3 Products & services

Starting point

- 1 What products or services are very popular at the moment where you live?
- 2 Why are they popular?

Working with words | Describing products and services

- 1 Work with a partner. What do you look for when you buy a new product? Do you agree or disagree with the opinions below?
 - 1. The main thing for me is low prices.
 - I think it's important to be able to speak to an employee for help and advice.
 - 3 I prefer to buy from companies that I know.
 - 4 For me, a good product always costs more.
 - 5 I want products and services that are easy to use.
- 2 Read this text. Do most customers have the same opinion as the people in 1?

WHAT CUSTOMERS WANT

hopping for new products is a very personal thing. Some of us are looking for original products that nobody else will have. Others want to have the same things as everybody else, so they are more attracted by popular products. But it seems that we all have the same reasons for choosing one product or service over another. A recent online survey showed that the top five priorities for customers were:

T WALLEY

Most people want to be sure that they are getting good value when they buy a product. This doesn't always mean that the product is cheap: it means that it is the product we want and that we are happy with the price we are paying.

2 SERVICE

Most of us want to talk to people who know their job and can give us good advice. We want helpful staff who can deal with problems quickly and efficiently. This is true not only in shops, but also when we order by phone or online.

3 THUS

Most customers want to buy from reliable companies that give them what they promise, every time. Companies that deliver late or that sell faulty products will soon lose our business.

4 CHALITY

We know that a Cartier watch is a quality product, but quality isn't only about price and expensive materials. A cheap watch that looks good and still tells us the right time after ten years is also a high-quality product.

5 SIMPLICITY

Most people want userfriendly products and services. We don't want to read a 200-page manual before we can use our mobile phone or other high-tech gadget.

3 Work with a partner. The five reasons in the survey are in order of importance for customers. Do you agree with the order? Would it change for different types of product?

Ready To Order Sb Begin Low Interm

A. Piestrzynski

Ready To Order Sb Begin Low Interm:

Books in Print Supplement ,2002 Face2face Upper Intermediate Teacher's Book with DVD Chris Redston, Theresa Clementson, Gillie Cunningham, 2013-03-07 Face2face Second edition is the flexible easy to teach course for busy teachers who want to get their adult and young adult learners to speak and listen with confidence Mineral Deposits at the Beginning of the 21st Century A. Piestrzynski, 2022-05-02 The Joint 6th Biennial SGA SEG Meeting was held in Krakow in August 2001 This volume contains 274 extended abstracts grouped thematically under 18 session titles covering topics such as lead zinc deposits metamorphism affecting mineral deposits and the environmental aspects of mining Intermediate Teacher's Book with DVD Chris Redston, Theresa Clementson, Gillie Cunningham, 2013-03-21 face2 face Second edition is the flexible easy to teach 6 level course A1 to C1 The face2face Second edition Intermediate Teacher's Book with DVD offers detailed teaching notes for every lesson keys to exercises and extra teaching notes It also guides teachers through the Student's Book DVD ROM and relates face2face to CEF levels and English Profile Additionally busy teachers will find here progress tests photocopiable communicative activities and extra reading worksheets The free DVD in the Teacher's Book offers classroom videos integrated with the Real World sections in the Student's Book as well as the entire content of the Teacher's Book Energy Research Abstracts ,1994 Official Gazette of the United States Patent and Trademark Office .2000 Interim Report of the Superintendent Canada. Experimental Farm, Nappan, N. S., 1921 Science Abstracts ,1912 Annual report of the Commissioner of the Michigan Department of Health for the **fiscal year ending ... 1880** ,1881 The Engineer ,1915

Ready To Order Sb Begin Low Interm Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has be apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Ready To Order Sb Begin Low Interm**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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