Lesson
2

WORDS TO LEARN

attract
compare
competition
consume
convince
currently
fad
inspiration
market
persuasion
productive
satisfaction

Marketing

Study the following definitions and examples.

1. **attract** v., to draw by appeal
   a. The display attracted a number of people at the convention.
   b. The new advertising attracts the wrong kind of customer into the store.
2. **compare** v., to examine similarities and differences
   a. Once the customer compared the two products, her choice was easy.
   b. The price for this brand is high compared to the other brands on the market.
3. **competition** n., a contest or struggle
   a. In the competition for afternoon diners, Hector's has come out on top.
   b. The company has decided not to join the growing competition for dominance in the semiconductor market.
4. **consume** v., to absorb; to use up
   a. The business plans consumed all of Fritz's attention this fall.
   b. This printer consumes more toner than the downstairs printer.
5. **convince** v., to bring to believe by argument; to persuade
   a. The salesman convinced his customer to buy his entire inventory of pens.
   b. Before a business can convince customers that it provides a quality product, it must convince its marketing staff.
6. **currently** adv., happening at the present time; now
   a. We are currently exploring plans to update the MX3 model.
   b. Currently, customers are demanding big discounts for bulk orders.
7. **fad** n., a practice followed enthusiastically for a short time; a craze
   a. The mini dress was a fad once thought to be finished, but now it is making a comeback.
   b. Classic tastes may seem boring but they have proven to resist fads.
8. **inspiration** n., a thing or person that arouses a feeling
   a. His work is an inspiration to the marketing department.
   b. Marta's high sales in Spain were an inspiration to other European reps.
9. **market** v., the course of buying and selling a product; n., the demand for a product
   a. When Omar first began making his chutneys, he marketed them door-to-door to gourmet shops.
   b. The market for brightly colored clothing was brisk last year, but it's moving sluggishly this year.
10. **persuasion** n., the power to influence; a deep conviction or belief
    a. The seminar teaches techniques of persuasion to increase sales.
    b. Under his persuasion, she returned to school for her MBA.
11. **productive** adj., constructive; high yield
    a. The unproductive sales meeting brought many staff complaints.
    b. Alonzo is excited about his productive staff.
12. **satisfaction** n., happiness
    a. Your satisfaction is guaranteed or you'll get your money back.
    b. We will print the advertisement to your satisfaction.

LIVEWORKSHEETS

WORDS IN CONTEXT

Read the following passage and write the words in the blanks below.

attract	consumers	fad	persuaded
compared	convince	inspire	product
competes	current	market	satisfied

Yassir is getting ready to realize his dream: opening a business that sells plants on the Internet. After completing a business plan that helped him to determine that there was demand for his (1) _____ in the (2) _____, Yassir is ready to start promoting his business. Having (3) _____ the bank that there was a market—that there were consumers willing to buy plants on the Internet—he needed to find these (4) _____.

Once he has an established base, Yassir, like other business owners, will have to continually (5) _____ new customers. At the same time, he must make sure current customers are (6) _____. In order to be satisfied, (7) _____ customers must be happy with the product they receive. Yassir's job is to (8) _____ these customers to gain their repeat business. To do this, he will have to (9) _____ consumers that he offers a good product at a good price, especially when (10) _____ to the businesses with which he (11) _____. He hopes that Internet plant buyers are here to stay and not just part of a (12) _____.

LIVEWORKSHEETS

WORD FAMILIES

verb	attract	The store's poor location did not help it attract customers.
noun	attraction	Having a clown in the toy store was a foolproof attraction for getting kids to enter.
adjective	attractive	Lou ran his store on an old-fashioned premise: quality merchandise at attractive prices.

verb	compare	She compared the prices before she made a decision.
noun	comparison	There was no comparison in the quality of the two brands.
adjective	comparable	To get an average for home costs, the agent sought prices on comparable homes.

noun	competition	Try to think of yourself as someone who leads the competition.
verb	compete	We competed against three or four other agencies to get this contract.
adjective	competitive	His competitive character made him quite successful in his department.

verb	consume	The analyst was able to consume new information quickly.
noun	consumer	The government tracks consumer spending closely.
adjective	consumable	He ran a study of the use of consumable goods.

verb	market	The sales department disagreed about how to market their newest product.
noun	marketing	A good director of marketing can find a way to sell even an unattractive product.
adjective	marketable	Once the sales manager decided to change the packaging, the product became much more marketable.

noun	satisfaction	Our highest priority is customer satisfaction.
verb	satisfy	Henri was perfectly satisfied with his new fishing rod.
adjective	satisfactory	The rods were not in satisfactory condition.

LIVEWORKSHEETS

WORD PRACTICE

LISTENING COMPREHENSION

CD1
Track 2

Part 1 Photo

Look at the picture and listen to the sentences.
Choose the sentence that best describes the picture.



1. Ⓐ Ⓑ Ⓒ Ⓓ

Part 2 Question–Response

Listen to the question and the three possible responses. Choose the response that best answers the question.

2. Ⓐ Ⓑ Ⓒ

3. Ⓐ Ⓑ Ⓒ

Part 3 Conversation

Listen to the dialogue. Then read each question and choose the best response.

4. Why does the store need to be more competitive?
   (A) There's currently a recession.
   (B) Productivity has dropped lately.
   (C) There's a new competitor nearby.
   (D) New employees have little experience.

5. How will the store attract more customers?
   (A) By giving them trial products.
   (B) By giving them discounts.
   (C) By selling new products.
   (D) By featuring happy customers in ads.

6. Who will the woman call?
   (A) A photographer.
   (B) A photocopy salesperson.
   (C) A customer.
   (D) A marketing executive.

Part 4 Talk

Listen to the talk. Then read each question and choose the best answer.

7. Who would listen to this talk?
   (A) Customers.
   (B) Competitors.
   (C) Students.
   (D) Salespeople.

8. What are they trying to identify?
   (A) Their weaknesses.
   (B) How to price their service.
   (C) Their strong points.
   (D) Who the competition is.

9. Where will the listeners be this afternoon?
   (A) At home.
   (B) In a workshop.
   (C) At a store.
   (D) With a client.

LIVEWORKSHEETS

READING

Part 5 Incomplete Sentences

Choose the word that best completes the sentence.

10. Marketing specialists have conducted extensive studies of what _____ customers to a particular product.
    (A) attractive (C) attracts
    (B) attraction (D) attracting

11. Smart shoppers will _____ similar brands of an item before making a decision.
    (A) compare (C) comparative
    (B) comparison (D) comparable

12. If our work isn't to your _____, please notify us within 60 days.
    (A) satisfy (C) satisfaction
    (B) satisfactory (D) satisfied

13. Manufacturers like to know what features _____ find useful.
    (A) consumers (C) consumption
    (B) consume (D) consumable

14. Without good _____, good products can go unsold.
    (A) market (C) marketed
    (B) marketable (D) marketing

15. A careful analysis of the _____ products on the market indicated that our product lacked innovation and optional features.
    (A) compete (C) competed
    (B) competing (D) competition

Part 6 Text Completion

Choose the word or phrase that best completes the sentence.

Dear Valued Customer,

Smart consumers like yourself are concerned about your family's nutrition. Health is a top priority, and so is value. You want high-quality food products at competitive prices. That's why we are introducing Farm Fresh, our new line of 100% natural and organic frozen dinners. We know you'll love the great natural taste of Farm Fresh dinners such as Turkey and Wild Rice, Wild Salmon with Spring Greens, and Country Chicken with Vegetables. Farm Fresh dinners are __16__ packaged with 100% recyclable materials. But we don't have to use a lot of fancy words to convince you to enjoy Farm Fresh frozen dinners. We will let their great taste __17__ you to keep coming back for more. Please use the enclosed coupons to buy up to six Farm Fresh dinners of your choice at 25% off the usual retail price. We know you __18__ by the great taste and the great price.

Sincerely,

Rosa Martello
National Frozen Foods, Inc.

16. (A) attract
    (B) attractive
    (C) attractively
    (D) attraction

17. (A) persuade
    (B) persuades
    (C) to persuade
    (D) will persuade

18. (A) satisfy
    (B) satisfied
    (C) will satisfy
    (D) will be satisfied

LIVEWORKSHEETS

Part 7 Reading Comprehension

Questions 19–23 refer to the following report.

Catherine Cosmetics Company
Sales Department Meeting Report
March 29, 20—

We reviewed the sales figures for the past quarter. We are currently experiencing a significant drop in sales in our hair care products. This has been going on since the beginning of the year when we introduced the improved version of our top-selling hair care line, *Catherine's Curls*. Our advertising has not been successful in convincing more consumers to buy these products. We know there is a market for products such as these manufactured with 100% natural ingredients and no testing on animals. In fact, our competitors are doing quite well in this area and have been for a number of years. We know from our research that the popularity of all-natural cosmetic products is more than just a passing fad, and this is why we decided to branch out into this area. We have carefully compared our products to those of our three largest competitors. We have looked at product ingredients, packaging, target consumers, pricing, and sales strategies. Our product is similar, or even better, in all ways but one. Our packaging is significantly less eye-catching than that of our competitors, and it does not convey the important aspects of the products to the consumer, that is, that these products are entirely made with natural ingredients. Therefore, in order to attract more customers, we recommend employing a new designer to create better packaging for the *Catherine's Curls* line of products.

19. When did the sales department have a meeting?
    (A) At the beginning of the year.
    (B) In March.
    (C) A quarter of a year ago.
    (D) At the end of last year.

20. Which of the following might be part of the *Catherine's Curls* line of products?
    (A) Shampoo.
    (B) Hand lotion.
    (C) Nail polish.
    (D) Lipstick.

21. According to the report, why are fewer people buying *Catherine's Curls* products?
    (A) The prices are too high.
    (B) The ingredients aren't natural.
    (C) The packages aren't attractive.
    (D) The type of product is not popular.

22. The word *market* in line 5 is closest in meaning to
    (A) product
    (B) factory
    (C) purchase
    (D) demand

23. The word *fad* in line 8 is closest in meaning to
    (A) need
    (B) fashion
    (C) event
    (D) wish

LIVEWORKSHEETS