

**1 Product**

## Omega Electronics COMES OUT with Galaxy

Two years ago, Omega launched the Omega Star mobile phone. Now, our designers have developed an even better phone. Now, we are pleased to announce the arrival of the Omega Galaxy. The Galaxy is manufactured solely for use by TeleCom Wireless customers. Omega is proud to partner with the nation's leading mobile service provider.

The Galaxy comes with all the amazing features that the Star does. But it has a longer battery life and a brighter display screen. It has also been assembled to Omega's quality standards. Benefits of the Galaxy include a more user-friendly touch screen and higher speed internet capabilities. For customers who prefer a simpler phone, the Star will remain available for purchase.

The Galaxy will be shipped from our factories by the week. Then, they will be distributed by TeleCom Wireless to their stores across the country. The phone will be available for purchase in TeleCom stores on May 13.

**Get ready!**

1. Before you read the passage, talk about these questions.

1. What are some things people look for when purchasing a product?
2. What kinds of advertisements are the most successful? Why?

**Reading**

2. Listen and read the press release from a mobile phone store. Then, mark the following statements as true (T) or false (F). How is the Galaxy phone better than the star phone?

1.  The Star model mobile phone is no longer for sale.
2.  The Galaxy will work with only one service provider.
3.  The Galaxy is available directly from Omega Electronics.

**Vocabulary**

3. Match the words (1-7) with the definitions (A-G).

1. <input type="checkbox"/> features	5. <input type="checkbox"/> assemble
2. <input type="checkbox"/> launch	6. <input type="checkbox"/> benefit
3. <input type="checkbox"/> develop	7. <input type="checkbox"/> manufacture
4. <input type="checkbox"/> ship from	

A to send or mail a product from a specific location  
 B to design or build something new  
 C to begin selling a new product  
 D the special things that an item has  
 E to put pieces of something together  
 F to create something using machines  
 G the good or helpful qualities of something

**Writing**

3. You are writing a new press release for a product launch. Use the conversation from Task 7 and the press release to update a press release for a new mobile phone. Talk about:

- product description
- new dates
- extra features

**Speaking**

2. With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

**USE LANGUAGE SUCH AS:**

Do you have a moment?  
 There's a change in the...  
 Everything has been pushed back two weeks.

Student A: A press release must be changed. Talk to Student B about:

- what must change
- what to add
- cause of changes

Make up a cause for the changes.

Student B: Talk to Student A to find out what to change on a press release.

**Listening**

2. Listen to a conversation between two employees. Check (✓) the items that will be changed in the press release.

1. <input type="checkbox"/> price	4. <input type="checkbox"/> features
2. <input type="checkbox"/> shipping date	5. <input type="checkbox"/> assembly
3. <input type="checkbox"/> distribution	6. <input type="checkbox"/> quality standards

3. Listen again and complete the conversation.

Employee 1: Well, I have to push the Galaxy press release.

Employee 2: Oh? What's wrong?

Employee 1: I guess there's a change in the shipping date.

Employee 2: So it won't be 3 later on time?

Employee 1: No, definitely not. Everything has been pushed back two weeks.

Employee 2: Okay, it makes the changes to those items right away. Anything else?

Employee 1: Well, we want to keep customers interested, even though there's a delay. So we want to add some more detail to the 4 benefit section.

Employee 2: Will do. What's the cause for the delay, anyway?

Employee 1: The phones weren't being 5 assembled quickly. They weren't meeting 6 quality standards.

**2 Selling products**

## Sneakers Direct

Today's Online Specials

Today Only! Our #1 selling sneakers at wholesale price!

Click here for details.

Super styles. Buy one get one at half price!

Click here to view styles.

Free shipping on all orders over \$75.00.

Sneakers Direct is a leader in e-commerce. We offer a wide variety of sneakers daily for exclusive offers. We promise that our footwear is the best quality, best price. Return your items free of charge if you are not completely satisfied.

Treat of return. Call toll-free 1-855-711-2253

**Get ready!**

1. Before you read the passage, talk about these questions.

1. Do you prefer to shop online or in person? Why?
2. What are the risks of shopping online?

**Reading**

2. Listen and read the web page for a shoe store. Then, mark the following statements as T (true) or F (false).

1.  Customers will pay shipping for a \$50.00 order.
2.  The company will reduce prices lower than any competitor.
3.  Direct sales can be arranged on the website.

**Vocabulary**

3. Choose the word that is closest in meaning to the underlined part.

1. Here is the new magazine with photos and descriptions of products for sale.  
 A direct sales    B e-commerce    C catalog    D website
2. The salesman guaranteed that the shoes were completely matched.  
 A promised    B matched    C guaranteed    D returned
3. The cost to mail products added \$10.00.  
 A item number    B shipping    C offer    D return
4. Online business is important to most retailers.  
 A mail order    B catalogue    C e-commerce    D website
5. Change to the level of the price our companies offer.  
 A promise    B sell    C guarantee    D return

**Speaking**

2. With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

**USE LANGUAGE SUCH AS:**

I'd like to order some...  
 What color would you like?  
 And if I decide I don't like them?

Student A: You are a customer who wants to order sneakers. Talk to Student B about:

- price
- color
- quantities

Make up a size and color you want.

Student B: You are a sales representative. Answer Student A's questions.

**Listening**

2. Listen to a conversation between a telephone sales representative and a customer. Mark the following statements as true (T) or false (F).

1.  The customer lost the item number.
2.  The sneakers are not available in the requested color.
3.  The total cost is \$64.

3. Listen again and complete the conversation.

Representative: Thank you for calling Sneakers Direct. How can I 1 help you today?

Customer: I'd like to order some shoes from your catalogue, please.

Representative: Great. Do you have the 2 item number?

Customer: Yes. It's GH194.

Representative: The 3 price for sneakers?

Customer: Yes, in a size 11, please.

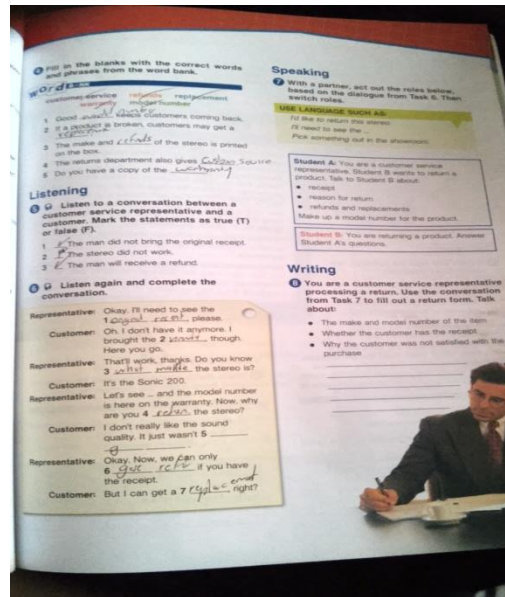
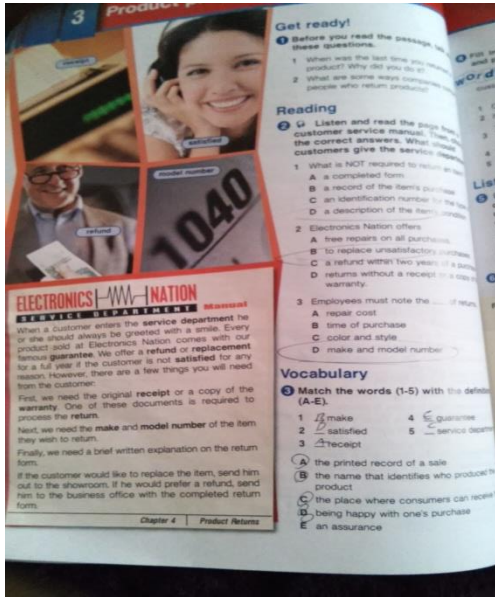
Representative: We do have those shoes available in your size. What 4 color would you like?

Customer: Do you have them in green?

Representative: Yes. The 5 total cost is \$55.00 plus \$9.00 shipping.

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Page. 8 and 9



Page. 10 and 11

