

Teacher's notes

LEVEL: Elementary / A1

TIME: 50 minutes

SKILLS: speaking, reading, writing

AIM: to practise language related to describing products and services in a sales context

MATERIALS: one copy of the worksheet per student; one set of question and answer strips and one Star Limo Ltd. leaflet per pair of students; flip chart or whiteboard; pens; internet access or printed copies of the Amazon homepage (www.amazon.co.uk) per pair of students

Grammar

use of the present simple for description
review of *do* in forming questions

Useful words and phrases

Key lexis from the activities

cost

delivery / to deliver

offer

guarantee

warranty

service support

purchase

latest models

deals

payments

available

charge

profile

Possible elicited words and phrases

attractive / stylish

easy / simple

practical

user-friendly

top quality

flexible

Procedure

As a warm-up activity, ask students how they shop: in person or online? Which do they prefer? Why? What kind of products and services can be ordered online?

Then, ask them to give an example of a *product* and a *service* that they use. Check their understanding of the

difference: a *product* is something you can use, see, hold, or touch while a *service* is something a company provides or does for the customer that doesn't involve selling them a physical product.

Distribute the copies of the Amazon homepage, go to the homepage on your class laptop or ask the students to access the page on their phones, tablets or laptops. In pairs, ask the students to list three products and three services on the Amazon website (www.amazon.co.uk). Write the following on the flipchart or whiteboard to guide them:

Online shopping on Amazon

Products

1

2

3

Services

1

2

3

Note: The words *product* and *service* don't appear on the Amazon homepage so, if the students are struggling, guide them to the **Shop by Department** list on the left-hand side of the page for products and to the right-hand side and bottom of the page for services (e.g. the wish list, selling products, returns, etc.).

A

Get students to do Activity A in pairs. Then review their answers with the whole class.

Key:

1. *selection*; 2. *latest*; 3. *available*; 4. *deals*; 5. *range*; 6. *guarantee*; 7. *payment*; 8. *delivery*

B

Tell the students to do Activity B individually. They then check their answers with the person next to them, after which you can elicit the answers from the whole class. Then, each pair gives you a corrected statement. Finally, write up their corrected false statements on the whiteboard or flipchart.

Key:

1. *F. Online Unlimited sells laptops and tablets.*
2. *T*

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3. F. Customers can buy the laptops and tablets in red, white or black.

4. F. There is a price range from £150-£1,500

5. T

6. F. You can pay them in monthly payments. (They send you your product straight away after you've ordered.)

7. T

C

Ask the students if they know what a product or service profile is. Get them to read through Activity C as an example. Write this outline on the flipchart or whiteboard.

Sample points for a product or service profile

1. Market: where they sell their products and who they sell them to
2. Colour range or availability
3. Price range
4. Payment terms
5. Delivery conditions
6. Warranty or guarantee

Can they add any other points to the profile?

Now get the students to complete the profile in pairs. Tell them not to look back at the advert in Activity A while they are doing the activity. However they **can** refer back to it to check their answers or to fill in any answers that they were not able to complete.

Key:

1. laptops; tablets
2. white, black or red
3. range; £150; £1500
4. month
5. free
6. guarantee

D

In pairs, give the students the cut-out question and answer strips to complete. Go through a model question and answer with them before they begin.

Q: What kind of products do Online Unlimited sell?

A: They sell laptops and tablets.

Point out that the present simple here is used about normal product and service description, not the present continuous. Also, remind them about forming questions with **do**:

~~What kind of products sell Online Unlimited?~~ What kind of products **do** Online Unlimited sell?

Elicit from each pair one example question and answer.

Teaching tip:

Get the students to look back at Activities A-D again. Ask these basic questions about the company, to introduce sales language with *offer* and *give*. Briefly explain the difference: *offer* means 'give the choice of', for example, with special deals; *give* is the sense of providing the customer with what he / she wants or needs.

What do Online Unlimited **offer** the customer?

What do they **give** the customer?

E

Ask the students to work in pairs to match the sentence halves to make sentences about Online Unlimited. When they have finished, check the answers as a class.

Key:

1. d; 2. c; 3. f; 4. a; 5. b; 6. e

Ask the students to work in pairs to prepare a group presentation on the Online Unlimited advert. Assign each pair a category to say one sentence about:

- the company
- the products offered
- colours
- prices and deals
- payment
- delivery

F

Elicit students' answers. If they are having difficulty, ask them what features a laptop or tablet has. Write these ideas on the whiteboard or flipchart, e.g.

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Features:

1. Laptops and tablets are easy to carry around.
2. I can look at the internet and emails at home or at work.
3. We can listen to music or watch video clips.
4. There's a camera to take photos.
- 5.
- 6.

Ask students to discuss which feature is most important to them and why.

Follow-up

First, hand out the leaflets to each pair of students on Star Limo Inc., a limousine service. Ask them to read the leaflet, then write a service profile of the company. After they have written their profiles, tell students that they are going to give a mini-presentation to the rest of the class. Give the pairs a few minutes to prepare and help them by modelling some of the key stages of the presentation:

Hello, I'm ...
I'm talking today about Star Limo ...
Do you have any questions?

Ask a couple of willing pairs to deliver their presentations to the class and encourage the other students to listen and then ask follow-up questions.

A

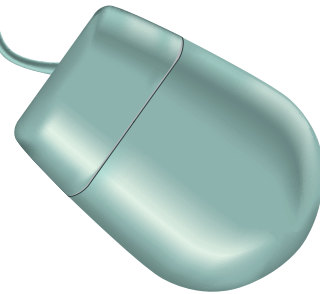
Complete the advert from an IT website below with the words from the box.

available deals delivery guarantee
latest payment range selection

Online Unlimited

Keeping you connected – at home or at work

- ★ Large _____ [1] of laptops and tablets
- ★ Offering the _____ [2] models
- ★ _____ [3] in white, black or red
- ★ Best _____ [4] for all customers
- ★ Prices _____ [5] from £150 to £1,500
- ★ Three-year _____ [6]
- ★ Easy monthly _____ [7] available
- ★ Free _____ [8] to anywhere in the UK



Contact us today for our special offers!

Online Unlimited
40 Bridge Street, Manchester, M4 5TX, UK
onlineunltd@bizmail.com

B

Mark these statements as true (T) or false (F). Correct the false ones.

1. Online Unlimited sell only laptops.
2. They offer the newest models of laptops and tablets.
3. Customers can buy the laptops and tablets in green.
4. There is only one fixed price for the offer.
5. Online Unlimited gives three years of service support on a laptop or tablet.
6. You must pay 100% of the bill before they send you the order.
7. Delivery doesn't cost extra.

C

Without looking back at the advert in Activity A, complete the profile about Online Unlimited.

Online Unlimited

Home

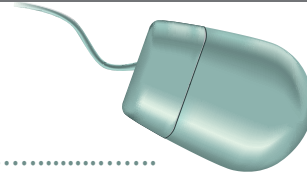
Profile

Products

Delivery

Basket

Profile



- 1 They sell and
- 2 Colours are available in
- 3 Prices from to
- 4 A customer can pay every.....
- 5 Delivery is for all customers based in in the UK.
- 6 They give a three-year on a purchase.

D

Ask and answer questions about Online Unlimited using the cut-out strips provided.

E

Match the sentence halves about Online Unlimited.

- | | |
|---|---------------------------------------|
| 1. Online Unlimited offer monthly ... | a. ... red, white and black. |
| 2. They don't charge ... | b. ... deals to all their customers. |
| 3. Online Unlimited have the latest ... | c. ... for delivery. |
| 4. They have laptops and tablets in ... | d. ... payments. |
| 5. Online Unlimited give the best ... | e. ... delivery in the UK. |
| 6. They offer free ... | f. ... models of laptops and tablets. |

F

Complete these sentences with your own ideas.

1. The best thing about a laptop is
2. Customers like tablets because



D

Q: What colours do they offer?

A:

Q: What payment terms do Online Unlimited give?

A:

Q: Do they charge for delivery?

A:

Q: Do they have the newest models?

A:

Q: Do they have the newest models?

A:



Follow-up



Got a special event or occasion? We give superior service with our fine line of limos.

We offer you:

- ★ the most attractive models
- ★ stylish colours like royal blue or deep red
- ★ spacious interior with self-service bar
- ★ a full sound system for your favourite music
- ★ a flat-screen monitor for TV or internet connection

Special offer: Hire a limo for at least two hours and we'll give you an **extra hour free!**

For more details and other special offers, please contact our sales team on **0845 66782**

