

## Teacher's notes Unit 5 Selling more

**Level:** Upper-intermediate

The slides in this PowerPoint presentation focus on:

Maslow's needs pyramid (Slide 2)

Ten ideas on how to make customers love you (Slide 7)

In addition, Slide 1 gives you photos to go with *Discussion 9* on page 58 of the Student's Book, Slide 3 gives you photos to go with *Discussion 7* on page 61 of the Student's Book, Slides 4, 5 and 6 gives you information to go with *Discussion 8* on page 61 of the Student's Book.

**Slide 1:** *Discussion 9* on page 58 of Student's Book

Photos of eight products for presentation: jeans, car tyres, holidays, printer cartridges, pizza, chewing-gum, soda, music

You can use these images to set up the activity or your students can use them in their mini-presentations of their promotional ideas.

**Slide 2:** Maslow's needs pyramid

Maslow's marketing filter is the *Internet research* topic on page 61 of the Student's Book. As an alternative to doing this research, we provide here his needs pyramid so that you can run through it with your students. If you do a Google search on the internet you will find different representations of this pyramid.

**Commentary:**

If we take a pair of jeans as an example product, this is how we might analyze how a consumer might think about the product, using this paradigm and starting at the most basic level.

- physiological needs: food, shelter, sex

Clearly a pair of jeans will keep me warm.

- safety needs: clothing, weapons, defense of self

A pair of jeans will protect me from minor injury.

- social needs: social acceptance

What impact will wearing a pair of jeans have on my standing in society?

Is it the right clothing for me to wear for work or social activities?

- esteem needs: acceptance of self by self

Will a pair of jeans make me feel good about myself? Perhaps they will make me feel relaxed.

- fulfillment needs: a feeling of having and fulfilling a purpose

Will the jeans have an impact on my sense of fulfillment?  
Perhaps they will symbolize being in control of your life, not having to dress how others tell you to.

[10 minutes]

**Slide 3:** *Discussion 7* of different sales techniques on page 61 of Student's Book

This slide provides photos of the products or services mentioned in the *Suggested answers* on page 66 of the Teacher's Book.

You could present these photos first and ask your students to suggest an appropriate sales promotion technique from the list of five in the Student's Book. Alternatively, you could use the photos to review the activity once students have done it in the book.

### **Commentary**

Buy a burger and fries and get a soft drink free.

This version of Shrek 2 can only be used on a Game Boy.

Use your credit card for a purchase and get money back.

Bundled computer hardware meets all your hardware needs in one package.

Inkjet printers are sold cheaply in the knowledge that the purchaser will thereafter have to buy expensive inks.

**Slides 4, 5 and 6:** *Discussion 8* on page 61 of Student's Book

The three photos from the Student's Book are presented here so that, first of all, your students can use them when they present their ideas for improving the marketing mix.

You can use the ideas provided on screen for each case study either as prompts or as a checklist.

### **Commentary**

#### **Old Orchard**

Choosing the right outlets for a product like this is a tricky business, for example petrol stations might not provide mix coherence and, on the other hand, getting your product into a large supermarket chain can be a dangerous and difficult business. Another key factor will be the amount of risk and investment you are willing to take and make. Are you happy with your current level of business or are you very keen to grow?

## **Crunchy Morning**

Clearly if you are in the cereal business you are a large company used to investing very heavily in marketing campaigns for new product ranges. You will have done your market research and be confident that this product range with its unusual flavours has a real chance in a highly competitive market. But remember the Readibrek story: this breakfast cereal product was launched as a quick alternative to making porridge and failed. Relunched as a breakfast cereal to parents who wanted to give their children something warm to eat before they set off to school in winter, it was an outstanding success.

## **That Touch Cosmetics**

Brand recognition is everything in the world of cosmetics and perhaps before taking any decisions you should undertake thorough market research to see how you are currently positioned and viewed by customers and what the opportunities are. It may be very difficult, for example, for you to move up-market.

## **Slide 7:** Ten ideas on how to make customers love you

This is the *Internet research* topic for on page 65 of the Student's Book and is provided as an alternative way of looking at the issue.

Ask your students to order the list as they see fit. Of course, there is no right or wrong answer. Hopefully they will add and discard ideas in making their list.

[5 minutes]

## **Acknowledgements:**

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