

COMMUNICATION

Selling a product

LEVEL

Upper-Intermediate
(B2)

NUMBER

EN_B2_3123X

LANGUAGE

English

Learning outcomes

- I can identify and recall persuasive language related to selling a product.
- I can discuss how I would market a particular product and justify my method.





Warm-up

Answer the questions below about your favourite products.



What are your top five favourite products?

Why do you love them?

Would you recommend them to friends? Why?

How did you first come to learn of them?



Vocabulary: collocations

Complete the sentences with the correct verb.
Identify the collocations.

1

gain

2

connect

3

satisfy

4

emphasise

5

close

a

A great product can do poorly on the market if it doesn't _____ **with the buyer.**

b

Your product should _____ **the needs** of the users.

c

When you _____ **a sale**, you bring it to completion.

d

To _____ **users** of a product is to get or obtain more users.

e

When you _____ **the advantages** of a product, you draw attention to its good qualities.



Vocabulary

marketing



All the different ways
that you promote
your product

**sales
performance**



How well your
product has sold
(i.e. units sold per
month)

seller



The person selling
the product



Complete the sentences

- 1 The client really loved the product, it was easy to _____ the sale.
- 2 I think we should invest a lot of our budget in _____, it's the only way to get our product known.
- 3 Remember to emphasise the _____ of this product over our competitors.
- 4 We have to _____ more product users to increase sales.
- 5 Our _____ continues to increase.
- 6 Our product is the only one that truly satisfies the _____ of the customer.

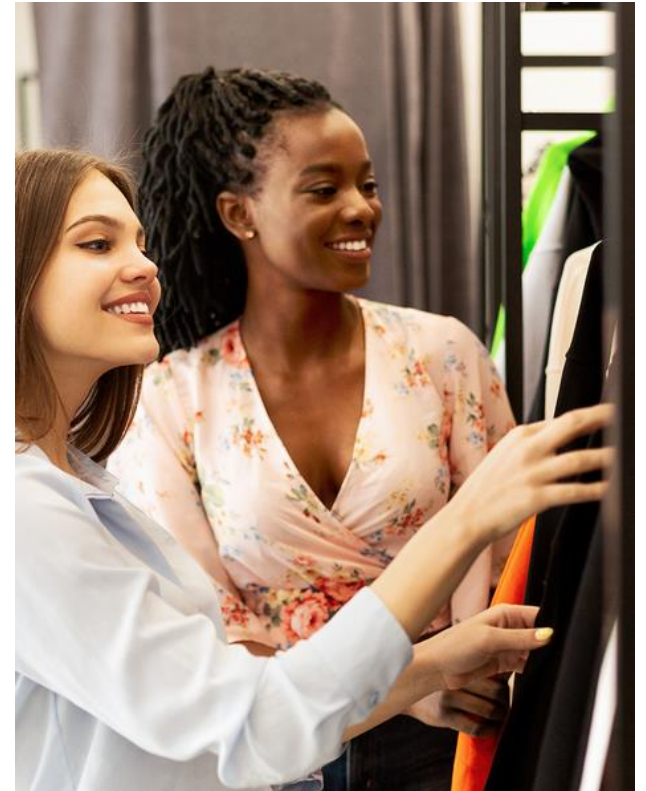
marketing
sales performance
advantages
needs
close
gain



Being persuasive

**Have you ever
persuaded someone
to buy something?**

**What was the product?
How did you convince them to
buy it?**





Emphasising the advantages

How would you highlight the advantages of the products below? Discuss with your classmates.
Option: complete this activity **in breakout rooms** and **compare strategies** afterwards.

A waterproof mobile phone with a great quality camera function

Wireless earphones with quality sound and a location tracking function

Organic baby food that comes in recycled packaging

Walking shoes that are lightweight and easy to clean



Ways to market a product

Broadly speaking, marketing is anything you do to **draw attention to your product**. Are you **familiar** with the different marketing methods below?





What's the word?

Identify the marketing methods from the previous slide.

1

events that are planned to attract attention to something

2

a series of emails used to communicate with customers and potential customers

3

large-scale advertising posters, often found on buildings in cities or on roadsides

4

special offers or discounts that encourage product purchase

5

when a company gives away some products for free, sometimes via a competition





Comparing methods

**Compare the marketing methods below.
Which do you think is the most effective?
What factors do you need to consider when
choosing how to market your product?**



Social media
campaigns



TV advertisements



Promotions



Publicity stunts

Target audience

It is of **vital importance** that you know who the **target audience** is for your product. For example, if your **target audience** is students, you need to make your product affordable. If your **target audience** is busy business people, then you need to market your product with the habits of business people in mind.



One way to get to know your target audience is through conducting **interviews** or **surveys**. You could also give your potential audience **product samples** and ask for their **feedback**.



Thinking about target audiences

If you were trying to sell the following products, who would you choose as the target audiences in each case?

Organic baby food
with high quality
ingredients

A low-cost and
durable laptop

A portable battery
charger that
charges electronic
devices in half an
hour

An electronic
e-reader with
adjustable font
size



Thinking about language

When you are marketing a product, you want to use **positive language** to **emphasise the good points of your product**.

Tip: use lots of adjectives!

Read the product description below. What is the product? **Identify five adjectives** used.



Stay with the times with this vintage television. Our product has a fantastic retro feel! We refurbish genuine vintage television sets and bring them up to date, so that you have the professional sound and picture quality of a modern TV set! Take advantage of our special promotional weekend from the 5th to 7th June - we will have 20% off all sets!

What's the difference?



*Stay with the times
with this **vintage**
television.*

*Our product has a
fantastic **retro** feel!*

A **vintage** item is generally at least 20 years old.
A **retro** item, on the other hand, imitates the style of older times, but may be brand new. A vintage item can be described as retro, but not the other way around!

Do you own any vintage or retro items? Where did you buy them?



Brainstorm descriptive adjectives

Brainstorm adjectives for the following categories:

1

Food and drink

2

Travel

3

Children's toys



Using questions

We often use the **future tense** and **question structures** when trying to sell a product!

Why do you think this is? Read the product descriptions below. What type of product is it?
What purpose do the questions serve, do you think?



Why not give yourself a night off from cooking tonight? You will be delighted with our super-fast dinner delivery service. Restaurant quality food to your door!

Sick and tired of forgetting your keys? Invest in our GetHomeSafe box and you'll never have to stand outside in the rain again.

Using language to sell a product

Choose one of the products below. **Write** a short product description.



Wedding cake



Children's soft toy



Camper van



Water bottle



Use descriptive adjectives, questions and the future tense in your text!



End of the lesson

Idiom

I'm sold

Meaning: to be convinced

Example: Sounds like exactly the kind of place I'd like. I'm sold!



Additional practice



Discuss



Simply having a great product isn't enough – in order to succeed, you have to be able to sell it! To do this, you need to be able to see things from the user's perspective.

What kind of things do you think about before buying a product?

Have you ever been convinced to buy something by a good marketing campaign?

Have you ever decided not to buy something that you had planned to buy?

What changed your mind?





Thinking about marketing

Review these marketing tactics.



1. Marketing and advertising are all around us! Describe how each of these marketing tactics work.
2. Try to give examples of effective product marketing that you have seen for each category



Put yourself in the customer's shoes

How do you turn **potential customers** into **product users**?

The best way to do this is to get into the customer's **mindset** and give them what they want!

Here are some questions you might ask yourself. Can you think of any others?



How much would you be willing to pay for the product?

What would you want it to do?

What might annoy you about the product?

What kind of marketing would catch your attention?



Be the customer

Read the piece of advice below. **Think about three products** that you would like to sell.

“The best way to gain a customer is to imagine yourself as a customer! If you are not the number one fan of your product, or if you wouldn't want to use it yourself, then ask yourself why that is.”

Define who your target audience(s) would be. What would be the best ways to reach them?

Imagine yourself as the user and identify potential concerns about the product.

What are some key words that you can use in your product description?





Sell your product!

You and your colleague are going to **work together** to sell a product of your choice!
However, your colleague is very nervous about this, they have never sold a product before!

Coach your colleague through the process.

First, **summarise** what you have learnt about selling a product in this lesson.

Next, **devise a strategy** for selling your product: think about marketing, language, target audiences, etc.







Answer key

P.4: 1. d 2. a 3. b 4. e 5. c

P.6: 1. close 2. marketing 3. advantages 4. gain 5. sales performance 6. needs

P.10: 1. publicity stunt 2. email newsletter 3. billboards 4. promotions 5. giveaways



Summary

Collocations:

- *to gain users; to connect with the buyer; to satisfy the needs; to emphasise the advantages; to close a sale*
- *We need to **satisfy the needs** of our customers.*
- *To **close the sale**, we should offer some kind of incentive.*

Marketing:

- *sales performance; seller; giveaway; publicity stunt; billboard; flyer*
- *Those free flights were just a **publicity stunt**.*
- *Let's do a **giveaway** to promote our new product.*

Target audience:

- *It is of **vital importance** that you know who the **target audience** is for your product. If your **target audience** is students, you need to make your product affordable. If your **target audience** is business people, you need to market your product with the habits of business people in mind.*
- *One way to get to know your target audience is through conducting **interviews** or **surveys**.*

Language and questions:

- *When you are marketing a product, you want to use **positive language** to **emphasise the good points of your product**. Tip: use lots of adjectives!*
- *We often use the **future tense** and **question structures** when trying to sell a product.*
- *Why not give yourself a night off from cooking? You will be delighted with our super-fast delivery service.*



Vocabulary

to gain users

to connect with the buyer

to satisfy the needs

to emphasise the advantages

to close a sale

marketing

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seller

giveaway

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billboard

flyer

vintage

retro

