

 Se former autrement	<p style="text-align: center;">Lesson7</p> <p style="text-align: center;">Product / Service Description</p>
Level: 4th Year Module: CCCA4 Instructor(s): Up Anglais	
<p>Learning Outcomes:</p> <p>By the end of the lesson, students will be able to:</p> <ul style="list-style-type: none"> • Develop vocabulary related to product/service description • Turn product/service features into benefits • Recognize the negotiation types and process • Review and practice conditionals type 1 and 2 	

1. Product / Service Description

1.1 Describe the following objects by shape, colour and material.

	<u>Shape</u>	<u>Color</u>	<u>Material</u>
DVD	<u>flat</u> <u>round</u>	<u>silver</u>	<u>plastic</u>
Coca-Cola bottle	<u>cylindric</u> <u>al</u>	<u>black</u>	<u>glass</u>
i-phone	<u>flat</u> <u>rectangu</u> <u>lar</u>		<u>metal,</u> <u>glass</u>
Briefcase	<u>rectangu</u> <u>lar</u>	<u>black</u>	<u>leather</u>



1.2 Fill in the blanks with words from the box.

tried and tested	dependable	top of the range	inexpensive	long-lasting
unbreakable	easy-to-use	much-vaunted	rock bottom	

1. The frame of this bicycle is titanium-enforced, making it virtually **unbreakable**
2. We are proud to present the **much-vaunted** new edition of our estate car - here it is!
3. This product has been **tried and tested** by generations of satisfied customers.
4. It might not look all that exciting, but it's certainly the most **dependable** product in its price range, it will simply never fail you!
5. This is a **top of the range**.. computer - you won't find anything better on the market at present.
6. This is an **inexpensive** version of its brand counterpart, but I can assure you it's just as good, if not better!
7. The step-by step guide makes this product the most **easy-to-use** you'll have ever had!
8. The latest technology at **rock bottom**... prices - that's our philosophy!
9. This dye is the most **long-lasting**.on the market - it will simply never wash out

1.3 Reading

Read the following article.



Did you ever want to sell a birthday present **that you didn't like**? Or an old toy **that is taking up space in your closet**? In the old days, buyers and sellers were limited to newspapers, garage sales, and flea markets¹ in the area **where they lived**. But in the early 1990s, **when people started to use the Internet**, Pierre Omidyar had an idea. Omidyar, **who was working as a computer programmer**, realized that sellers no longer had to be limited to finding buyers **who lived in their local area**. He came up with the idea of eBay, **which he started as a hobby**. He didn't charge money at first because he wasn't sure eBay would work. Buying online requires you to trust sellers **whom you've never met**.

But people liked eBay. Soon there was so much activity on eBay that his Internet service provider upgraded his site to a business account, **which was no longer free**. So Omidyar started to charge the sellers a small fee for each sale. Before long, this hobby grew into a big business.

By 1998, eBay had become so big that Omidyar needed a business expert. He brought in Meg Whitman, **whose knowledge of business helped make eBay a success**. She changed eBay from a company **that sold used things in several categories** to a large marketplace of seventy-eight million items, both new and used, in fifty thousand categories.

Many companies **that start out well on the Internet** later fail. When Whitman left the company, it started to decline. In 2008, John Donahoe was brought in as the new CEO. He fired many people **who had been working there for years**. He understood that smartphones and tablets were changing the way **that people shopped**; people no longer had to shop from their home computers.

He created an eBay app so that people could shop 24/7 and could pay with one click. eBay, **which was about to follow other Internet businesses into decline**, was brought back to life.

By the time Omidyar was 31, he was worth more than \$7 billion. The money that he has earned is much more than he needs. He and his wife signed a promise, the Giving Pledge, to give away the majority of their wealth during their lifetime to help others.

A. Based on the reading, tell if the statement is true (T) or false (F)

- a. Omidyar did not start out with the intention of making money. **T**
- b. Because of John Donahoe, eBay was starting to fail. **F**
- c. Omidyar believes in sharing his wealth. **T**

B. Enlist the various features and corresponding benefits of eBAY.

Features	Benefits
eBay app	people could shop 24/7 and could pay with one click
buying online	sellers no longer had to be limited to finding buyers who lived in their local area

2. Negotiation

2.1 Match the expressions in the box to their definitions:

¹ flea market: a market where used items are sold

COMPROMISE / GIVE AND TAKE / PERSUADE / TRADE-OFF / ZERO-SUM GAME / WIN-WIN / PARTIES / DEAL

1. When both sides/parties benefit in a deal/agreement, is a **WIN-WIN**
2. Another word for an agreement is **DEAL**
3. When two companies reach an agreement by making concessions, they make a **COMPROMISE** ...
4. When you get less of one thing in order to get more of another, it is called a **TRADE-OFF**
5. The name of a negotiation strategy where both sides make compromises/concessions is **GIVE AND TAKE**
6. A very formal word to call the 'groups' and 'sides' in a negotiation is **PARTIES**
7. Another way to say 'convince', is **PERSUADE**
8. When one side benefits a lot more than the other in a deal, is a negotiation strategy called **ZERO-SUM GAM**

2.2 Which of these negotiations are probably “distributive” or “integrative”?

- a. The rental price of an apartment. **distributive**
- b. Your boss gives a raise but in doing so the working hours per week go up. **distributive**
- c. Your flights been cancelled but the airline gives you 3000 fly miles for the inconvenience **integrative**
- d. Buying a car. **distributive**
- e. Arranging a meal for your hiking club (40 people). **integrative**

3. Conditionals

3.1 Complete the sentences using the right conditional form.

- a. If we knew more about their culture, negotiating (be) **would be** easier.
- b. If you execute the order carelessly, they (place / not) **will not place** another order with you in the future.
- c. If I were you, I (worry / not) **would not worry**. about the technical sales presentation.
- d. If I arranged for a newly washed and pressed uniform to be left in your office every morning, **would you wear** (you / wear) it instead of your own business clothes?
- e. If I **lent** (lend) you my reliable and well-made laptop for a couple of weeks, would you let me use your more stylish one for my big presentation?
- f. Would you have a party for people in your team if the company **had paid** (pay) you for it?
- g. Unless she **doubles** (double) her order, she won't receive any privileges.