

# GENERAL ENGLISH

## Lesson 6 – DESCRIBING PRODUCTS AND SERVICES



# Lesson 6 – Describing Products and Services

## Introduction



Explaining products and services to customers and clients in another language can be difficult, but the basic tools for beginning are here. Your descriptions should be clear and simple; describe the features and benefits in language that a layman can understand, appreciate and embrace.

What is the man offering the customer in the picture?

# Lesson 6 – Describing Products and Services

## Useful Expressions

**Model language and key words for discussing products:**

Asking about	Answering
What does your company sell?	Name your products
What products do you sell?	
What do/does your [the product(s)] do?	It ... They... It helps ... They help...

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## Useful Expressions

**Model language and key words for discussing services:**

Asking about	Answering
What services do you provide?	We provide...
What [kind of] services do you provide? [asking for more detail]	We help...

\*\* *Help* and *provide* are two good words to rely on when you are describing products and services.

# Lesson 6 – Describing Products and Services

## Dialogues

**Activity 1. Practice the following dialogs with a partner. Change roles and ask and answer the questions**

### Dialogue A

A: What does your company do?

B: We manufacture and sell fire prevention and fire control equipment.

A: What do your products do?

B: They help prevent fires and help suppress fires once they have started.

### Dialogue B

A: What does your company do?

B: We provide security services to large businesses and hotels.

A: What kind of services to you provide?

B: We provide security guards, CCTV and 24-hour monitoring.

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## Exercise

Activity II. Work with a partner asking and answering questions about the products in the table below. Use the dialogs from slide 5.



**Company:** Translations R Us  
**Product:** Electronic Translation Dictionary  
**What it does:** Translates 45 languages into English, Chinese, Japanese and Spanish



**Company:** Colorado Hot Air, Inc.  
**Product:** Hot Air Balloons  
**What it does:** Takes people on flights up to 10,000 feet (about 3100 meters).



**Company:** Yoga Sensation  
**Service:** Yoga Instruction  
**What is provided:** Yoga classes at all levels worldwide for corporations and resorts.



**Company:** The Pool Doctor  
**Service:** Swimming Pool Maintenance  
**What is provided:** Cleaning, servicing and repair of swimming pools. Everything from small private pools to huge resort and country club pools.

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## Exercise

**Activity III.** Now work with a partner asking and answering questions about your company's products and/or services. Use some well – known company's products and/ or services too.

*E.g.. Microsoft*



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## Useful Tips

To gain a competitive advantage, do three things:

- Know your products and services better than the competition knows theirs.
- Know the benefits of your products and services from your customers' perspective.
- Know where your product stands on the "product life cycle". The position on the product life cycle affects pricing as well as sales strategies.

*“People buy benefits.”*

What does it mean by *“people buy benefits.”*?



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**USP**

**What is the Unique Selling Proposition (USP) of your products and services?**

What sets your products and services apart from the rest? For each product and service ask: Is it quality? Price? Convenience? Style? Professionalism? Ask the same questions about your store, restaurant, or office.

You can set your products apart from the competition by looking at the following:

- New, improved products.
- Packaging
- Pricing
- Advertising and promotion
- Delivery
- Convenience
- Computer-based convenience
- Follow-up service



**Next Lesson:**  
**COMPLAINTS**

**The End**