Working on a Product Launch / Presentation

Asking for Information

Information about company
What does your company do?
What is your specialty?
What do you specialize in?
What is your main line of business?
  We produce marketing materials.
  We specialize in art and design.
What are your major products?
What services do you provide?
  We manufacture office machines.
  We design software.
  We provide technical support.

Information about products
Could you give me some (more) information on this?
What can you tell me about this (product)?
  This is one of our top brands.

Tell me about this one/model.
  It's our best selling refrigerator.
  This one is the best in its class.

We're really pleased with its performance.
It's an excellent computer.
I highly recommend this one.
This model comes with several features.
This particular one has two components.

Information about Price
What are you asking for this?
What does this sell for?
How much is it?
How much does it run?
   This (one) sells for $5900.
   This one goes for $2900.
   This one is priced at $9695.

(1) Activity 1

Screen English:
http://www.youtube.com/watch?v=xHFLm_O0BmM&feature=related

(2) Activity 2

Think of a company and its products that you know well.
Introduce both the company and the product to your coach.

Describing Products

Tell me about (this product)
What can you tell me about (this product)?
Can you give me some information/ details about this?
What is special/ unique about this?
What are the specifications?

Let me tell you about...
  This is our (newest) product.
  This is one of our latest designs.
  It is made of...
  It can be used for...
  You can use it to...
  You can... with it.
  This has / contains...
  This one features...
  This comes with...
  This is equipped with...
  This particular model...
  This is priced at...
  This costs...

(3) Activity 3

Roleplay with the Coach:

Case A: The coach will present a new product and try to persuade the client (student)

Case B: Vice versa.

Objective: Use phrases above.