

Selling a product

1A Think about a product you bought recently, e.g. a mobile phone, a games console. Work in small groups and discuss the questions.

- 1 Why did you want to buy this product?
- 2 Did you research similar products first? Why / Why not?
- 3 Why did you finally choose this product?

B Read these comments from marketing experts. Then complete the definitions below using the words in the box

'People don't buy oranges because they are round.'

'People buy benefits, not features.'

benefits features

- 1 _____ are general information about a product, e.g. what it does, its dimensions, etc.
- 2 _____ are what a product can do for the buyer, e.g. solve a problem.

2A  5.01 Listen to two Sales Representatives, Kendra and Paolo, describing the new ZX3 Hot-Seat during a product launch. Which speaker talks mainly about *features* and which speaker talks mainly about *benefits*?

B Work in pairs and discuss the questions.

- 1 What type of chair is the ZX3 Hot-Seat?
- 2 Who do you think might buy the ZX3 Hot-Seat, and why?

3A  5.02 Listen to Kendra's presentation again and complete the product specifications for the ZX3 Hot-Seat.

ZX3 Hot-Seat	Product Specifications
Dimensions:	¹ _____ mm x 480 mm
Weight:	² _____ g
Colour(s):	red, ³ _____ and _____
Materials:	⁴ _____ : memory foam ⁵ _____ : water-resistant nylon mesh ⁶ _____ : heavy-duty rubber

B  5.03 Listen to Paolo's presentation again and tick (✓) the benefits you hear.

- | | | | |
|--|--|--|--|
| 1 comfortable <input type="checkbox"/> | 3 easy to clean <input type="checkbox"/> | 5 lightweight <input type="checkbox"/> | 7 easy to carry <input type="checkbox"/> |
| 2 stylish <input type="checkbox"/> | 4 practical <input type="checkbox"/> | 6 cheap <input type="checkbox"/> | 8 mobile-compatible <input type="checkbox"/> |

Describing features and benefits

- 4A** Complete Kendra's description of the retractable arm feature using the verbs in the box.

comes in comes with made of measures weighs

As you can see, [the ZX3 Hot-Seat] ¹_____ retractable arms to provide maximum comfort. Each arm ²_____ 300 by 125 mm, ³_____ 45 g, is ⁴_____ lightweight plastic and ⁵_____ black or grey.

- B** Complete Paolo's description of the product's benefits using the phrases in the box.

allow you to lets you make it easier to means that you can so it's easier to

Well, the ZX3 Hot-Seat is the solution. For example, its heated seat ¹_____ combine the excitement of the stadium with the comfort of home. For added comfort, there are optional arm-rests which ²_____ sit back and relax as you watch the game, while the plastic cup-holder ³_____ enjoy your favourite drink at the same time. The Hot-Seat has a washable cover ⁴_____ clean, plus the lightweight seat with handles and straps ⁵_____ carry.

- 5A** Work in pairs. Match the products/services (A-C) with the features (1-6) and benefits (a-f).

Product	Features	Benefits
A military-style rucksack	1 additional side pockets	a place for your student/work ID or keys
B smart phone	2 free home-delivery service	b ability to post photos on social media at any time
C newly opened supermarket	3 5G internet connection	c save money
	4 washable fabric	d no need to interrupt your busy schedule (to go shopping)
	5 weekly discounts on fresh products	e no need to carry two phones
	6 dual SIM	f easy to keep clean

It's for ... ; It has ... , which means you can ... ; It comes with ... , which allows you to ...

- B** Practise describing the usage, features and benefits of these products/services. Use the phrases in Exercise 4.

2 Read the discussion about a corporate gift. Choose the correct option in italics.

A: This looks interesting, Yumi. But what is it exactly?

B: It's a powerbank. It's a portable charger for a smartphone.

A: It would be quite big to carry around. Do you think it would fit into a suit pocket?

B: It probably would. It ¹*measures / makes* 11 cm by 5 cm. And it's about 2 cm thick. That's small for a charger.

A: I suppose so. Is it heavy?

B: It ²*heavy / weighs* about 450 g.

A: So, how long does it take to charge a smartphone?

B: 30 minutes.

A: And how many times can it charge it?

B: Six complete charges. And it comes with two outputs.

A: So, what does that mean?

B: That ³*means / lets* that you can charge two smartphones at the same time.

A: That's good. What colours can we choose from?

B: It comes ⁴*in / with* blue or black.

A: Is that the case? What's it made ⁵*from / of*?

B: Hard plastic. It just ⁶*means / makes* that it's easier to protect it. It comes ⁷*in / with* cables as well, so it allows you to have everything you need in one place.

A: I think it's a great idea. It ⁸*lets / means* you charge your phone anytime, anywhere. Brilliant for long journeys. What about price?

B: Within the budget you gave me.

A: Good work, Yumi.

Your team at your place of work wants to buy some new equipment. You have been asked to research a piece of new equipment and report back informally to the rest of the team. Prepare a presentation. Talk about the features, benefits, advantages, and disadvantages.