



Presenting a product

Speaking in Professional Contexts



Brainstorm

In pairs, discuss the questions.

1. When was the last time you went shopping?
2. What did you buy and why did you buy it?
3. Have you ever bought something you had not planned to buy?
4. What was it that convinced you to buy on impulse?



What triggers buying

- Advertisement



- Product presentation (as part of marketing strategy)



Task 2

Look at the following advertisements and write phrases from ads in the appropriate categories.

ON SALE

Quark Computer
Lightweight, Faster processor
10% off

14-in screen
Regular price \$1000
Today's SALE Price **\$900**
1 yr. mfg. warranty

STONY

32-in High-Definition screen
4-speaker stereo sound system
3 yr. warranty
Regular price \$900
Today only **\$810**

THIS WEEK ONLY!

All Sports Shoes Reduced
(from 20% off)

range of models

In all TREADS models save an additional 15% off sales price.

Appearance	
Choice	
Durability	
After-sales service/protection	
Feelings	
Quality	Faster processor
Appealing features	
Price/cost	

How effective do you find the advertisements?

Task 3

In pairs, search online an ad that you both really like and say why the ads has caught your attention. Use expressions like the following:



- This ad appeals to me because...
- I find it attractive because of ...
- I like the graphics and ...
- It gives me a sense of ...
- It makes me think of ...

Why presenting a product?

TASK 1_AUDIO 1

- ❖ Listen to a marketing expert explain about the different types of advertising. Complete the information on the table. Submit your work online.

Types of advertising	Types of information given	Type of product/service
Informative		
Persuasive		
Competitive		

- ❖ Each company has to give a very short presentation about their company, product and show their promotional materials (posters, leaflets, TV commercials) to the public.
- ❖ It is a technique of selling and creating sales.

Task 2_Audio 1

Listen again and complete the paragraph below.

Advertising is an essential part of marketing a product and (1) is used (use) to inform people about products and services. People (2) _____ (persuade) to buy products for different reasons. Sometimes they (3) _____ (convince) by the hope that the product will improve their appearance. Other times, they (4) _____ (make) to believe that a particular service is somehow better than any other. Often, a product (5) _____ (purchase) simply because it (6) _____ (need) in the home.

Informative advertising

- Ads that simply describe the product.

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Use these expressions to persuade classmates to buy your product or service.

Persuasive language	Attractive sounding adjectives and phrases
You really must . . .	long-lasting / durable / tough
You really ought to . . .	delicious / tasty / mouth-watering
You should try . . .	safe / secure / guaranteed
	cheap / inexpensive / unbeatable price
	convenient / comfortable / simple to use



Competitive advertising





Task 3

Choose two products of a similar kind. Think about how they are different and similar. Compare them by filling in the table below.

Comparing things using short adjectives	Comparing things using long adjectives	Comparing things that are the same	Comparing things that are not the same
X is cheaper than Y.	X is more popular than Y.	X is as good as Y.	X is not as reliable as Y.

Language of comparison

Adjectives

Positive	Comparative	Superlative
green tall good joyful	greener taller better more joyful	greenest tallest best most joyful

Adverbs

Positive	Comparative	Superlative
fast joyfully well far	faster more joyfully better further	fastest most joyfully best furthest

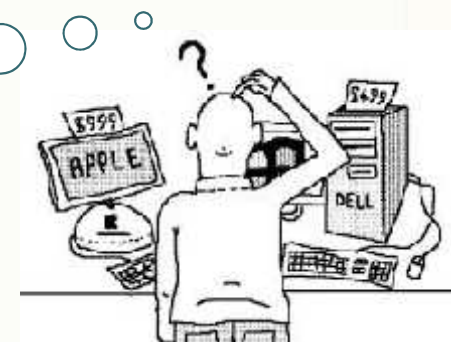
This electric car is more secure and guaranteed for two-year after-sales protection and service.



This pair of shoes is more durable and comfortable to use.



This computer is cheaper with more long-lasting battery.



Task 4

Adjectives

9 Combine words from **Box A** with words from **Box B** to make compound adjectives.

Examples:

mouth-watering, customer-friendly

A	<i>mouth-</i>	<i>customer-</i>	<i>trouble-</i>	<i>energy-</i>	<i>well-</i>
	<i>cost-</i>	<i>family-</i>	<i>space-</i>	<i>user-</i>	<i>multi-</i>
B	<i>known</i>	<i>purpose</i>	<i>size</i>	<i>cutting</i>	<i>free</i>
	<i>lasting</i>	<i>watering</i>	<i>friendly</i>	<i>saving</i>	

Task 5 _Video 1. Look at the diagram below and watch a video that illustrate the structure of promotional video.

How are the different/similar?

PRODUCT PRESENTATION

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graph LR; A[PRODUCT PRESENTATION] --- B[Introduction<br/>Body<br/>Conclusion]; A --- C[Why the product is amazing<br/>Why it's needed<br/>What problems it solves<br/>Why buying the product<br/>(problem - solution - action)]; A --- D[Beginning (what is & what could be)<br/>Middle (what is & what could be)<br/>End (call to action)];
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Introduction
Body
Conclusion

Why the product is amazing
Why it's needed
What problems it solves
Why buying the product
(problem – solution – action)

Beginning (what is & what could be)
Middle (what is & what could be)
End (call to action)

Introduction

- Greet the audience
- Introduce your group
 - What is the name of your company?
 - What are the job titles of your group members?
- State the purpose of the presentation
 - What product are you trying to sell?
 - What is the structure of your presentation? Who is going to speak?
- To make your introduction more attractive, you can consider adding one/ some of the following elements which is/are related to your presentation:
 - an anecdote (short story)
 - a quotation
 - statistics/ research/ cases
 - surprising information
 - an excerpt of music
 - other audio-visuals

Body

- Company name*
 - Company logo*
 - Company motto*
 - Company description *
 - Your product
 - Target group*
 - Selling points of the product
(compared to other similar product)
 - Promotional materials *
- Company description
 - When was your company founded?
 - Where is your company based?
 - Which industry does your company specialised in?
 - Has your company won any awards?

Conclusion (a call to action)

- Why should customers choose your product?
- Advise your audience on what specific action they need to take, how to take it, and when it must be taken.
- Appeal to the audience to buy the product/ use the service
- Ask if there are any questions from the audience
- Thank the audience for listening to your presentation

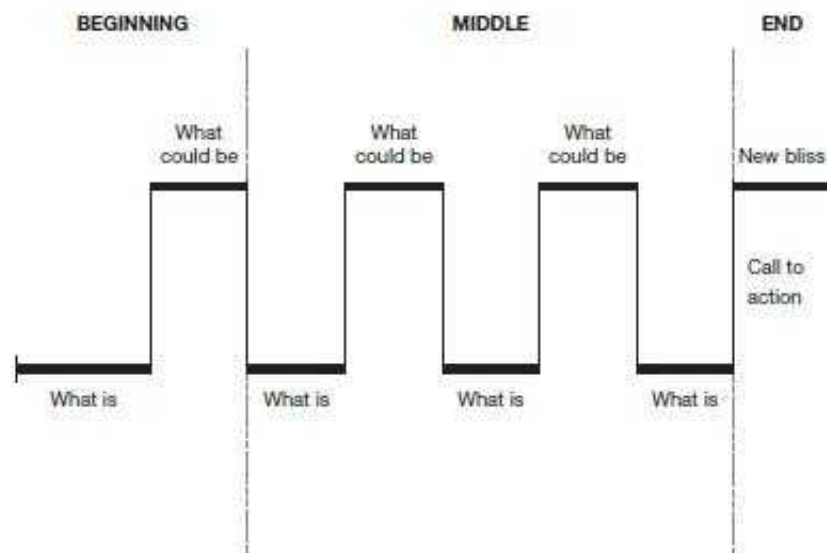


List of strategies used in product presentation:

- Use of contrasts
- Star power (using famous people)
- Hand signs and gestures
- Personification (objects that move and talk to the audience, eg windows, trees, cars etc)
- Giving instructions

Structure 2

Persuasive story pattern



- *What is:* We missed our Q3 forecast by 15%.
- *What could be:* Q4 numbers must be strong for us to pay out bonuses.
- *What is:* We have six new clients on our roster.
- *What could be:* Two of them have the potential to bring in more revenue than our best clients do now.
- *What is:* The new clients will require extensive retooling in manufacturing.
- *What could be:* We'll be bringing in experts from Germany to help.
- As you move back and forth between what is and what could be, the audience will find the latter more and more alluring.

Task 6 Practice

i In your notebook, write sentences comparing these pairs of items.

1. an economy car / a sports utility vehicle (an SUV)
2. home-cooked food / fast food
3. French perfumes / American perfumes

- Pick something you like and you think other should have or use
- Plan how you are going to describe it (think creatively)
- Think of benefits of having or using it
- Plan your structure of product presentation and imagine a target group of audience (moms, students, office workers, businesspeople, teachers etc)

[PRACTICE]

- Practise in pairs/grups
- Perform in front of the class.
- Write your description in the forum here.

Task 7

ROLE-PLAY



BUYING PERFUME 	Student A: Salesperson Find out brand, size, amount of money willing to spend.
BUYING A CAR 	Student A: Salesperson Find out what the customer uses car for, model and year preferred, and budget.
BUYING A PAIR OF SHOES 	Student A: Salesperson Find out the color, size, and type of shoe required.

Roleplaying as the salesperson, decide the structure of product presentation you're going to have for promoting the product.

Student B: Customer

Provide the information and make a decision on what you are offered.

Student B: Customer

Provide the information and then decide that you need time to think it over.

Student B: Customer

Take your time and ask to see many different pairs of shoes.



- And as the customer, you respond to the salesperson's questions and make decision on the offered product(s).

[PRACTICE]

Enrichment Task 8.

- Watch a video on the science of persuasion.
- Identify the six principles in persuading people
- Following the principles, persuade your friend(s) to buy or use the product you offer.



References

- [Images.google.com](https://images.google.com)
- O'Brien, J. (2007). *English for Business*. Boston: Thomas & Heinle.