



3

Products & services

Starting point

- 1 What products or services are very popular at the moment where you live?
- 2 Why are they popular?

Working with words | Describing products and services

- 1 Work with a partner. What do you look for when you buy a new product? Do you agree or disagree with the opinions below?
 - 1 The main thing for me is low prices.
 - 2 I think it's important to be able to speak to an employee for help and advice.
 - 3 I prefer to buy from companies that I know.
 - 4 For me, a good product always costs more.
 - 5 I want products and services that are easy to use.
- 2 Read this text. Do most customers have the same opinion as the people in 1?

WHAT CUSTOMERS WANT

Shopping for new products is a very personal thing. Some of us are looking for **original** products that nobody else will have. Others want to have the same things as everybody else, so they are more attracted by **popular** products. But it seems that we all have the same reasons for choosing one product or service over another. A recent online survey showed that the top five priorities for customers were:

1 VALUE

Most people want to be sure that they are getting **good value** when they buy a product. This doesn't always mean that the product is cheap; it means that it is the product we want and that we are happy with the price we are paying.

2 SERVICE

Most of us want to talk to people who know their job and can give us good advice. We want **helpful** staff who can deal with problems quickly and efficiently. This is true not only in shops, but also when we order by phone or online.

3 TRUST

Most customers want to buy from **reliable** companies that give them what they promise, every time. Companies that deliver late or that sell faulty products will soon lose our business.

4 QUALITY

We know that a Cartier watch is a quality product, but quality isn't only about price and expensive materials. A cheap watch that looks good and still tells us the right time after ten years is also a **high-quality** product.

5 SIMPLICITY

Most people want **user-friendly** products and services. We don't want to read a 200-page manual before we can use our mobile phone or other **high-tech** gadget.



- 3 Work with a partner. The five reasons in the survey are in order of importance for customers. Do you agree with the order? Would it change for different types of product?

Tip | Adjective position

Adjectives usually go before the noun in English:

It's a **high-tech** product.

NOT *It's a product **high-tech**.*

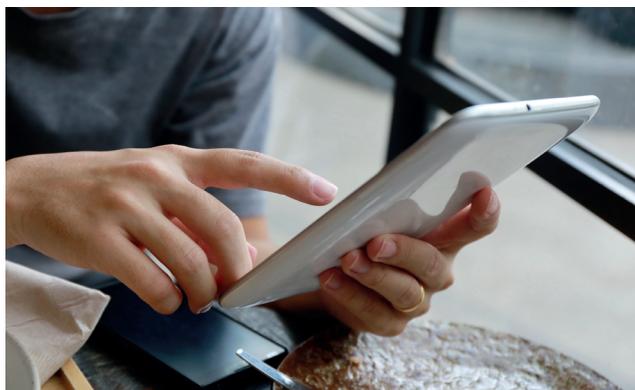
We can put the adjective after the noun with the verb *be*:

The computer is very **user-friendly**.

Our staff are **helpful**.

4 Complete descriptions 1–8 with the adjectives in **bold** from the text in **2**.

- 1 We deliver the right product at the right time. We are _____.
- 2 You will learn to use it very quickly. Our product is _____.
- 3 We offer a great product at the right price. Our products are _____.
- 4 Our products never break. They are _____.
- 5 Today everyone wants one. It's a very _____ product.
- 6 We use the latest technology. Our products are _____.
- 7 No other company makes a product like this. It's really _____.
- 8 We are here to answer all your questions. Our staff are _____.

5 Work with a partner. Which adjectives in **4** do we often use to describe these products and services?**6** ▶ **3.1** Listen and match each extract to the pictures in **5**. Which adjectives does each speaker use?**7** ▶ **3.1** Listen again and complete these sentences with a word from the list.

very totally pretty really extremely quite

- 1 We've added a _____ new high-definition camera.
- 2 I love the material. It's _____ high quality.
- 3 Your things are always _____ original.
- 4 It's an _____ reliable product.
- 5 It's a _____ user-friendly site.
- 6 The accommodation was _____ good value, too.

8 Work with a partner. Which sentences in **7** would describe products and services that you use?

» For more exercises, go to **Practice file 3** on page 110.

9 Work with a partner. Recommend a company, shop or product you know well.

- 1 Make a list of words from this section to describe the company, shop or product.
- 2 Use your list to recommend it to your partner. Explain *why* your statements are true.

Example: *It offers a very reliable service. The products always arrive on time and they never make a mistake.*

Language at work | Past simple

- 1 Look at the list of inventions below. Which ones are the most important to you today? Why?

Twitter Mobile phone World Wide Web Smart cards

- 2 Try to match the inventions in 1 to their inventors and the year you think they were invented.

| | | |
|----------------|-----------------|------|
| Twitter | Tim Berners-Lee | 1973 |
| Mobile phone | Jack Dorsey | 1991 |
| World Wide Web | Roland Moreno | 2006 |
| Smart cards | Martin Cooper | 1974 |

- 3 ▶ 3.2 Listen to the beginning of a radio programme about inventors and check your answers.
- 4 Match sentences 1–4 to explanations a–d in the *Language point*.

Tip | Pronunciation of regular past -ed endings

When the final sound of the infinitive is /t/ or /d/, we pronounce the -ed ending as an extra syllable:

needed, wanted.

With all other infinitives, we don't pronounce the -ed ending as an extra syllable: *launched, produced.*

LANGUAGE POINT

- 1 He launched his popular social networking service in 2006. ____
- 2 Many people didn't know him before 2012. ____
- 3 When did mobile communications begin? ____
- 4 Martin Cooper made the first mobile phone call. ____

We use the past simple to talk about finished actions in the past.

- a The past simple form of regular verbs ends in -ed.
- b The past simple form of irregular verbs does not end in -ed.
- c The negative is formed by using *didn't* + the infinitive of the main verb.
- d In questions we generally use *did* + subject + infinitive of the main verb.

» For more information, go to **Grammar reference** on page 111.

- 5 ▶ 3.3 Listen to the story of Jack Dorsey and Twitter and put the events in the right order.

- ___ People don't understand why Twitter is necessary
- ___ Starts a new company with two other people
- ___ Goes to New York University
- ___ Doesn't finish his studies
- 10 Presidential candidates use Twitter
- ___ Studies in Missouri
- ___ Sells software online
- ___ Moves to California
- 1 Produces software for taxi drivers
- ___ Creates a website in two weeks

- 6 Use the information in 5 to tell the story of Jack Dorsey. Change the verbs to the past simple and add any other details you remember.

Example: He produced software for taxi drivers.

» For more exercises, go to **Practice file 3** on page 111.



- 7** Read about Roland Moreno or Martin Cooper and write notes in the table. **Student A**, turn to page 136. **Student B**, turn to page 141.

| | Roland Moreno | Martin Cooper |
|--------------------------|---------------|---------------|
| Main invention | | |
| School/Education | | |
| Job(s) | | |
| Launch date of invention | | |
| First success | | |
| Other inventions | | |

- 8** Ask your partner questions about Roland/Martin and complete the information in the other column in **7**. Use these prompts to help you with the questions.

What / invent? When / launch / invention?
 Where / go to school? When / invention / become / a success?
 Who / work for? Invent / other products?

- 9** Work with a partner. Talk about your experience of using the inventions in **1** using the questions below.

When did you start using them?
 Was it for work or for personal use?
 What did you think of them at first?
 How are they different now compared with before?

Practically speaking | How to show interest

- 1** ▶ **3.4** Tick (✓) four phrases which we use to show interest in what another person is saying. Then listen and check your answers.

___ Oh ___ Oh really?
 ___ Did you? ___ No, it wasn't.
 ___ Yes, I did. ___ Thanks.
 ___ That's interesting! ___ Was it?

- 2** ▶ **3.4** Listen again and complete extracts 1–4 with an expression showing interest from **1**.

1 A I went on a trip for a change.
 B _____? Where did you go?
 2 A We went to Monte Carlo.
 B _____! Why did you go there?
 3 A It was really exciting!
 B _____? I don't know Monte Carlo.
 4 A The weather was fantastic.
 B _____? It rained here all week.

- 3** Work with a partner. Practise the sentences and responses in **2**.
- 4** Write down four things you did last week or last weekend. Then have a conversation with a partner. Use the expressions in **2** and ask questions to continue the conversation.

Tip | Intonation

Notice the intonation in the expressions in ▶ **3.4**. To show you are really interested, your voice needs to go up and down.

If your voice doesn't change, people will think you aren't interested at all.



Business communication | Giving a research report

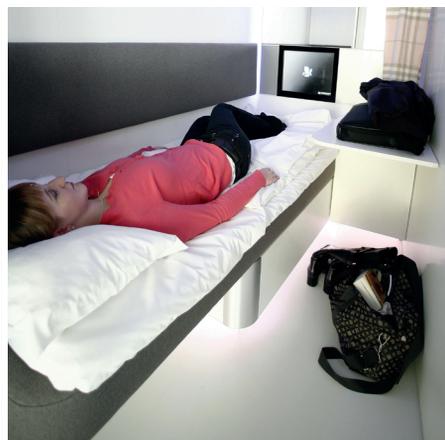
- 1 Work with a partner. Look at the picture of a podpad. Where do you think they are used? Would you stay in this type of accommodation?
- 2 ▶ 3.5 Listen to someone giving a research report into the use of podpads at a festival. Make notes in the table:

| | |
|-------------------------------|--|
| Why did they do the research? | |
| How did they do it? | |
| What were the results? | |
| What were the conclusions? | |

- 3 ▶ 3.5 Work with a partner. Match 1–10 to a–j to make sentences. Then listen again and check your answers.
 - 1 The purpose of our research was ____
 - 2 We wanted to find out ____
 - 3 We did this by ____
 - 4 Then we ____
 - 5 We asked ____
 - 6 We found that ____
 - 7 75% of visitors said that ____
 - 8 Our research showed that ____
 - 9 Our conclusion is ____
 - 10 We recommend ____
 - a they would pay to use them.
 - b interviewing 50 visitors to the festival.
 - c podpads were popular with visitors and farmers.
 - d using them at our next festival.
 - e them for their opinion of the podpads.
 - f to find the best accommodation for visitors.
 - g the podpads were a big success.
 - h if people would pay to rent a podpad.
 - i that they are a great choice of accommodation.
 - j interviewed them about their experience.

» For more exercises, go to **Practice file 3** on page 110.

- 4 Answer the questions with a partner.
 - 1 Have you done any research studies?
 - What was the purpose? • How did you do it? • What were the results?
 - 2 Have you taken part in any research studies? What were they for?
- 5 Work with a partner. Your company has asked you to research places where employees can have a short sleep after lunch. Give a report on your results. **Student A**, turn to page 136. **Student B**, turn to page 141. Then decide which one is better.



Key expressions

Stating aims

The purpose of this research was ...

We wanted to find out ...

Explaining the process

We did this by (+ *-ing*).

First, we contacted/offered them ...

Then we visited/interviewed/asked them ...

Finally, we ...

Reporting on results

They said/thought that ...

We found that ...

Seventy five per cent/The majority said that ...

Our research showed that ...

Concluding

Our conclusion is that ...

We recommend (+ *-ing*)

TALKING POINT

Products you can't live without



Discussion

- 1 ▶ 3.6 Listen to the description of the four products above. Why did each person decide to buy the product? What advantages does each product have?
- 2 Do you use the products in the pictures? Why?
- 3 Can you live without them?
- 4 Can you live without the products they're compared to: mobile phone, books, maps, gas (or electric) cookers?

Task

- 1 Work in groups. You are going to choose 'the greatest product of all time' in these categories.
 - Traditional products
 - Modern-day products
- 2 Agree on a list of three products for each category.
- 3 Make a list of criteria for evaluating the products in each category.

Example: easy to use, saves time
- 4 Decide on the best product in each category.