

# New Service Launch Strategy Discussion

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## 1. Role-Play Dialogue (Approximately 10 minutes)

**Scenario:** The service and marketing teams are discussing the launch of a new service and its potential impact on the company's offerings.

### Characters:

- **Sophia (Marketing Manager)**
- **James (Head of Service Development)**

### Dialogue:

**Sophia:** We need to discuss our strategy for launching the new premium support service. If we launch this new service, then we could diversify our offerings and attract more high-end clients.

**James:** That's a valid point. However, we need to ensure that our existing team can handle the increased demand. If we don't hire additional support staff, then our service quality might decline.

**Sophia:** True, but if we position the service as an exclusive premium offering, then we might not need a large team. Instead, we could focus on high-value customers who are willing to pay more for quality.

**James:** That's an interesting perspective. We could also introduce flexible pricing options. If we offer tiered pricing, then customers can choose the level of service they need.

**Sophia:** Exactly! Additionally, if we market the service effectively, then we could establish our company as a leader in customer support.

**James:** I agree. Let's prepare a proposal that outlines our service structure, pricing strategy, and marketing approach. If the executives approve it, then we can move forward with the launch.

**Sophia:** Sounds like a plan. Let's set a meeting for next week to finalize the details.

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## **2. Comprehension Questions (Approximately 5 minutes)**

### **1. What is the main topic of the discussion?**

*The discussion focuses on launching a new premium support service and how it could diversify the company's offerings.*

### **2. What concern does James raise about launching the service?**

*James is concerned that if they do not hire additional staff, then the service quality might decline due to increased demand.*

### **3. How does Sophia suggest handling the staffing issue?**

*She suggests positioning the service as an exclusive premium offering to target high-value customers who are willing to pay more, which could reduce the need for a large team.*

### **4. What strategy do they decide to follow for the new service?**

*They agree to prepare a proposal outlining the service structure, pricing strategy, and marketing approach before seeking executive approval.*

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## **3. Teacher's Lesson Points**

### **Pre-Class Preparation:**

- Review the dialogue, key vocabulary (service launch, diversification, offerings), and grammar points (modal verbs and conditionals).
- Be ready to provide additional explanations or examples if needed.

### **Introduction (2–3 minutes):**

- Begin with a warm-up discussion: "What factors influence the successful launch of a new service?"

- Introduce the lesson objectives: practicing business discussions, using conditionals, and learning key business vocabulary.

### **Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural speech flow.
- Highlight key grammar structures (conditional sentences and modal verbs).

### **Comprehension Check (5 minutes):**

- Ask the comprehension questions and discuss the answers.
- Provide constructive feedback on the student's responses.

### **Role-Play Practice (Remaining Time):**

- Conduct a role-play session with the teacher as the CEO and the student as a project manager presenting the new service idea.
- Encourage the use of targeted vocabulary and conditionals.

### **Wrap-Up (2–3 minutes):**

- Summarize key vocabulary and grammar points.
- Assign a homework task: “Prepare a brief email proposal outlining a new service launch strategy using at least three conditional sentences.”