



Describing a Product

Business > Intermediate 6



Exercise 1 – Reading

Read the dialogue aloud with your tutor and check your understanding.

A sales agent from Bright Communications is presenting their latest product at a conference. Some of the guests are asking questions about it.

Agent: Good morning, everyone! It is my honor to be here and present to you our newest product, the Xplore 11 phone. Dare I say, it is a revolutionary device, better than anything you've seen so far!

James: What is the difference between the previous model, and this one?

Agent: This version is two times faster than the last model we produced.

James: And what can you tell us about the specifications of this phone?

Agent: The phone features a 40-megapixel camera. This particular model is also waterproof and its battery life will be longer compared with other brands and models.

Emily: Can you give us some details about this? What supports your statement about the battery life?



Agent: The phone is equipped with a battery protector and battery saver, and it also comes with a solar charger.

Emily: I admit that's rather extraordinary! Do you believe it will sell as well as the last model?

Agent: Absolutely!

Emily: How much will it cost?

Agent: This model is priced at 500 US dollars. However, we are giving a 50-dollar discount to the first twenty buyers. Thank you, everyone!



Check your understanding:

1. How is the new phone different from the previous version, according to the agent?
2. What is so special about the phone's battery?
3. How many people can buy the phone for lower than the market price?



Exercise 2 – Learning

Asking About a Product

- What can you tell us about this model/product?
- What are the specifications of the product?
- What features does it have?
- How does it work?
- What is the difference between the previous model and this one?
- Can you give us some details about this?
- How much does it cost?



Describing a Product

- This is our newest product.
- This is one of our latest designs.
- This particular model is ...
- It is made of ...
- This is equipped with ...
- This one features ...
- It can be used for ...
- It contains ...
- This costs \$500.
- This is priced at \$500.
- This comes with ...
- It comes in a variety of colors/sizes.



Exercise 3 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: Your firm has released a smart-watch. Try to describe its features. You may get as creative as possible (example features: GPS, heart-rate monitor or fitness monitor, water resistance, payment application, calendar reminders, step tracking, weather forecast, battery life). Your teacher will act as a potential client and will ask you questions about the product.



Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. Have you ever had to convince someone to buy something?
2. What skills does one need in order to be a successful salesperson?
3. How would you promote a new product? What marketing methods would you employ?