

## COMPUTER SALES

### Pre-Listening Exercise

Buying a new computer can be a fun experience, but problems can arise. What are some common computer problems that people encounter when running their machines, and what issues can cause them? When you encounter such problems, what do you do to resolve them: seek help from a friend, consult a computer store, or read a computer book or magazine?

### Idioms

**“sky-high”** = very expensive

*“Prices on laptop computers used to be sky-high, but the cost has dropped significantly over the last few years.”*

**“have a knack for something”** = have a special or nature ability

*“My younger brother has a real knack for fixing computers.”*

A. Listen to the recording and answer the questions.

### **What is the man's main problem with his computer?**

It has a lot of junk software.

It crashes a lot.

His computer has a virus.

**The computer warranty \_\_\_\_\_.**

doesn't cover software issues and problems

has expired

isn't valid because the man didn't register the computer

**The conversation suggests that \_\_\_\_\_.**

they are understaffed to handle customer complaints

they sent the man the wrong computer

it doesn't provide long warranties

**The main selling point of the second company is that \_\_\_\_\_.**

the computers are cheaper than their competitors

the company manufactures secure and trustworthy machines

their products are the newest on the market

**What is the name of the second company?**

Turban Camando

Turbo Command

Turner Computers

### **Vocabulary and Sample Sentences**

- **queue** (*noun*): a list or line of phone calls to be answered (often considered British English); can also be used to describe a line of people waiting for a service
  - The phone message says I'm number 3 in the queue, but I have been waiting for over 20 minutes to talk to someone in customer support.
- **run** (*verb*): operate or function
  - This computer was running great yesterday, but I can't get it started today.
- **be under warranty** (*phrasal verb*): protected by a written promise by a company to fix or replace one of its products
  - If you're having problems with the digital camera, send it back to the manufacturer to get a refund. The camera is still under warranty.
- **run out** (*phrasal verb*): reach the ending period of an agreement or contract
  - Sometimes, a product you buy will function perfectly long after the warranty runs out.
- **freeze** (*verb*): stop moving
  - I really hate this computer because it always freezes right when I'm trying to save important documents.

- **crash** (*verb*): stop working  
– My old computer was constantly crashing everyday, so I reinstalled the operating system to see if that would fix the problem.
- **zillion** (*noun*): a very large number  
– I've told you a zillion times what the problem is. Don't you understand it now?
- **clutter** (*verb*): fill an area with things and make it messy  
– I hate some computer companies because they tend to clutter their machines with junk software most people don't use.
- **be at wit's end** (*idiom*): be very frustrated because you cannot solve a problem  
– To tell the truth, I'm at my wits' end trying to figure out the problem with my computer.
- **diagnose** (*verb*): determine the nature of a problem  
– The technical support person couldn't diagnose the software conflict even after working on it for three hours.
- **deserve** (*verb*): earn something or be worthy of some consideration  
– Our customers deserve friendly and honest service every time they walk in our store.
- **imitate** (*verb*): copy or reproduce an idea or product  
– Unfortunately, many companies can only imitate the high-quality products of other businesses .
- **innovate** (*verb*): come up with new ideas or methods  
– If you don't innovate, your business will no longer be competitive.
- **sleek** (*adjective*): attractive  
– The company's newest MP3 is really sleek, and it should sell well.
- **ultimate** (*adjective*): the best or most superior final one  
– The ultimate goal of our company is to be number one in our field.

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