

# SaaS Product Strategy and Subscription Model Discussion

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

### Characters:

- **Emma (Product Manager)**
- **David (Marketing Director)**

### Setting:

A business meeting where the product manager and marketing director discuss the SaaS product strategy and subscription model.

### Dialogue:

**Emma:** David, I've been analyzing our product strategy, and I believe that if we adopt a subscription model, then we could ensure steady revenue.

**David:** That's a good point, Emma. A SaaS model allows us to generate recurring income, but we need to ensure customer retention.

**Emma:** Agreed. If we provide a free trial period, then we could attract more users and encourage them to subscribe.

**David:** True. However, we must also consider pricing tiers. If we introduce multiple pricing plans, then we can appeal to different customer segments.

**Emma:** Absolutely. Another factor is customer support. If we implement 24/7 customer service, then our clients will feel more confident in subscribing long-term.

**David:** That's a great idea. Additionally, we should integrate AI-driven recommendations. If we personalize the user experience, then engagement and retention rates will likely increase.

**Emma:** Right. So, our next step should be to conduct a market analysis. If we gather enough customer insights, then we can tailor our strategy more effectively.

**David:** Sounds like a plan. Let's schedule a follow-up meeting next week to review our findings and finalize the subscription model.

**Emma:** Perfect. I'll prepare a report with key data points before then.

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## 2. Comprehension Questions (Approximately 5 minutes)

1. **What is the main reason Emma suggests adopting a subscription model?**

**Sample Answer:** Emma believes that a subscription model ensures steady revenue by generating recurring income.

2. **Why does David mention customer retention?**

**Sample Answer:** David points out that maintaining customer retention is crucial for a SaaS model to be profitable long-term.

3. **What strategy do they discuss to attract new customers?**

**Sample Answer:** They discuss offering a free trial period to attract more users and encourage them to subscribe.

4. **How do they plan to personalize the user experience?**

**Sample Answer:** They plan to integrate AI-driven recommendations to increase engagement and retention.

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## 3. Teacher's Lesson Points (Concise Version)

### Pre-Class Preparation:

- Review the dialogue, key vocabulary, and grammar points (modal verbs and conditionals).
- Be ready to explain additional details related to SaaS business models if needed.

### Introduction (2–3 minutes):

- Start with a short discussion: “What do you know about SaaS business models?”
- Introduce the lesson objectives: understanding SaaS strategies, conditionals, and modal verbs in business discussions.

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

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural flow.
- Highlight key grammar points such as conditionals (“If we adopt a subscription model, then we could ensure steady revenue.”) and modal verbs (“We should integrate AI-driven recommendations.”).

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

- Ask the comprehension questions.
- Provide immediate feedback and clarify any misunderstandings.

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

- Conduct a role-play session where the teacher takes one role (e.g., Marketing Director) and the student another (e.g., Product Manager).
- Encourage the student to use the targeted vocabulary and grammar structures.

### **Wrap-Up (2–3 minutes):**

- Summarize key vocabulary (SaaS, subscription model, customer retention, pricing tiers, AI-driven recommendations).
- Assign a homework task: “Prepare a short proposal outlining a SaaS pricing strategy using at least three conditional statements and two modal verbs.”