NEW BUSINESS ENGLISH 6

Lesson 14
Product

LEARNING
GOAL

- **Introducing a New Product**

  - Using Pain Points

  - Explaining Characteristics/ Features

  - Explaining Benefits

Warm-up

◆ **What factors do you consider when buying a new product?**

Abby introduces the new product at a product presentation.

Based on the feedback from the market research, 75% of users mentioned that sunscreens are desperately needed. In response to that, we'll **launch** a new product, Light Shield, which features the strong ability to resist intense **ultraviolet rays**.

There are two main characteristics of this product. First and foremost, it has a light, jelly-like texture that is extremely satisfying for the user. Another **attribute** is that Light Shield will be colorless once applied, making it suitable for all skin tones. Therefore, we'll promote Light Shield as the main product in the coming summer. We believe it will create **brand awareness**. Also, it will greatly enhance the market share and bring us huge benefits in the near future.

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.:: Introducing a New Product

1 - Using Pain Points

- Based on the feedback from the online survey, 85% of users stated that the product is not suitable for people with dark skin tone.

2 - Explaining Characteristics or Features

- There are two main characteristics of this product. First and foremost, it has a variety of colors for different skin tones. Second, it has contents that are suitable even for sensitive skin types.

3 - Explaining Benefits

- It will significantly improve the customer experience and will almost certainly have an impact on market share in the future.

.:: **Introducing a New Product**

1 - Using Pain Points

- Based on the feedback from the market research, 75% of users mentioned that **sunscreens are desperately needed**.

- According to the survey result, 65% of **customers expressed frustration over inconsistent product information** presented across channels.

- As a reason, nearly half (47%) of customer respondents say the **product does not work well** or meet their expectations.

What are the pain points?

- **Pain points** are specific problems faced by current or prospective customers in the marketplace.
- It can include any problems the customer may experience along their journey.

.:: **Introducing a New Product**

2 - Explaining Characteristics or Features

➢ **There are (two/ three main characteristics/ features)…**

➢ **First and foremost…+ (characteristics/ feature)**

➢ **Another attribute… + (characteristics/ feature)**

Example Sentences:

- First and foremost, it has a light, jelly-like texture that is extremely satisfying for the user.
- Another attribute is that Light Shield will be colorless once applied, making it suitable for all skin tones.

Words to Be Used When Explaining:

- **first and foremost**
- **first**
- **second**
- **third**
- **next**
- **another**
- **then**
- **finally**

.:: **Introducing a New Product**

3 - Explaining Benefits

➤ **will + (base form verb)**

➤ **will + (create/ enhance/ enable/ allow)…**

Example Sentences:

• We believe it will create brand awareness.

• It will greatly enhance the market share and bring us huge benefits in the near future.

Feature vs. Benefit

• A **feature** is a part of your product or service, while a **benefit** is a positive impact it has on your customer/ company.

Oral Practice

Scenario:

You work for a mobile phone company as a product manager. Today marks the official launch of your newest product. Convince the customers by introducing your product effectively.
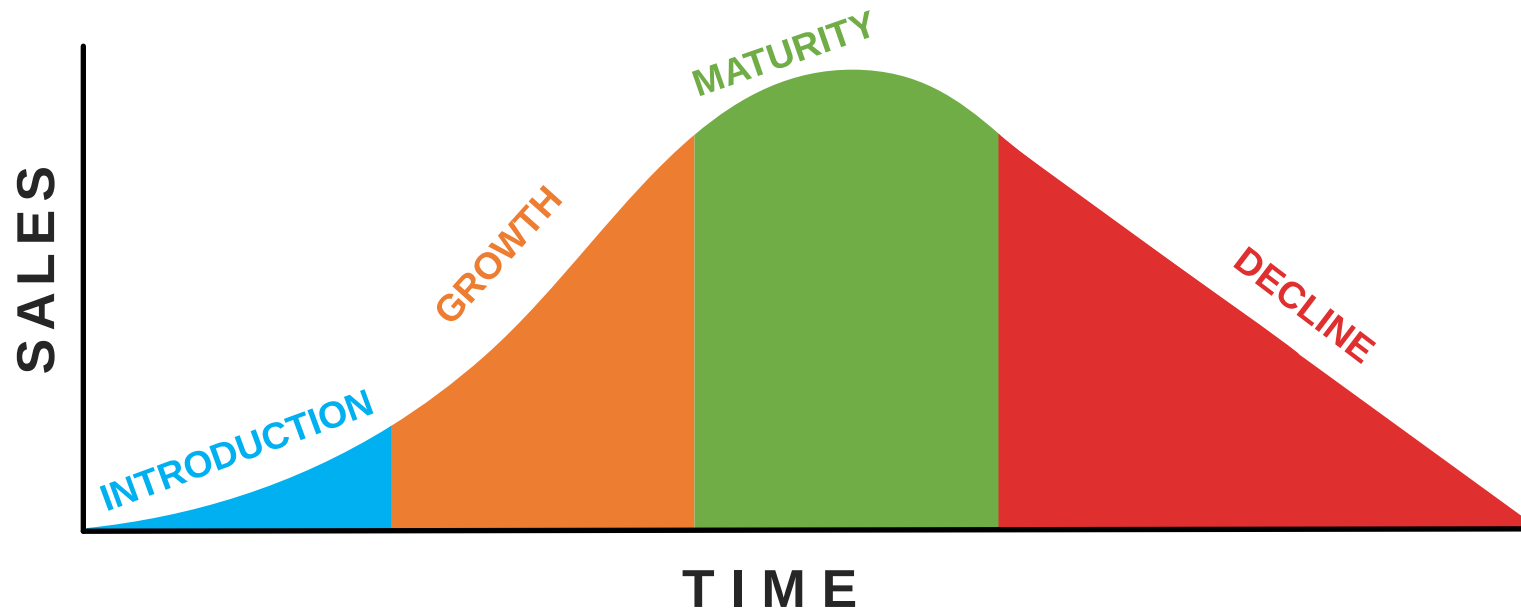

.:: **Key expressions to introduce a new product:**

- Using Pain Points

- Explaining Characteristics or Features

- Explaining Benefits

Product Life Cycle

The "**Product Life Cycle**" is a management tool that makes it possible to analyze how a product behaves from its development to its withdrawal from the market.

1. *Why is the product cycle important in business?*
2. *Give an example product and try to assess its product life cycle.*

Overview

Keywords and expressions:

launch/ ultraviolet rays
attribute/ brand awareness

Introducing a new product
1 - Using Pain Points
2 - Explaining Characteristics or Features
3 - Explaining Benefits

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