

EXERCISE 2

Fill in the blanks and read the dialogue.
空欄を埋めて、ダイアログを読みましょう!

Bruno _____ to tell you about our most advanced product:
the Phisher Mobility charger.

This device is crucial for people who work _____,
as I know 70% of your sales force currently do.

What separates our product from the competition is weight.

The charger weighs _____ 110 grams.

On my handout you can see the specifications on page four.

This charger can connect to all of the most important _____ that
your agents carry with them on sales calls.

And our device _____ for up to six months
and will provide most smartphones with up to two full charges.

This device is not only convenient, it's also a good investment.

_____ has shown that remote workers waste up to 40 minutes _____
waiting for devices to charge.

Multiply that by _____ remote workers you have,
and that's a _____.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What does the speaker say
about the salespeople?

Answer 1

- a. They start work early in the morning.
- b. All of them work from home.
- c. Most of them work outside the office.
- d. Some of them drive company cars.

Question 2

» What is NOT one of the features
of the device?

Answer 2

- a. It is relatively light.
- b. It holds multiple charges.
- c. It holds its charge for months.
- d. It comes in various colors.

EXERCISE 3

Practice speaking using the following scenarios.
それぞれの状況に沿って、スピーキングを練習しましょう!

Talk 1

You are a salesperson in a printing company. You are presenting an explanation of your company's on-demand book service. Your company can produce books faster than your competition. Also, your prices for small quantities are cheaper than your competition. In your presentation, refer to these unique selling points.

Talk 2

You are delivering a presentation on your company's latest video camera. Your camera is easier for senior citizens to use than your competition. Your handout has examples of the various option menus on the camera screen. Present your product, refer to its unique selling point, and refer to information on a handout.

Talk 3

You are a real estate agent. You are showing a potential buyer (your teacher) a home you are trying to sell. The house is 50 years old, but it has better insulation than other homes built around the same time. It also has a newly renovated kitchen and a new heating system. You have given the buyer a handout which describes the features of the house. Present your product, refer to its unique selling points, and refer to information on the handout. Then, present the additional benefits.

WORDS & PHRASES | 単・熟語表現の紹介

» advanced / 最も進んだ、進化した » crucial / 致命的な、必要不可欠な » on the road / 出張中で

» sales force / セールスマン、営業陣 » agents / 代理人 » calls / 電話 » remote / 遠く離れた、遠隔の

» multiply / かけ算をする

HOMEWORK

Writing 1

You run a janitorial services company. You need to write an e-mail to all your customers explaining your new cleaning service. You now offer carpet-cleaning at a lower price than your competition. Your service is also fast, and the chemicals you use are safe for the environment. You will attach a price list to the e-mail. Write the e-mail and refer to its unique selling point. Refer to information in the attachment. Then, present the additional benefits.

Writing 2

You manage a taxi company. A business magazine writer, Ken Wilburton, sent you an e-mail asking about your taxi service. You have more cars than your competition. You also offer discounts to companies that pre-purchase fare coupons for their employees. Write a reply to Ken. Your reply will have an attachment with the details on the coupon program. Refer to your unique selling point and the information in your attachment.