

Unit

1

Sales

- 
- A Describing Products
 - B Buying a Car
 - C Brands
 - D Customer Service
 - E E-commerce
 - F Advertisements

Describing Products

Warm up

Discuss these questions.

- 1) Describe your mobile phone. What are the features of the phone? Why did you choose it?
- 2) What makes a good product?

Pronunciation

Consonant Clusters

Listen as the following words are pronounced. The first word of each pair has a vowel between the underlined consonants, and has two syllables. The second word of the pair has a consonant cluster and only one syllable. Practice pronouncing the pairs.

- | | | | |
|-------------|--------|----------|--------|
| 1) parade | prayed | 4) licit | list |
| 2) polite | plight | 5) below | blow |
| 3) collapse | claps | 6) rigid | ridged |

Conversation

The salesman of an electronics store is talking to a customer.

Salesman Hello, how may I help you?

Customer Hi, I'm looking for a PDA (Personal Digital Assistant). I need something with a lot of features like Internet capability, MP3, and a 5 megapixel camera. But, also, I don't want to **pay an arm and a leg** for it. Last time I bought one, I got **ripped off** because the quality of the product was so **lousy**.

Salesman Well then, you have come to the right place. Would you like to see our new KP 5? It's loaded with features! In fact, it's one of our bestsellers. So much so that it has considerably increased our **same-store sales**.

Customer OK. Hmm. It has a **quirky** design. How much does it cost?

Salesman It's around \$599, plus tax.

Customer That's a little **hefty**.

Salesman Well, I'm not going to convince you to buy it. But, it's a **top-notch** product and we guarantee that you won't be disappointed.



Vocabulary

Match these words to their definitions.

- | | |
|----------------------------|---|
| 1 to rip off | a) heavy, strong |
| 2 to convince | b) best, highest quality |
| 3 hefty | c) to be very expensive |
| 4 lousy | d) to charge an unfair amount; cheat, swindle |
| 5 same-store sales | e) to persuade, force, cause an action |
| 6 top-notch | f) unusual, unconventional |
| 7 quirky | g) consecutive sales numbers for one store |
| 8 to cost an arm and a leg | h) terrible, remarkably bad, of poor quality |

Language Review

Adjectives

- Adjectives describe nouns, subjects and objects. Many adjectives are simple: new, old, good, bad, fast, slow, tall, short, wide, narrow, rich, poor. Complex adjectives are derived from nouns and verbs, and can be identified by their endings. Some common endings are:
 - able: *notable person, profitable business, adjustable button*
 - al: *professional look, international company, global economy*
 - ed: *educated man, trained employee, advanced graphics*
 - ful: *successful business, fruitful relationship, colorful design*
 - ic: *strategic marketing, optimistic outlook, academic research*
 - ing: *leading producer, pending documents, sensing monitor*
 - ive: *positive results, competitive price, active environment*
 - less: *useless data, endless problems, wireless communications*

Activity

Complete the sentences below with the correct adjectives.

- 1 China lacks well-_____ (train) workers.
- 2 Acme Co. is a _____ (globe) leader in memory chips.
- 3 The company is pouring a lot of funds into _____ (science) research.
- 4 We need more _____ (promotion) material for the marketing campaign.

Role-Play Activities



Read and practice the dialogs below.

Role-Play 1



- A** Hello. Welcome to ABA Computers. How may I help you?
- B** Yes, I'm looking for a laptop computer. I don't want to spend a lot of money, but I also want top-notch technology. What do you suggest?
- A** How about this one? It has an advanced graphics chip and an adjustable camera.
- B** Yes, but I don't like that brand. Could you show me another one?
- A** OK. How about this one? It's more popular with professional gamers.
- B** OK. How much is it?
- A** It costs \$2,990, plus tax.
- B** That's way too hefty a price!

Role-Play 2



- A** Hello. Welcome to Dexworld Computers. How may I help you?
- B** I'm looking for a desktop computer. I'm looking for something that is economical, but with all the necessary features. What do you suggest?
- A** How about this one? It has a built-in modem system and a DVD drive.
- B** Yes, but I don't like that design. Could you show me another one?
- A** OK. How about this one? It's our latest model. We just received it this morning.
- B** OK. How much is it?
- A** It costs \$1,990, plus tax.
- B** That's quite reasonable. I'll take it.

Buying a car

Warm up

Discuss these questions.

- 1) What is your dream car?
- 2) If you had the money, how much would you be willing to pay for a car?
- 3) Do you think cars are only for transportation?

Pronunciation 1-5

Consonant Clusters

The first word in each pair has a short vowel sound at the beginning. The second word does not; it begins with an s-consonant cluster. Practice pronouncing the pair.

- 1) aspire / spire
- 2) escape / scape
- 3) estate / state
- 4) astride / stride

Reading Comprehension

In the modern world, the automobile has become an integral part of life. However, the *ubiquitous* automobile has become *impractical* in heavily congested cities around the world.

Worse yet, the *misinformed* public and their *nonchalant* attitude toward the environment has created not only contamination problems, but has also increased the consumption of precious and *irrecoverable* natural resources.

Are there any solutions to the ever increasing need for fossil fuels and minerals and its consequent negative effects? Can humans balance nature with transportation needs?

Questions

1. Are most motorists unconcerned with the environment or are they misinformed?
2. What new technologies are making cars more energy-efficient?



 1-6

Vocabulary

Match these words to their definitions.

- | | |
|-----------------|---|
| 1 impractical | a) not content |
| 2 irrecoverable | b) to have incorrect information |
| 3 conventional | c) not useful |
| 4 illicit | d) not being concerned, casually calmed and relaxed |
| 5 nonchalant | e) seeming to appear everywhere at once |
| 6 ubiquitous | f) ordinary, commonplace |
| 7 dissatisfied | g) not recoverable |
| 8 misinformed | h) illegal |

Language Review

Adjectives: Negative Prefixes

- The following prefixes are used to create negative forms of adjectives:

dis-, dys-, il-, im-, in-, ir-, mis-, un-

dissimilar

dysfunctional

illegible

illiterate

impertinent

immortal

incongruous

inconsistent

irrevocable

irremediable

misaligned

mismanaged

unrepentant

uncompromising

Activity

Complete the sentences below with the correct negative adjective.

- The company's _____ (functional) management created more problems than it solves.
- My doctor's handwriting is _____ (legible).
- The _____ (aligned) front axle caused the car to shake.
- Payment method is by an _____ (revocable) letter of credit .
- The bank executives were _____ (repentant) of their _____ (licit) activities.
- The new skyscraper looked _____ (congruous) in the old square.

Role-Play Activities



Read and practice the dialogs below. For the second dialog, fill in the blanks with appropriate sentences, then practice with a partner.

Role-Play 1



- A** Hello. Would you care to look at a model?
- B** Yeah, I'm interested in that red compact for my wife.
- A** Well, that compact is great for singles, but for families it's a little impractical. If you have children, you're better off with a Crossover SUV.
- B** Yes, but I'm afraid it would be impossible with my budget.
- A** Well, the new ones are not that much more expensive. How about this one?
- B** OK. But do you have something with a more functional design?
- A** Yes, the X3 has a more conventional style.
- B** Could I test-drive it?

Role-Play 2



- A** Hello. Would you care to look at a vehicle today?
- B** _____
- A** Well, that red one is great for singles, but it's highly impractical for families. How about that minivan?
- B** _____
- A** Well, the new compact minivans are not that much more expensive. How about this one?
- B** _____
- A** Yes, the I300 has a more conventional style.