

Advanced Level
**Satisfied with
the Quality
and Price**



WARM-UPS

1. Do you have any favorite brands on certain product lines?
(Adidas, Nike etc. or cars: Mercedes Benz, BMW, Jaguar etc.)
2. Why do you like those products?
3. Do you think the product is worth the price?
4. If you own that company (your favorite brand's company), would you price it just the same? Or you will have a different price? Why?
5. Pretend that you are a sales person of your favorite brand. Convince me (your teacher) to buy your product.

CONVERSATION

Note the underlined phrases, they're called business idioms

A: You've seen on the figures, Mr. Han. Our products are capturing a greater market share than any other brand in this price range.

B: I realize that, but I'm still hesitant to sign a five-year contract.

A: The numbers don't lie, Mr. Han. Our company has been offering the same line of product for the last thirty years and the demand has never been greater.

B: Believe me, Ms. Kentaro, I'm more than satisfied with the quality and price of your fine product, but consumer confidence in the economy of my country appears to be declining. I wouldn't want my company stocked with a lot of goods that it couldn't sell.

A: That's why I've included this clause in the contract. See here, this states that we will buy back, minus shipping and handling cost, any unsold products for not less than what you've paid for them.

B: Well, that certainly indicates your faith in the product, Ms. Kentaro.

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VOCABULARY

Choose the correct answer:

need	purchase/get back	implies	declares	shows
happy	indecisive	falling	commodities	
	declares	provision in a document		
	hesitant	_____		
	demand	_____		
	satisfied	_____		
	declining	_____		
	goods	_____		
	clause	_____		
	buy back	_____		
	indicates	_____		
	states	_____		
	appears	_____		

Business Idioms	Meaning
You've seen on the figures	business/product sales
Capturing a greater market share	you're selling more of your products than any other company
In this price range	products with the same price
The numbers don't lie	the sales/revenues are correct
Consumer confidence	an economic term that means consumers or buyers are not sure if they want to buy some products
Clause in the contract	an important point in a contract
Faith in the product	confidence in the product
The demand has never been greater	the best selling time of the product