.

I've invited you here today to present to you the latest model of our smart phone—I would like to briefly run through the 3 Ps for the new model—the Product, the Place and the Price. Please stop me whenever you've got a question.





# Script

To start with, I'll focus on the features of this new model. Please look at the screen. This is the picture of Fora 1300 and its functions. You see, it's small enough to fit right in the palm of your hand. It measures  $11.2 \times 6.0 \times 2.2$ cm, including the 2cm antenna, just slightly larger than a mobile phone and yet it incorporates a small, yet functional physical keypad.

*Isn't it too tiny to use?*

Well, you can try it when we finish. You'll find it surprisingly easy to use. The screen is  $4.5\text{cm} \times 4.5\text{cm}$ . This phone makes both a great PDA and a cellphone. You can make phone calls and store up to 1,000 contact names. And you can also browse on the Web. It's reliable for light duty. It allows you to perform certain tasks that you would normally need a computer for. For example, when you are in a meeting and someone needs a figure that you know you have received in an email, you can download the email and view the spreadsheet and give the figure. Then you may find yourself rather grateful that your smart phone is more than a cellphone and a PDA.








# Script

Of course, it has all the normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc. plus a built-in camera and speakerphone. In a word, it has just about everything you can think of and it does more than you expect!

OK. Now, let me move on to the next point—the Place. I mean, how we are going to distribute the product and where. The launch date for the Fora 1300 will be January 1st next year so that it will definitely be in the shops in time for the present-buying season at Spring Festival. It will be in stock in all retail outlets throughout the country by then. We will also be making the phone available by mail order and online, with a guaranteed 6 days delivery.

Pricing comes along with the product going on the market. At present, the new model will retail at \$499. That should be quite a reasonable price considering the quality and the advanced features.





Right, I'll stop there. I hope you've got a clearer picture of the Fora 1300. And I hope you will be 100% behind this model.

*Sure, but how does this model compare to our biggest competitor, SAMSUNG i700?*

Good question, Philip. Well, it's smaller in size, and the screen is brighter. The battery lasts longer, and most important of all, it's more user-friendly.

*Is it competitively priced?*

It's set at the same price as SAMSUNG i700.

*It's still a bit more expensive than some products of its kind. It's difficult to get people to pay \$500 for a phone.*

That's true! I know a high price can stop people from considering our product, but we're offering discounts and free Spring Festival gifts.

*That's good. The competition gets tougher every year.*



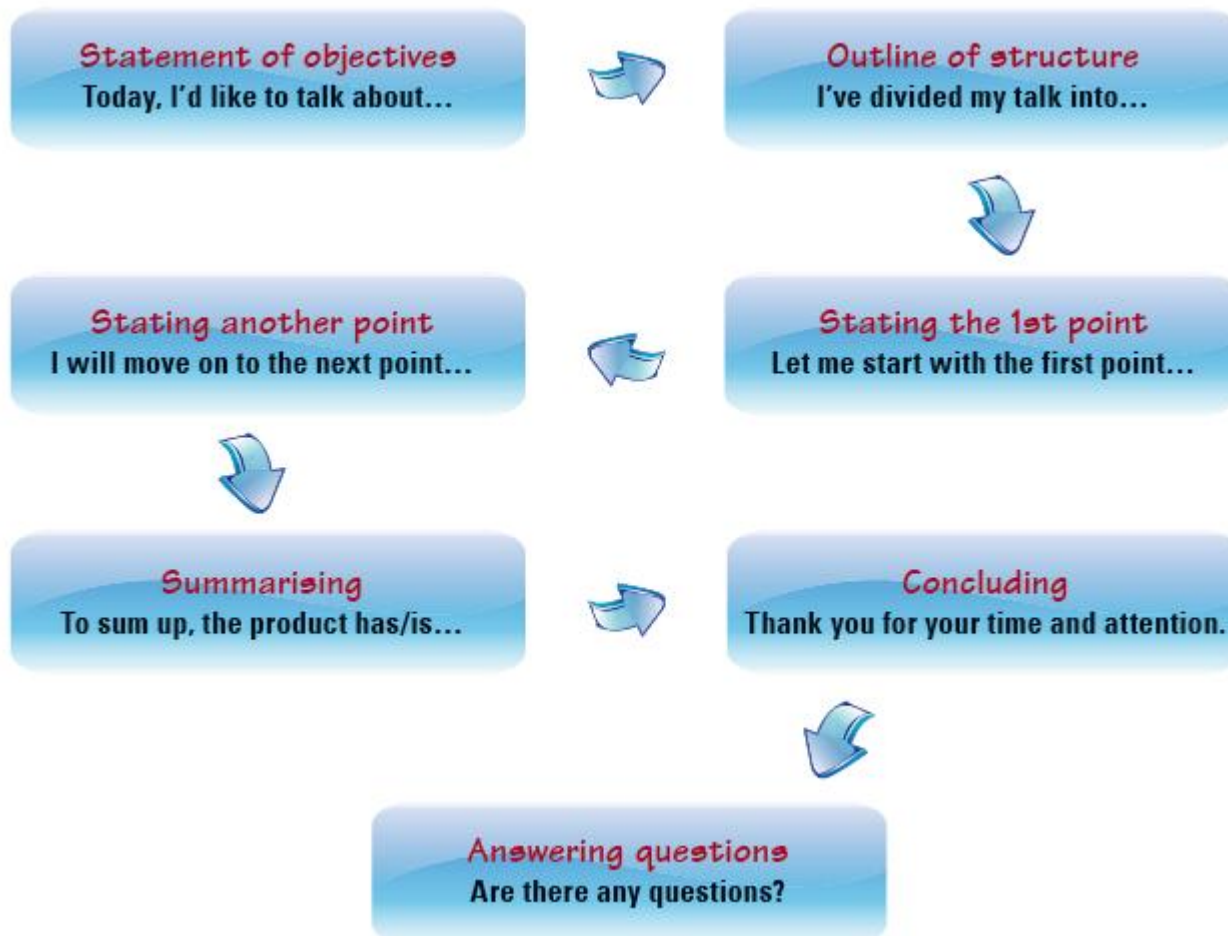
2. Watch the video again and fill in the blanks.

**Features of the Fora 1300**

- It's small enough to fit right in 1) **the palm of your hand**
- It incorporates a small, yet functional physical keypad.
- It makes both a great PDA and a cellphone.
- It can store up to 2) **1,000** contact names.
- It allows you to browse on the Web.
- It allows you to perform certain tasks that 3) **you would normally need a computer for**
- It has normal features such as a clock, alarm, reminders, stopwatch, calculator, games, tone composers, etc.
- It has a built-in 4) **camera** and 5) **speakerphone**

## Post-viewing

1. Work in pairs. A typical product presentation can be divided into several parts as shown in the flow chart below. Work together to build a brief presentation on the new ASIMO model (Refer to Part V Task 1).



## Post-viewing

2. Work in small groups. Think of a new product you've bought lately and show it to the class. Tell students in your group about:

a. the features and selling point of the product

b. why you decided to buy it

c. how you use it



### Sample:

Do you want a robot to cook your dinner, do your homework, or clean your house? Do you want to impress the visitors to your company? Honda ASIMO can do just about everything you want!

As you can see, it's...

Compared to the first ASIMO, this new ASIMO is... It can...

It does more than you expect! Believe it or not, it can lead symphony orchestra! ...

Isn't it amazing? It's an incredibly multipurpose robot. Don't you want to have one? ...

If you order now, you can have one ASIMO in 6 months, tailored to your needs!

Anyone interests in a free try?

The  
give a cl

erson" to



# Business Culture



# How to Introduce a New Product

If you have a great product in your hands to sell and you are wondering how to introduce it, here are some steps to get you to the profit line:

## 1. Prepare for war

If you fail to prepare, you are preparing to fail. So prepare! Just like how a soldier prepares before going to battle! Because this is where consumers either shoot you down or allow you to get their attention and their money. Think about the following questions thoroughly:

- Who are your target customers?
- Where will you engage the customers?
- When will you engage the customers?
- What tools of marketing are you going to use?

## 2. Select the marketing tools

Since you must know a lot about competitive products such as their attributes, price points and the methods used to promote them, you will need to invest in discovering your own ways to introduce your products. For instance, will most of your budget be spent on point-of-purchase advertising to support the retailer's efforts, or will you engage in a robust general advertising program?







### 3. Use effective words

What you say may make or break your great product. You should explicitly say that what you are offering is **NEW** and **GOOD**. You should convey that you are quite **EXCITED** about your product. Otherwise the customers may not know. Here are more words you can choose to use: original, latest, hottest, first of its kind, fastest, advanced, etc.

### 4. Patience, patience, patience

According to a study, it takes around 9 promotion encounters before your target customer considers to buy your product or avail of your service on the condition that your product is of good quality and you make introduction at the right time and right place. So keep trying and be patient to wait for your success. The day when you decide to give up might be just the time your customers almost go to the cash register. This is the most pathetic thing for a salesperson.





# Text Bank

## Sometimes Honesty Is the Best Policy

In more than 40 years as a salesperson, Jacques Werth has accomplished at least two things: He's made a lot of money and learned a lot about sales, enough to write a book entitled *High Probability Selling*. Werth's view of selling is simple but unusual: just be honest. The following is from an interview with Werth.

*Q:* What is the biggest mistake that salespeople make?

*A:* Most people think that it's important to be aggressive in sales, but the opposite is true. Aggressive people are too pushy. They try to persuade people—to convince them to buy.

*Q:* Why? Aren't salespeople supposed to persuade people?

*A:* Most people dislike being persuaded. It's much better to find consumers who want to buy your product and arrive at an agreement that makes everybody happy.

*Q:* How do you do that?

*A:* You find out quickly who isn't going to buy your product and move on. People may be interested, but they're not necessarily going to buy. They just waste your time.

*Q:* So what kind of person makes the best salesperson?

*A:* Honest people who will listen to the customer and tell the truth.

### ***Discussion:***

1. Do you think honesty is the best policy in sales?
2. What do salespeople do to persuade people to buy their products? Which ways are less acceptable?



**THANKS**

