

- 12 a Complete the following tips on emphasising technical advantages using the words in the box.

conventional eliminated enhanced reduced superior

When describing technical advantages, it's useful to emphasise ...

- a (1) _____ performance, compared with the older model of the same product.
- b negative issues that have been (2) _____, or completely (3) _____.
- c special features that differentiate the technology from (4) _____ systems.
- d performance levels that make the technology (5) _____ to the competition.

- b ▶ 1.4 Stefan, an engineer, is briefing some sales colleagues on the advantages of a new pump design. Listen to the briefing and match the tips (a–d) in Exercise 12a to the extracts (1–4).

Extract 1 _____ Extract 2 _____ Extract 3 _____ Extract 4 _____

- c Complete the following sentences from the briefing by underlining the correct emphasising word.

- 1 We've come up with a completely/significantly unique profile.
- 2 It completely/dramatically reduces vibration.
- 3 Machines like these can never be entirely/highly free from vibration.
- 4 The new design runs dramatically/extremely smoothly.
- 5 Another advantage of the new profile is that it's considerably/entirely lighter.
- 6 So compared with our previous range, it's highly/totally efficient.
- 7 Trials so far suggest the design is completely/exceptionally durable.
- 8 We expect it to be entirely/significantly more reliable than rival units.

- d Match the words in Exercise 12c to the synonyms.

considerably dramatically entirely exceptionally highly totally

- 1 _____ / _____ = completely
- 2 _____ / _____ = significantly
- 3 _____ / _____ = extremely

- 13 You are Otis engineers back in the 1850s, when elevators were new. In pairs, prepare a short talk to brief your sales colleagues on the advantages of elevators for lifting people and goods. Emphasise the points below, using the phrases and techniques from this section. Remember that people at this time are sceptical about the technology. Elevators are ...

- safe – a reliable braking system eliminates the danger of a car falling if a cable fails
- simple – they're controlled from the car and are very easy to operate
- convenient – they're easier on the legs than the conventional alternative (stairs)
- valuable – they enhance the value of land by allowing taller buildings on smaller areas

