

Unit 9

Name:

Section:

Academic number:

9.1 Lead In

Think of a product then answer these questions:

1. How often do you use our product?
 2. What are you trying to solve by using our product?
 3. How easy is it to use our product?
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Reading

What Is a Product?

A product is anything a company sells to satisfy a customer's needs or wants. Products can be physical, such as cars, furniture, and food, or virtual, such as software, online courses, and streaming services.

Types of Products

Products can be divided into three main categories:

1. Consumer products (B2C): Products sold to people for personal use, such as clothes, phones, and food.
2. Business products (B2B): Products that help companies operate or create other products, such as equipment, supplies, and business software.
3. Industry products: Products designed for the needs of a specific industry, such as healthcare software for managing patient information.

The Complete Product Experience

A product is more than the item or service a customer buys. The Complete Product Experience (CPE) includes everything a customer experiences when interacting with a company.

- Marketing: Helps customers discover a product and learn about its benefits.
- Sales: Helps customers understand the product and decide whether to buy it.
- Technology: Provides the main features or service that customers pay for.
- Supporting systems: Include billing and other internal systems that help deliver the product.
- Third-party integrations: Allow a product to work with other tools that customers already use.
- Support: Includes answering questions, providing training, and helping customers use the product.
- Policies: Are the rules that guide how a company operates and serves its customers.

In conclusion, a successful product is not just what a company sells. It is the complete experience a customer has before, during, and after buying it.

Answer the following questions:

1. What is a product?

- A. Something a company sells to satisfy customer needs or wants
- B. Only a physical object
- C. A company's internal rules

2. Which is an example of a virtual product?

- A. A car
- B. An online course
- C. A piece of furniture

3. Who buys consumer products?

- A. Only large companies
- B. Factories and industries
- C. People for personal use

4. What is the main purpose of business products?

- A. To help companies operate or create other products
- B. To provide personal entertainment
- C. To replace all employees

5. What makes an industry product different from a business product?

- A. It is always more expensive
- B. It is designed for a specific industry
- C. It is only sold in shops

6. What does marketing help customers do?

- A. Repair products
- B. Discover products and learn about their benefits
- C. Write company policies

7. Why are supporting systems important?

- A. They help deliver the product, for example through billing
- B. They make products more colorful
- C. They are used only for advertising

8. What do third-party integrations allow?

- A. Products to work with other tools customers use
- B. Customers to avoid buying products
- C. Companies to stop offering support

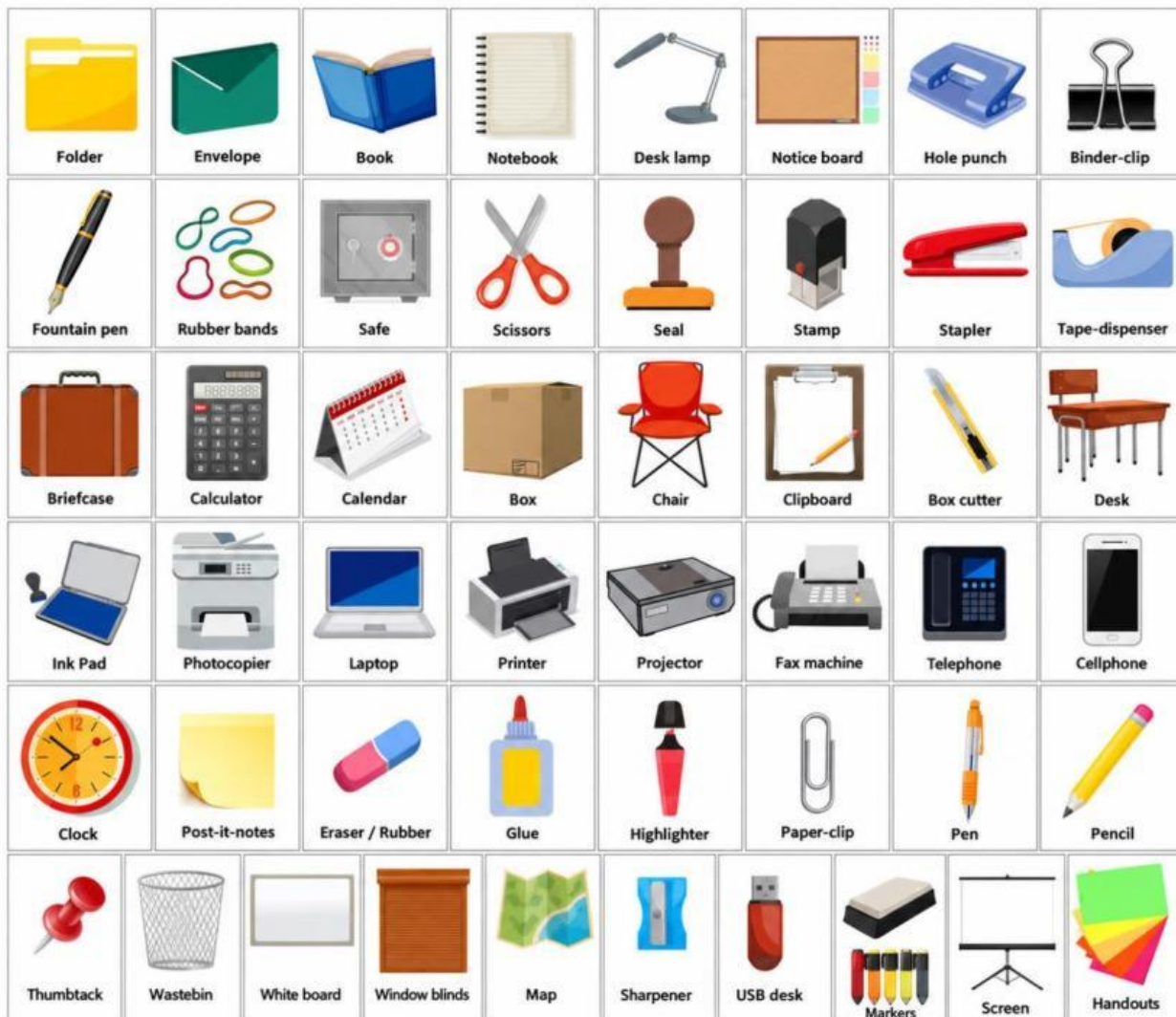
9. Which activity is part of customer support?

- A. Designing a company logo
- B. Answering questions and providing training
- C. Setting industry regulations

10. What is the main idea of the Complete Product Experience?

- A. A product is only its main features
- B. Customers only care about price
- C. A product includes the complete experience before, during, and after buying

Vocabulary: Office equipment



Complete the sentences with these words:

1. highlighter	2. glue	3. notebook	4. envelope	5. stapler	6. scissors
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1. She stapled the papers together with the
2. She used a to reinforce ideas, you want to remember.
3. She took the..... and cut the string
4. This won't stick.
5. He noted down her address in his.....
6. She affixed a stamp to the

Here we have a list of adjectives and the opposite of each one:

big – small	noisy – quiet	wrong – right
hot – cold	hard – soft	old – new
fast – slow	difficult – easy	Modern - old
wet – dry	cheap – expensive	short – long
clean – dirty	open – closed	light – heavy
full – empty	left – right	good – bad

Exercice: (submit answers on the blackboard)

Fill the gaps with the right word: (Opposite)

- | | |
|--------------------|---------------------|
| 1. big – | 2. – cold |
| 3. – slow | 4. wet – |
| 5. – dirty | 6. – empty |
| 7. noisy – | 8. hard – |
| 9. – easy | 9. – expensive |
| 10. open – | 11. left – |
| 12. – right | 13. – new |
| 14. Modern - | 15. – long |
| 16. – heavy | 17. good – |

Grammar

Too and enough

Too and **enough** indicate degree.

"Too" means more than you need. Whereas **"Enough"** means What you need.

Examples

- He is **too old** to play football with the kids.
- I don't have **enough time**.

Use Of "Too And Enough"

A
1. Enough comes after adjectives and adverbs: ADJECTIVE + ENOUGH or ADVERB + ENOUGH

Examples:

He isn't **old enough** to watch this program. (adjective + enough)

We're not walking **quickly enough**. (adverb + enough)

2. **Enough** comes before nouns:

ENOUGH + NOUN

Examples:

We have **enough money**. (enough + noun)

B

1. **Too** comes before adjectives and adverbs:

TOO + ADJECTIVES or TOO + ADVERBS

Examples:

It's **too hot** to wear that coat. (too + adjective)

I was driving **too fast**. (too + adverb)

2. **Too** comes before nouns when it is used with the expressions **too much** and **too many**.

a. **Too much** is used before uncountable nouns.

TOO MUCH + UNCOUNTABLE NOUNS

Example:

There is **too much salt** in this food.

b. **Too many** is used before countable nouns

TOO MANY + COUNTABLE NOUNS

Example:

There are **too many students** in this classroom.

Add “too or enough” to the sentence to modify an adjective, adverb or noun:

- 1) My friend isn't patient with his friends.
- 2) I don't have time to get everything done.
- 3) I think the test was difficult.
- 4) There is much salt in this soup!
- 5) You are walking slowly. We need to hurry up.
- 6) I'm afraid I have many responsibilities.
- 7) Peter isn't working fast We'll never finish on time!

- 8) I wish I were intelligent to pass this test.
- 9) Is there food for dinner?
- 10) He types quickly, so he makes a lot of mistakes.

Recognize the difference between features and benefits:

What is a feature?

A feature is what a product does or the use it has.

What is a benefit?

A benefit is how a product or service can improve or add value to a customer's life. Benefits answer the question, "What can this product or service do for me?"

Examples of features vs. benefits

Here is an example to show how features and benefits can complement each other in a successful marketing strategy:

Rainy Day Raincoats

Feature	Benefit
Waterproof fabric	Waterproof fabric keeps the wearer dry in heavy rainstorms.
Insulated pockets	Insulated pockets keep the wearer's hands warm in cold weather.
Two hidden pockets	Hidden pockets allow consumers to stash cell phones, money and other valuables in a dry place, protected from the rain.

Practice

Complete the table about a cell phone:

Cell phone	Features	Benefits
	3 camera	
		No plugging and unplugging of cables – Easy charging
	Fingerprint	

Listening

Professional dialogue between the client and customer service agent

<https://youtu.be/dLENKungcPM>

Listen and answer:

- 1- The product in the picture is very small than the size. True False
 - 2- I know how to use this product. True False
 - 3- The size of the product is bigger than what I received. True False
 - 4- Your request number 086549 was on Thursday. True False
 - 5- I didn't want to complain to the shipping representative. True False
 - 6- The company must show all the details of the product to the customer. True False
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Speaking

Consumers' complaints

Read the conversation below then answer the questions:

- What is the problem?
- Who is complaining ?
- What does the customer care representative promise to do?

Jane: Good morning. I purchased a computer from your company last month. Unfortunately, I'm not satisfied with my new computer. I'm having a lot of problems.

Customer Care Representative: What seems to be the problem?

Jane: I'm having problems with my Internet connection, as well as repeated crashes when I try to run my word-processing software.

Customer Care Representative: Did you read the instructions that came with the computer?

Jane: Well, yes. But the troubleshooting section was no help.

Customer Care Representative: What happened exactly?

Jane: Well, the Internet connection doesn't work. I think the modem is broken. I'd like a replacement.

Customer Care Representative: How were you using the computer when you tried to connect to the Internet?

Jane: I was trying to connect to the Internet! What kind of question is that?!

Customer Care Representative: I understand you're upset. I'm just trying to understand the problem. I'm afraid it's not our policy to replace computers because of glitches.

Jane: I bought this computer with the software pre-loaded.

I haven't touched anything.

Customer Care Representative: We're sorry that you've had a problem with this computer.

Could you bring in your computer? I promise you that we'll check the settings and get back to you immediately.

Jane: OK, that will work for me.

Customer Care Representative: Is there anything else I need to know about this that I haven't thought to ask?

Jane: No, I'd just like to be able to use my computer to connect to the Internet.

Customer Care Representative: We'll do our best to get your computer working as soon as possible.

Writing

Product Descriptions

1. Understand the product.
2. Highlight the product's benefits.
3. Using pictures/videos/graphics for descriptions.
4. Emotional connect (Focusing on your target audience).
5. Talk like a friend.
6. Avoid fancy words (Keep sentences shorter and to the point).
7. Product's price range.

Here are a few prompts that can help you build a product description template that works for your products and business.

Answer the following questions:

- Who's the ideal customer?
- What are your products' basic features?
- When is the product best used?
- What makes your product special?
- Write a specific headline that grabs your target customers' attention.

Example

Your Everyday Bag, Made for Everything

Looking for a bag that looks good and keeps up with your busy day? Meet our Classic Everyday Handbag. It is simple, stylish, and easy to carry, with enough space for your phone, wallet, keys, makeup, and other daily essentials. The bag has a spacious main compartment, multiple pockets, strong handles, and a lightweight design that makes it comfortable to carry. It is perfect for work, university, shopping, travel, coffee dates, or everyday use. What makes it special is that it combines style and practicality without feeling bulky. You can use it with casual or formal outfits, making it a great choice for any occasion. A short video can show the bag from different angles, what fits inside it, and how it looks when carried. We know you want a bag that not only looks nice but also makes your day easier. This handbag gives you both style and space when you need it. The price ranges from **\$25–\$40**, depending on the size and color.
