

# Unit 9

## The product for you

### Get ready to write

- Imagine you work for an online mail order business and you are looking for new items to add to your catalogue. Look at the four products below and decide which item would be most suitable for:
  - men .....
  - women .....
  - children .....
  - teenagers .....
  - young adults .....
  - families .....
  - taxi drivers .....
  - fitness enthusiasts .....

- Now imagine you are going to attend a presentation of one of these products. Think of one piece of information you would like to find out about each item.
  - A .....
  - B .....
  - C .....
  - D .....

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### Notes on a presentation

#### Look at an example

A

*How often has your mobile phone run out of power when you needed it most? This wind-up phone charger could literally save your life.*



B

*With this Satellite Navigation System you can take mobile calls safely while you drive!*



C

**Cycle and fold in just 20 seconds!**



D

*Ever wanted to run at unbelievable speeds or jump amazingly high? Now you can with*

**P-O-W-E-R-I-Z-E-R-S !!!**



The product for you **Unit 9**

1 Read these notes, which are a record of a product presentation someone attended. Which of the four items on page 44 do these notes relate to? .....

MODELS

1 <sup>a</sup>..... 2 Professional  
 Occasional user b.....

TARGET CUSTOMERS

Men ✓ / women ✓ / Teenagers <sup>c</sup>..... / Children <sup>d</sup>.....

KEY FEATURES

High-speed running: <sup>e</sup>..... kilometres an hour  
 Jump very high: <sup>f</sup>..... metres  
 Practical and leisure use: Getting to work / <sup>g</sup>..... /  
<sup>h</sup>..... / competitions / clubs

SUITABILITY FOR OUR CUSTOMERS

|                               |  |
|-------------------------------|--|
| <u>PROS</u>                   | <u>CONS</u>  |
| For all adults: Men and women | Not suitable for <sup>i</sup> .....  |
| Easy to put on                | Need for protective clothing:<br>knee pads, <sup>j</sup> .....<br>and <sup>k</sup> ..... |

RECOMMENDATIONS

Stock demonstration models only: one of each  
 Include in next catalogue - Extreme Sports Equipment section  
 Clear safety warning!!

2 Read the notes again. They consist of

- a note-taking framework (set of headings)
- detailed notes about the product (with some information missing)
- recommendations for action

Which of the above do you think was written ...

- a during the presentation?  
.....
- b before the presentation?  
.....
- c after the presentation?  
.....

3  Listen to the product presentation and add any more information you can to the notes in Exercise 1.

**Did you know ...?**

In a recent survey into people's online shopping habits, 35% of people surveyed said that the main reason they shopped online was to avoid crowds. The next most important reasons were:

- lower prices
- the ease of comparing products and prices
- to avoid having to travel to shopping areas
- a wider choice of products

Unit 9 **The product for you**

**Plan**

4 You are going to a product presentation on headphones which block out external noise.

**Fed up with outside noise? Keep it out with these headphones.**



In your notebook, write a note-taking framework to help you listen for the information you want to find out at the presentation. Use the framework on page 45 for ideas, and keep the questions below in mind.

- How much do the headphones cost?
- What kind of people would be most likely to benefit from buying these headphones?
- What are their special features?
- How user-friendly are they?
- What are the pros and cons for likely customers?

**Are there any other questions you would like to know the answer to?**

**Learning tip**

If you know in advance what kind of information to listen for, you can write a note-taking framework to complete while you are listening.

**Write**

5 Listen to the presentation and complete your framework with appropriate notes.

**Check**

- 6 Read through your notes carefully, checking that they are complete. Listen to the recording again to make sure you did not miss any important points.
- 7 Could you give your own presentation to colleagues based on the notes you have made? If not, what else would you need to include?

**Focus on ... noun phrases**



In order to save time, noun phrases are often used in notes instead of complete sentences. Here are some examples from the notes on page 45.

- |                                  |  |
|----------------------------------|--|
| <i>occasional user</i>           | [It is suitable for people who want to use it occasionally.] |
| <i>high-speed running</i>        | [It enables you to run at high speeds.]                      |
| <i>practical and leisure use</i> | [It can be used for practical or leisure purposes.]          |
| <i>good safety record</i>        | [It has a good safety record.]                               |
| <i>need for special clothing</i> | [Special clothing is needed.]                                |



- 1 Reduce these sentences about the product above to short noun phrases.
  - a This electric coffee maker makes espresso.  
electric espresso maker
  - b This model can make two cups.  
.....
  - c This model is fully programmable.  
.....
  - d It has a handle which is heatproof.  
.....
  - e The deluxe model cleans itself.  
.....
- 2 Reduce these sentences about other products to short noun phrases
  - a It has a guarantee for three years.  
.....
  - b This bulb lasts for ever and is ultra efficient.  
.....
  - c It has a battery which runs on water power.  
.....
  - d This memory stick has a capacity of 2GB.  
.....
  - e This kit will help you survive on any camping holiday.  
.....

**Class bonus**



- 1 Work in groups of three or four. Take turns to make mini presentations of the noise-cancelling headphones to the rest of your group.
- 2 As you are listening to your classmates' presentations, note down any differences you hear between what they are saying and the original recording.

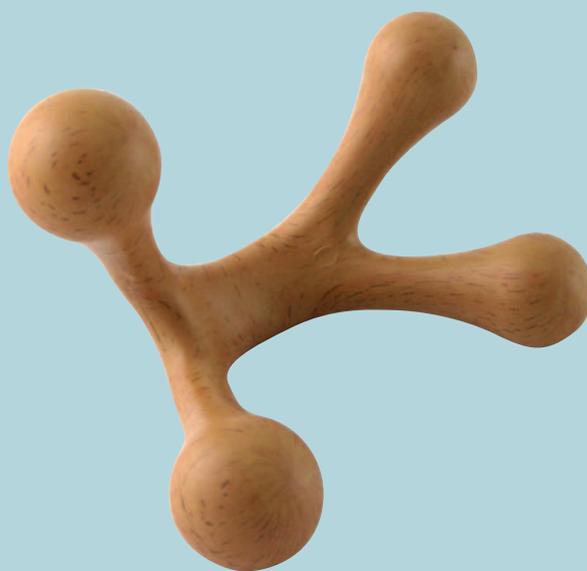
### Extra practice

Imagine you are going to give a product presentation for one of the products below.

a Choose the product you would like to present.



a coin sorter



a massager

- b Write a set of notes to refer to if you were going to present the product to a group of people who know nothing about it. Think about the following:
- What kind of people will your product appeal to?
  - What are its special features?
  - How much does it cost?

### Can-do checklist

Tick what you can do.

I can write a note-taking framework.

I can take notes from a product presentation.

I can reduce complete sentences to noun phrases.

Can do

Need more practice