

# 1 Product details

Omega Electronics  
COMES OUT with  
**NEW Galaxy**

two years ago, Omega launched the Omega Star mobile phone. Now, our designers have developed an even better phone. 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 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 this 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!**  
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**  
1 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 features  | 5 assemble    |
| 2 launch    | 6 benefit     |
| 3 develop   | 7 manufacture |
| 4 ship from |               |

A to send or mail a product from a structure  
B to design or build something new  
C to begin selling a new product  
D the special things that an object has  
E to put together  
F to be helpful  
G to make something

Write a word that is similar in meaning to the underlined part.

- 1 The phone is given or sold by only one company. Manufactured by
- 2 Has the new phone become available for sale? Available
- 3 The MP3 player is of the highest standard construction. Quality

**Speaking**  
7 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** *No hay CD*  
1 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 checked="" type="checkbox"/> assembly |
| 3 <input type="checkbox"/> distribution  | 6 <input type="checkbox"/> quality standards   |

2 Listen again and complete the conversation.

*No hay Audio*

Employee 1: Well, 1 \_\_\_\_\_ with the Galaxy press release.  
Employee 2: Oh? What's wrong?  
Employee 1: I guess there's a change in the 2 \_\_\_\_\_.  
Employee 2: So it won't be 3 \_\_\_\_\_ on time?  
Employee 1: No, definitely not. Everything has been pushed back two weeks.  
Employee 2: Okay, I'll make 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 \_\_\_\_\_ section.  
Employee 2: Well, do. What's the cause for the delay, anyway?  
Employee 1: The phones were being 5 \_\_\_\_\_ too quickly. They weren't meeting 6 \_\_\_\_\_.

**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



# Sneakers DiRect

Online in our stores  
The best sneakers your feet deserve

## Today's Online Specials

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

Click here for details.

Selected styles. Buy one get one at half price!

Click here to view styles.

Free shipping on all orders over \$75.00

## Shop our catalogue

Mail Order: 14 Perry St. Del Mar, CA 92014  
Phone Order: 1-800-455-5555  
Open Monday-Saturday 9AM-5PM

\*Include 8% service charge

Sneakers Direct is a leader in e-commerce. Our website direct is 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.

Tired of retail? Call toll-free to ask about direct sales.

Item number: 5574 55

### Get ready!

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

- Do you prefer to shop online or in person? Why?
- 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).

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

### Vocabulary

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

- Here is the new magazine with photos and descriptions of products for sale.  
A direct sales      B e-commerce      C catalogue
- The salesman guaranteed that the shoes were comfortable.  
A promised      B matched      C related
- The cost to mail products added \$10.00.  
A item number      B shipping      C color
- Online business is important to most retailers.  
A mail order      B catalogue      C e-commerce
- Change to the level of the price our competitors offer.  
A promise      B sell      C match

### Speaking

7 With a partner, act out the roles below, based on the dialogue from Task 5. 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
- guarantees

Make up a size and color you want.

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

### Listening

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

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

9 Listen again and complete the conversation.

Representative: Thank you for calling Sneakers Direct. 1 \_\_\_\_\_ you today?

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

Representative: Great. Do you have the 2 \_\_\_\_\_?

Customer: Yes, it's GHI184.

Representative: The 3 \_\_\_\_\_ Sneakers?

Customer: Yes, in a size 11, please.

Representative: We do have those shoes available in your size. What 4 \_\_\_\_\_ like?

Customer: Do you have them in green?

Representative: Yes. The 5 \_\_\_\_\_ is \$50.00 plus \$9.00 shipping.

0123 5420 21454

### Writing

10 You are writing a page in a catalogue for a company. Use the conversation from Task 7 and the web page to write a description of a type sneakers available for sale. Talk about:

- What sizes are available
- What colors are available
- What the company's return policy is

# 3 Product problems



## Get ready!

- 1 Before you read the passage, talk about these questions.
- When was the last time you returned a product? Why did you do it?
  - What are some ways companies convince people who return products?

## Reading

1 Listen and read the page with a customer service manual. Then choose the correct answers. What should customers give the service department?

- What is NOT required to return an item?
  - A a completed form
  - B a record of the item's purchase
  - C an identification number for the item
  - D a description of the item's condition
- Electronics Nation offers
  - A free repairs on all purchases.
  - B to replace unsatisfactory purchases.
  - C a refund within two years of a purchase.
  - D returns without a receipt or a copy of the warranty.
- Employees must note the \_\_\_\_ of returns.
  - A repair cost
  - B time of purchase
  - C color and style
  - D make and model number

## Vocabulary

- 2 Match the words (1-5) with the definitions (A-E).
- |               |                        |
|---------------|------------------------|
| 1 a make      | 4 b guarantee          |
| 2 a satisfied | 5 c service department |
| 3 c receipt   |                        |
- A the printed record of a sale
  - B the name that identifies who produced a product
  - C the place where consumers can request repairs
  - D being happy with one's purchase
  - E an assurance

### ELECTRONICS NATION

#### Service Department

When a customer enters the service department he or she should always be greeted with a smile. Every product sold at Electronics Nation comes with our famous **guarantee**. We offer a **refund** or **replacement** for a full year if the customer is not **satisfied** for any reason. However, there are a few things you will need from the customer:

First, we need the original **receipt** or a copy of the warranty. One of these documents is required to process the return.

Next, we need the **make** and **model number** of the item they wish to return.

Finally, we need a brief written explanation on the return form.

If the customer would like to replace the item, send her or him to the showroom; if he would prefer a refund, send her to the business office with the completed return form.

Fill in the blanks with the correct words and phrases from the word bank.

- Word bank: **receipt**, **make**, **model number**, **guarantee**, **satisfied**, **refund**, **replacement**, **service department**
- Good \_\_\_\_ leads customers coming back.
  - If a product is broken, customers may get a \_\_\_\_.
  - The \_\_\_\_ and \_\_\_\_ the stereo is printed on the box.
  - The \_\_\_\_ department also gives \_\_\_\_.
  - Do you have a copy of the \_\_\_\_?

## Listening

1 Listen to a conversation between a customer service representative and a customer. Mark the statements as true (T) or false (F).

- The man did not bring the original receipt.
- The stereo did not work.
- The man will receive a refund.

2 Listen again and complete the conversation.

Representative: Okay, I'll need to see the 1. \_\_\_\_\_ please.

Customer: Oh, I don't have it anymore. I brought the 2. \_\_\_\_\_ though. Here you go.

Representative: That'll work, thanks. Do you know 3. \_\_\_\_\_ the stereo is?

Customer: It's the Sony D50.

Representative: Let's see \_\_\_\_ and the model number is here on the warranty. Now, why do you 4. \_\_\_\_\_ the stereo?

Customer: I don't really like the sound quality. It just wasn't 5. \_\_\_\_\_.

Representative: Okay. Now, we can only 6. \_\_\_\_\_ if you have the receipt. But I can get a 7. \_\_\_\_\_ right?

## Speaking

1 With a partner, act out the conversation based on the dialogue from Task 1. Then switch roles.

### USE LANGUAGE SUCH AS

- to ask to return the stereo
- to need to see the \_\_\_\_
- to ask something about the stereo

Student A: You return customer service representative. Student B: wants to return product. Talk to Student B about:

- the receipt
- reason for return
- refund and replacement
- Make up a model number for the product.

Student B: You are returning product. Answer Student A's questions.

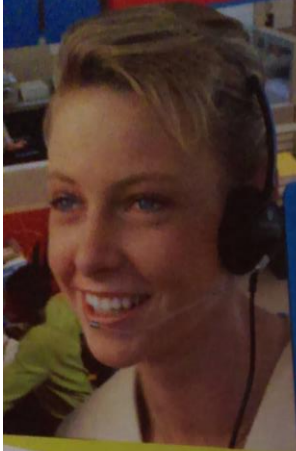
## Writing

1 You are a customer service representative processing a return. Use the conversation from Task 1 to fill out a return form. Talk about:

- The make and model number of the item
- Whether the customer has the receipt
- Why the customer was not satisfied with the purchase



# 4 Telephoning



## Business Blog

Good etiquette on the telephone can make or break your relationship with a client. **Courtesy** should start with the person who answers the phone. Always begin by identifying yourself. Say something like "Hello, this is..." Give the person as much information as you can. Tell them the name of your company and who is calling from.

Ask for the person you wish to speak with by using phrases like, "Could I speak to...?" or "May I speak to...?" Or ask, "Is...available?"

At some companies, with busy **switchboards** it's better to simply ask, "Can you connect me to extension...?"

Remember, ending the call on a polite note is important too. Say something like, "Nice speaking with you." "Thank you for your time." Follow up with "I will call you back on..." And remember to do it.

### Get ready!

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

- How do you answer phone calls from friends? From business partners?
- Why is having good phone etiquette important in business?

### Reading

2 Listen and read the post from a business blog. Then, read the paraphrase of the article. Fill in the blanks with the correct words and phrases from the word bank. Explain what good phone etiquette is.

**Word Bank**  
by name connected telephone extension courtesy

It is important for businesspeople to have good telephone etiquette. 1 by name should be used whenever speaking to anyone on the phone. Callers should identify themselves and then ask to speak to someone 2 connected. They can also ask to be 3 connected to a(n). A good way to end a call is to thank the person they're speaking to for his or her time.

### Vocabulary

3 Place the words and phrases from the word bank under the correct heading.

**Word Bank**  
thank you for your time Hello this is... available Nice speaking with you... Could I speak to...

| Greeting         | Ending                                 | Asking for someone  |
|------------------|--|---------------------|
| Hello this is... | Nice speaking with you...<br>Thank you | Could I speak to... |

1 Write a word or phrase that is similar in meaning to the underlined part.

- Hello, my name is Robert and I work for Bronson Industries. the telephone is...
- I would like to talk to the director of the sales department. by name...
- Please expect a call from me on Thursday. I will talk to you...
- It is important to behave with politeness on the telephone. politeness...
- Will you direct my phone call to Number 443? Could you connect it to an extension...

### Speaking

2 With a partner, act out the roles below, based on the dialogue from Task 5. Then switch roles.

#### USE LANGUAGE SUCH AS:

- Good morning... This is... speaking
- I'm sorry... isn't in right now
- It'd better leave a message with you

**Student A:** You are calling a business client. Talk to Student B about:

- speaking to your client
- messages
- your thanks
- Make up a name for your client.

**Student B:** You are a receptionist. Student A calls to speak to a client who is not in. Answer Student A's questions. Make up a name for your caller.

### Listening

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

- The man is calling to place an order.
- The receptionist offers two ways to leave a message.
- The man asks if he can call Ms. Jones at home.

4 Listen again and complete the conversation.

**Sales Rep:** 1 \_\_\_\_\_ to Suse Jones, please?  
**Receptionist:** I'm sorry, Suse isn't in right now. I would be happy to take a message for you.  
**Sales Rep:** Well, it's rather 2 \_\_\_\_\_ to an order that I should discuss with her. Is there a better time to reach her?  
**Receptionist:** She'll be out until tomorrow, unfortunately.  
**Sales Rep:** Oh, okay. It'd better leave a message with you, then.  
**Receptionist:** Well, I could also 3 \_\_\_\_\_ her voicemail. She might check that before she comes into the office.  
**Sales Rep:** Oh, good, that would be wonderful.  
**Receptionist:** Okay. I'm connecting you now. 4 \_\_\_\_\_ Mr. Peters.  
**Sales Rep:** And you, too. 5 \_\_\_\_\_

### Writing

5 You are a receptionist. Use the conversation from Task 7 to leave a note for a client who missed a call. Talk about:

- Who called
- What he or she called about
- What options you provided her or her with
- How the caller reacted