



MPU 22153

ENGLISH FOR DIGITAL TECHNOLOGY

TOPIC 1 : PRODUCTS AND SERVICES



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HAK CIPTA TERPELIHARA DAN PENAFIAN

HAK CIPTA TERPELIHARA

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Tanggungjawab hakcipta tidak ada kena mengena dengan maklumat di dalam E-Book ini. Penulis tidak bertanggungjawab ke atas sebarang kesilapan ataupun maklumat yang tidak dimasukkan walaupun langkah berjaga-jaga sudah diambil.

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Penerbitan ini mengandungi pandangan serta pengalaman penulis dan juga sumber dari yang boleh dipercayai. Ia bertujuan membantu dan menyediakan maklumat berkenaan perkara yang dibincangkan. Penulis tidak bertanggungjawab ke atas mana-mana kerugian, kehilangan atau risiko yang ditanggung oleh perseorangan atau sebagainya, yang timbul akibat daripada penggunaan mana-mana kandungan E-Book ini sama ada secara langsung ataupun tidak langsung.



MY PROFILE

SITI ZURIAH BINTI OSMAN

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I teach ENGLISH FOR DIGITAL TECHNOLOGY

This subject emphasises the skills required at the workplace to describe products or services as well as processes or procedures related to Digital Technology. This course will also enable students to make and reply to enquiries and complaints related to the field of Digital Technology. The course is also designed to assist students in achieving at least level B1 of Common European Framework of Reference (CEFR).

I also teach COMMUNICATIVE ENGLISH

This subject emphasises the skills required at the workplace to describe products or services as well as processes or procedures. It also focuses on the skills to give and respond to instructions. This course will also enable students to make and reply to enquiries and complaints.

I'm currently a senior lecturer at POLITEKNIK

23 years experience in higher education.



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21 years experience in higher education.

TABLE OF CONTENTS

1	<u>INTRODUCTION</u>
2	<u>DEFINITION OF PRODUCT</u>
3	<u>CHARACTERISTICS OF PRODUCT</u>
4	<u>FEATURES OF PRODUCT</u>
5	<u>DEFINITION OF SERVICE</u>
6	<u>CHARACTERISTICS OF SERVICE</u>
7	<u>FEATURES OF SERVICE</u>
8	<u>PRACTICE 1</u>
9	PRACTICE 2 (YOUTUBE QUIZ ACTIVITY)
10	<u>PRACTICE 3</u>
11	<u>PRACTICE 4</u>
12	<u>PRACTICE 5</u>
13	<u>PRACTICE 6 (DESCRIBING)</u>
14	<u>PRACTICE 7 (LISTING DIFFERENCES)</u>
15	<u>PRACTICE 8</u>
16	<u>PRACTICE 9</u>
17	<u>PRACTICE 10 (YOUTUBE QUIZ ACTIVITY)</u>
18	<u>COMPARING AND CONTRASTING</u>
19	<u>SUPERLATIVE</u>
20	<u>SELLING WORDS</u>



INTRODUCTION

An electronic book, or e-book, is a book that has been published digitally instead of traditionally in print. An electronic book, or e-book, is a digital copy of a printed book that can be read on a computer or other device especially for that purpose, according to the new Concise Oxford English Dictionary (2001). We can infer two primary components of e-books from the definitions given above. Electronic books, to start. Second, a tool is needed to use e-books; this tool can be either "hardware" (actual hardware) or "software." E-books are becoming more and more popular these days. They are widely utilized worldwide for business, hospitality, banking, and educational reasons, among other objectives.

As a result, this e-book—which is based on the English for Digital Technology course (MPU22153) was created especially for the Kuching Sarawak Polytechnic English Unit students and departments. This e-book goes over product and service definitions as, the right phrases to use and methods to use when describing goods and services in-depth. After each topic, this book includes reinforcement activities to assist students make sure they grasp what they have studied. To complete the course requirements, it is intended to help students understand the subject and serve as a guide for them as they get ready for presentations one and two (MPU22153).



NEED FOR THE STUDY

Subtopics covered in this book include how to define and categorize items and how to recognize and describe the parts, characteristics, functions, and attributes of a good or service. Using suitable word and language choices, such as conjunctions and superlatives, to compare and contrast goods and services is another skill covered in this e-book.



As Reference

This book was created to satisfy the primary reference needs of the English for Digital Technology (MPU22153) instructors and students at Polytechnic Kuching, Sarawak. Students taking this course must have this book because it contains easy, useful notes, examples, and illustrations that help students comprehend and retain the proper techniques for explaining goods and services.



MPU22153

ENGLISH FOR DIGITAL TECHNOLOGY

PRODUCTS AND SERVICES





TOPIC 1

PRODUCTS AND SERVICES

CLO1

Describe products and services related to Digital technology effectively through presentations by highlighting its features and characteristics that appeal to specific audience.



DEFINITION OF PRODUCT

A product can be defined as anything that can be offered to a market for attention, acquisition, use, or consumption that could satisfy a need or want.



A product is something that is produced and sold in large quantities, often as a result of a manufacturing process.

Synonyms: goods, produce, production, creation



CHARACTERISTICS OF PRODUCT

Characteristic is a distinguishing physical attributes of a product such as dimensions (height, width, and depth), weight, shape, colour, materials/ingredients, durability, speed, quality, etc.



Model:	XMWTCL02	Connectivity:	Bluetooth 5.0
Color:	Black/Navy Blue/Beige	Sensors:	Heart rate sensor, acceleration sensor, gyroscope, geomagnetic sensor, air pressure sensor, ambient light sensor
Dimensions:	45.9×53.35×11.8mm (not including the strap and local protrusions)	Satellite positioning systems:	GPS, GLONASS, Galileo, BDS
Frame:	Glass fiber-reinforced polyamide	Battery capacity:	420mAh
Display:	1.39-inch AMOLED screen	Water resistance rating:	5ATM
Resolution:	454×454	Working temperature:	-10°C to 45°C
Strap:	TPU	Supported systems:	Android 5.0 & iOS 10 and above
Adjustable length:	130-220mm	Certification:	Q/021XWT-2019



FEATURES OF PRODUCT

Features are the capability of a product does or has which will provide benefits to customers.



1.55" colourful touch display

100+ fitness modes

5 ATM water resistance*

SpO₂ measurement* and 24-hour heart rate tracking

Multi-system standalone GPS

Up to 10 days of battery life*



DEFINITION OF SERVICE

A service is something that the public needs, that is provided by an organisation or a company.

Do not result in the ownership of something. For example:

Hotel services
Financial (Savings, loans, paying bills, investments)
Graphic design
Teaching and Education
Computer repair and maintenance

TYPES OF SERVICES

Services are diversified into three groups; Business services, social services, and personal services.

Business services are the services used by businesses to conduct their business activities.

Social services are the services provided by NGO's to pursue a certain set of social goals.

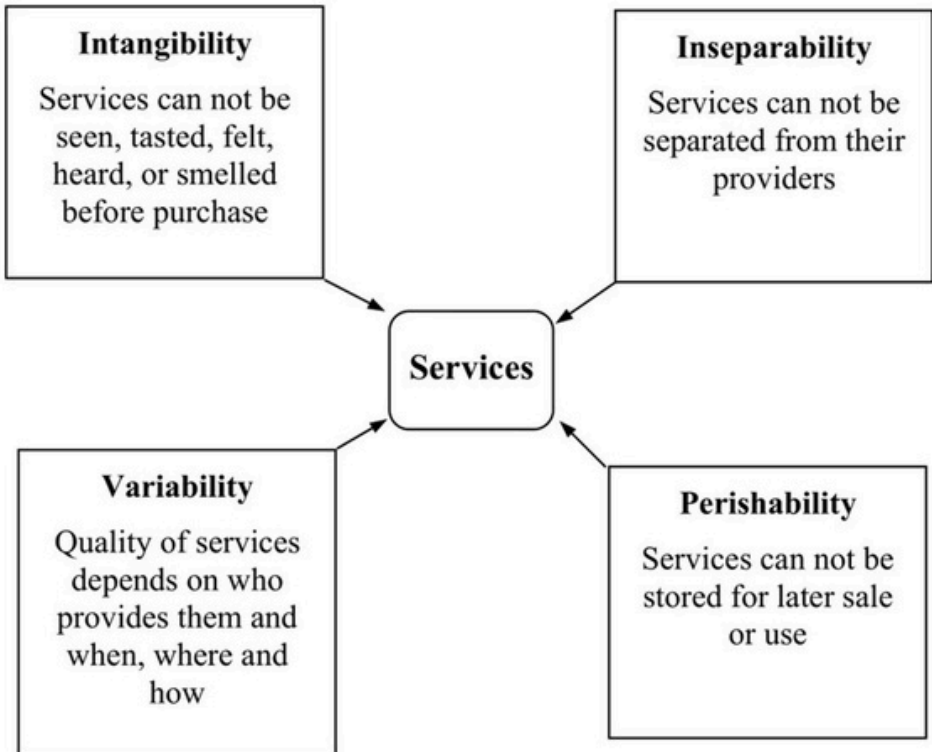
Personal service is a service wherein every customer will have a different need. Examples of personal services would be tourism, recreational services, and restaurants.



CHARACTERISTICS of Service

Intangibility, Inseparability, Variability, Perishability

Service Characteristics





CHARACTERISTICS of Business Service e.g. Banking, insurance, warehousing, communication services

- 1.Economic activity
- 2.Continuous process
- 3.Profit motive
- 4.Risk and uncertainties
- 5.Creative and dynamic
- 6.Customer satisfaction
- 7.Social activity
- 8.Government control





CHARACTERISTICS of Social Service **e.g. Education, health services, housing** **programs, and transport services**

1. Empathy.
2. Communication.
3. Organization.
4. Critical thinking.
5. Active listening.
6. Self-care.
7. Cultural competence. 8. Patience.
9. Professional commitment

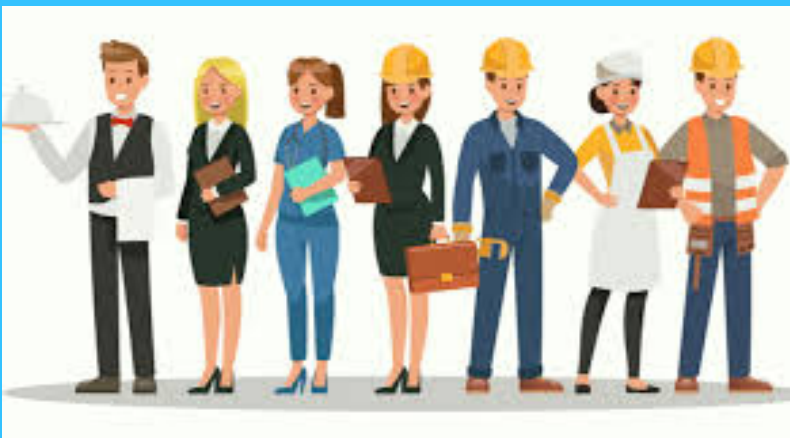




CHARACTERISTICS of Personal Service

One-to-one services such as hairdressing, training, tourism, restaurant, grocery shopping, and delivery, errand-runner, dry-cleaning delivery and pick-up, seamstress, or tailor services, home cleaning service, private car service.

1. People oriented.
2. Variability.
3. Time/Flexibility.
4. Experience.
5. Price
6. Employees
7. Skill
8. Products





FEATURES **of Service**

A service feature is a distinctive quality of a service that stands out in the minds of customers. These are a means to differentiate a service in a crowded market.

It is also common for customers to expect features of a service such that a lack of certain features will create customer dissatisfaction.

FEATURES FOR SERVICE APP

■ Fast Registration & Profile Approval

■ Request Acceptance & Declining

■ Payment Details + Costs



■ Real-Time Request Management

■ Customer Chats

■ Customer Feedback



The following are common examples of service features.

Functionality	Guarantees
High availability – never down	Immersive experiences
Information	Installation
Learnability	Liveliness
Locations	Loyalty programs
Luxury experiences	Maintenance
Makes it easy for customer to accomplish a goal	Meaningful experiences
On-time performance	Order cancellation
Payment options	Performance
Personal attention	Personalized service
Priority service	Productive to use
Professional staff	Range of services offered
Recommendations	Refunds and returns



The following are common examples of service features.

Reliability	Repairs
Reservations	Responsiveness
Safety	Security
Self-service options	Service channels
Service culture	Service experience
Social connectedness	Speed of support
Stability	Status tiers
Storytelling	Support
Tailoring	Training
Transparency	Trustworthiness
Undo functions	Updates and upgrades
Value for money	Variety of goods
Variety of options	Wait time



Practice 1

Let's find out!

What is product?

What is service?

What makes them different?

Product	Service
Can you give some examples?	
Digital Products	Digital Services



Once you have your answers ready, share your findings with your group members.





Practice 2

YOUTUBE QUIZ ACTIVITY



The logo for AGT (Agriculture, Geography, and Technology) featuring a globe and the letters AGT.

Differences between Goods and Services.

Goods

VS

Services

A red rounded rectangle with a white play button icon in the center, representing the YouTube logo.

An illustration of various consumer goods including a tube of cream, a jar of cream, and a bottle of lotion, all with floral designs.

An illustration of a delivery person wearing a helmet and goggles, riding a yellow scooter with a "delivery service" box on the back.

Watch on YouTube



Practice 3

EXERCISE

Decide whether following are products or services.

1.



product

service

2.



product

service

3.



product

service

4.



product

service



5.

product

service

6.

product

service

7.

product

service

8.

product

service



Try the online version of this quiz.

Click this link
<https://bit.ly/ProductOrService>

or scan the QR code below:

Product or Service?

Enter your name:

☒ Remember me?



AMAZING FUNFACTS

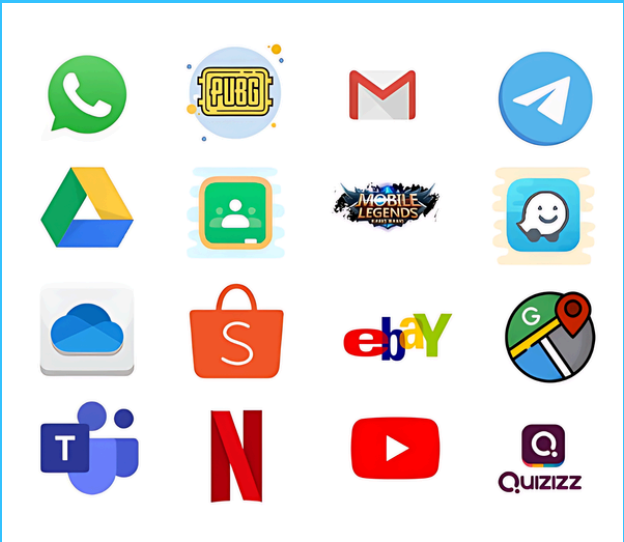
MAKE MONEY ONLINE FROM DIGITAL PRODUCTS!!!





Practice 5

In describing a product, it is important to know the name of the app and the type of product its belong to. How would you categorise the apps given.



App Type	Examples
Communication	Whatsapp, Telegram

Try the online version of this task.

Click this link
<https://bit.ly/3TD9z7x>

or scan the QR code given





You can describe digital products in terms of:

ITS TYPE

- Is it a site?
- Is it a system?
- Is it a software?
- Is it an application?
 - communication app?
 - entertainment app?
 - gaming app?
 - social app?
 - map app?



ITS FUNCTION

- Primary function
- Its main use
- The main reason it is created



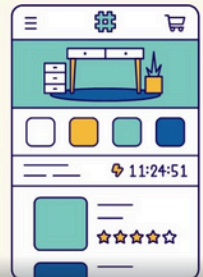
ITS FEATURES

- Its components
 - buttons
 - e.g. Record button
 - menu
 - e.g. Dropdown menu
 - bar
 - e.g. Search bar
 - etc
- Secondary functions
 - video call feature
 - status update feature
 - live streaming feature



ITS CHARACTERISTICS

- Its difference from a similar app
- Technical requirements
- UI design
- UX design
- Size
- Etc

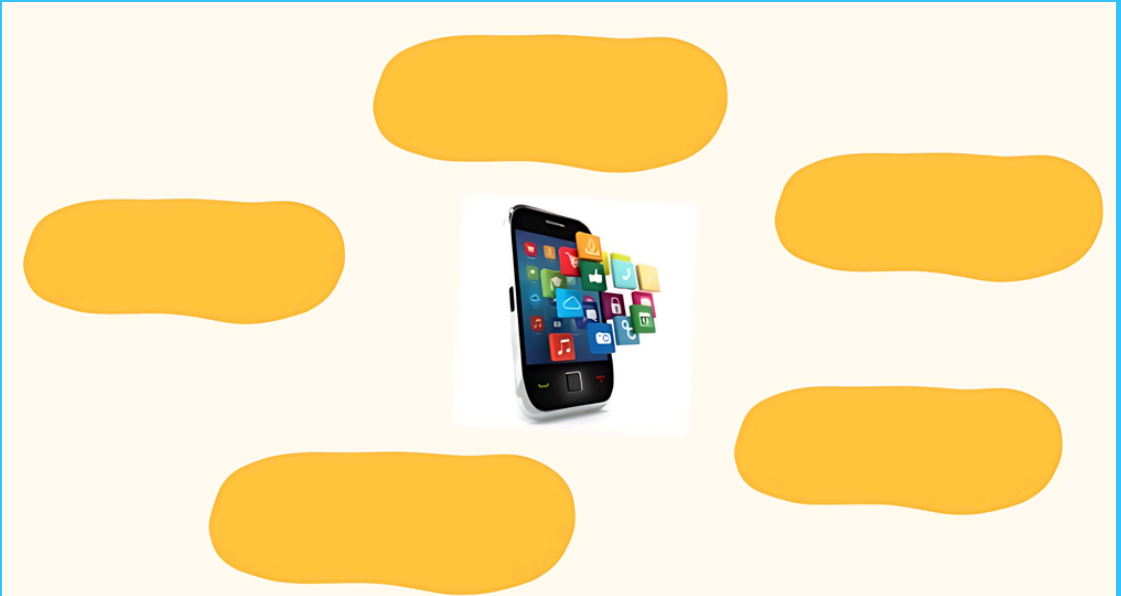




Practice 6

Task 1

If you were to describe mobile application, what are the aspects that you will talk about?





Task 2

You are recommending a new smartphone to a friend. What are the aspects of the device you would talk about?





Task 3

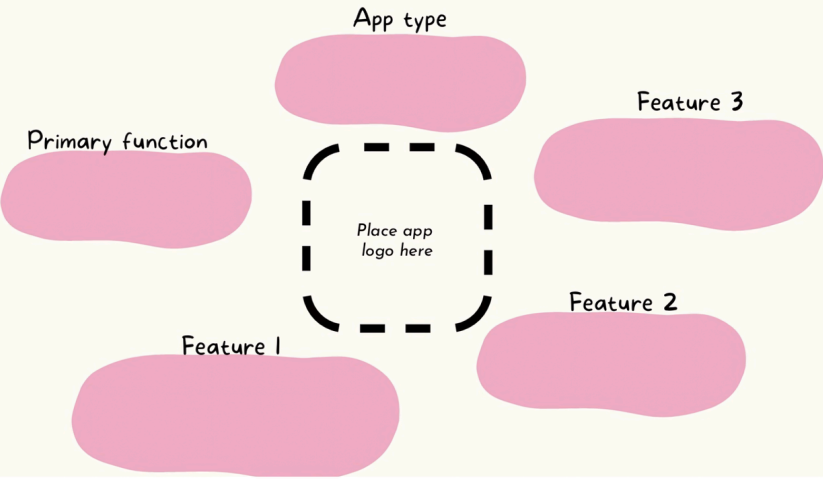
LET'S PRACTICE DESCRIBING YOUR PRODUCTS WITH
YOUR PARTNER





Task 4

Task: Choose an application and fill in the following with suitable details.



Four ways you can describe app function and features.

Structure 1

Start with the user and describe what they can do with it.

e.g. Users can share texts, photos and videos through Whatsapp Status Update feature.

e.g. Teachers can organise their lessons better with Google Classroom.

What other words can we use to replace the word 'can'?
???

Structure 2

Start with the name of parts/ components of app and describe what users can do with it.

e.g. Status Update tab lets users share texts, photos and videos.

e.g. The camera button lets you snap photos.

What other words can we use to instead of 'lets'?



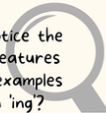
Structure 3

Start with the name of feature and tell what users can do with it.

e.g. Status updating feature lets users share texts, photos and videos.

e.g. Audio messaging feature allows users to send voice messages to their contacts.

Did you notice the name of features from the examples end with 'ing'?



Structure 4

Start with the benefit.

e.g. Document sharing becomes easy with Whatsapp file sharing feature.

e.g. Location finding can now be done quickly with Google Maps.

_____ing becomes easy with Google Classroom.



T____ management is now easy with Planner App.





Task 5

LET'S PLAY THE GAME
GUESS 100 APPS IN 3 SECONDS!!





Task 6

Useful phrases for describing app features

- You **can** **do what** with this app/feature.
 - Users **can communicate easily** through Whatsapp.
 - With Whatsapp, you **can communicate with ease**.
- This app/feature **allows** you **to do what**.
 - This app **allows** you to **communicate without a hitch**.
- This app/feature **lets** you **do what**.
 - Whatsapp **lets** you **communicate easily**.
- This app/feature **makes** _____ **ing/ion/ment easy**.
 - Whatsapp **makes communicating** easy.

Did you know that 'easily', 'with ease', 'without a hitch' and 'effortlessly' means the same? They are synonymous!

When writing a description, avoid using the same word over and over again. Find synonyms to replace words that are used repeatedly.



Practice Complete the following sentences.

1. Users **can** _____ with Google Maps.
2. McDonald's app **allows** you **to** _____.
3. Google Classroom **lets** you _____.
4. Capcut **makes** _____ easy.
5. Canva has features that **allows** you **to** _____ effortlessly.
6. You _____ share text, photos and videos through the Update feature in Whatsapp almost instantly.
7. Facebook Live _____ users to livestream events, performances and gatherings.
8. You _____ share audio messages through Whatsapp chat.
9. Whatsapp users _____ share live locations to their contacts.
10. Canva also _____ you create presentation slides.

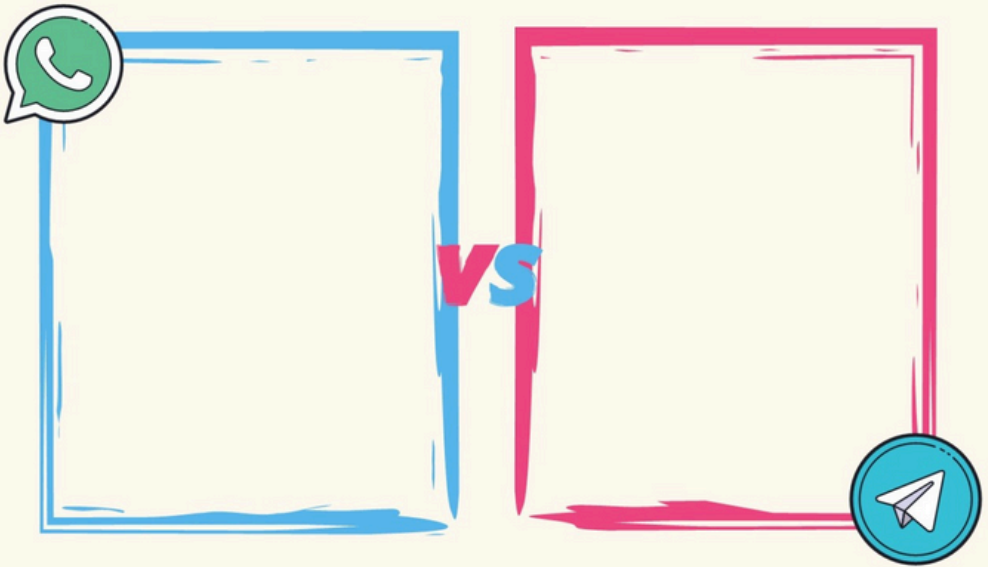




Practice 7

LET'S PRACTICE WITH YOUR PARTNER!!!

What makes Whatsapp and Telegram different? List 5 differences.





Useful words and phrases to describe differences

Read the two descriptions. Notice the differences in terms of words and phrases used.

DESCRIPTION A

Whatsapp is a communication app that has many features. With it, users can communicate, share files and life events easily.

Whatsapp has a chat button. Users can use it to send texts, documents, photos and other files to other users

Besides, it also has status sharing tab. Users can use it to update life events by sharing text, photos and videos.

Users can also make phone calls and videos calls with internet connection. Users can also make group video calls.



Did you notice that in this description, the words 'has' and 'can' are used so many times! Sounds boring, right?

DESCRIPTION B

Whatsapp is a communication app that comes with a plethora of features that lets users communicate, share files and life events effortlessly.

The features include a chat button that makes it easy for users to send texts, documents, photos and other files to other users.

Besides, it is also equipped with Status sharing tab that allows users to update life events through sharing of text, photos and videos.

Not only that, Whatsapp also enables users to make phone calls and videos calls with internet connection. The latest update allows users to make group video calls.

Description B uses a variety of words that makes it more interesting!



Let's turn to next page to learn more vocabularies.

Useful phrases: Different ways of saying "It has many features."

It has

a lot of features

that enables users to

a range of features

that helps users to

an array of features

that allows users to

a plethora of features

that lets users to

a variety of features

that makes it easy to

a set of features

that enables users to

do A,
do B and
do C.



The phrases in green colour means the same thing!

What words or phrases have the same meaning with 'has'?




When writing a product description, try to use different vocabularies to make it more interesting. Avoid using the same word repeatedly.



Summarising app features

Writing a summary of app features

When **introducing** an app, you can describe the app in terms of its type and its main function. It is also good to have a **summary** of other features that are available. Let's take a look at this example: 

EXAMPLE: Whatsapp is a social app that allows users to communicate with others easily. It comes with a set of features that lets users send media and documents as well as sharing locations to other users.

Choose a mobile app and write an introduction of the app. Use the phrases you learned to **introduce the app and to **summarise** its features.**





Practice 8

You can describe an physical product in terms of:

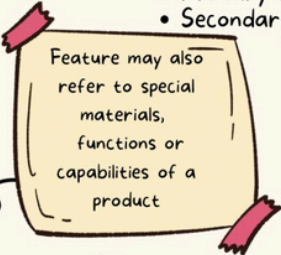


Its type

- Is it a tool?
- Is it a gadget?
- Is it a machine?
- It is a component?
- Is it an equipment?

Its function

- Primary function
- Secondary functions



Its features

- Its parts
 - switches
 - body material
 - screen type
- Its capabilities
 - water resistance
 - non-stick
 - anti-theft



Its characteristics

- Model /Brand
- Its difference from similar product
- Technical specs
- Variants
 - colour
 - size
 - weight
- Design



Task: You are designing a new smartwatch. What features would you include in your invention? Are there any special functions? Fill in the details of the gadget based on the aspects given.



Write a description of your product here using the phrases you learnt.



Practice 9

Different ways of saying "It has..."

It comes with

It provides users with

It packs

It ships with

It sports

It is equipped with

It features

It boasts

It runs on

It is powered by

Use these phrases when talking about processor, RAM, battery, engine or any component that gives power to the product.

TASK: Use any of the above phrases to describe the features that your smartphone has.

e.g. This phone comes with 48 megapixel rear camera.

1.

2.

3.

4.

5.

Do you remember all the new words you learned in this page?

Click this link <https://bit.ly/3stkXHq> or scan the QR code given

TASK: The following are some more useful phrases you can use to describe a product. Can you use five of them to describe gadgets that you know?

Use this phrase when talking about advanced or latest technology that it supports - fast charging, 5G connection

It supports

Its prices range between RM___ to RM___

It is priced at RM___

It comes in ___ different colours / sizes / variants.

Use these phrases when talking about the different variants that are available for example colours, sizes, models, packages etc.

It is available in ___

It runs on ___ processor / OS

It was launched on (date)

It weighs ___ grams

Its ___ is made of plastic / aluminium

Other useful phrases

e.g. HwaWay GT Smartwatch is available in three different colours.

1.

2.

3.

4.

5.

So you think you have mastered all the phrases? Let's test your knowledge.

Click this link <https://bit.ly/3DH1FWV> or scan the QR code given



Practice 10

INSTRUCTION: Fill in the blanks with correct answers

1. The phone (_ h _ p _) with a 5.3" touchscreen display with a resolution of 1440 pixels by 2560 pixels.
2. The Nobia 8 is (_ _ w _ r _ d) by Snapdragon 8 Plus Gen 1 processor.
3. The phone (_ p _ r t _) 64GB of internal storage that can be expanded up to 256GB via a microSD card.
4. As far as the cameras are concerned, this phone (_ a _ k _) a 13-megapixel rear shooter and a 13-megapixel front camera.
5. The Nobia 8 (r _ n _) on Android 7.11.
6. It only (w _ i _ h _) 160.00 grams.
7. The Nobia 8 is powered by 5000 mAh battery and (s _ p _ _ t _) fast charging.
8. It is (a _ _ _ l _ b _ e) in three different colours - black, blue and gold.
9. It was (l _ u _ c h _ d) in September 2020.
10. The prices of this gadget (_ a _ g _) between RM 1300 and RM1700.

SCAN ME



LET'S PRACTICE

Use these phrases to describe your smartphone.

It comes with

It ships with

It includes

It provides users with

It is equipped with

Describe the features of your smartphone using these phrases

It is powered by



Practice 10



YOUTUBE QUIZ ACTIVITY

Watch youtube and answer all questions in Google Form.



[Google Form Link:](https://forms.gle/BHRe4kac5nW1v52J7)
<https://forms.gle/BHRe4kac5nW1v52J7>



Youtube Activity



**PRODUCT PITCHING
PRESENT LIKE STEVE JOBS!!!**



Steve Jobs introduces iPhone in 2007



Share



Moto Q BlackBerry Palm Treo Nokia E62

Watch on  YouTube



**EXCELLENT PRODUCT PITCHING:
INTRODUCING iPHONE**



Example of product description:



<https://www.youtube.com/watch?v=ABRrenXkDaU>



Task 1: Product/service review

Choose a unique product/service that you would like to review. Upload the picture in the padlet.com page and write a short review highlighting the:

- Features/functions/strengths
- Price & outlet/website information

It is compulsory to complete the task as attendance will be given based on your submission. Provide your full name and matric number in the title. A sample product review is given in the padlet page.





Useful phrases for

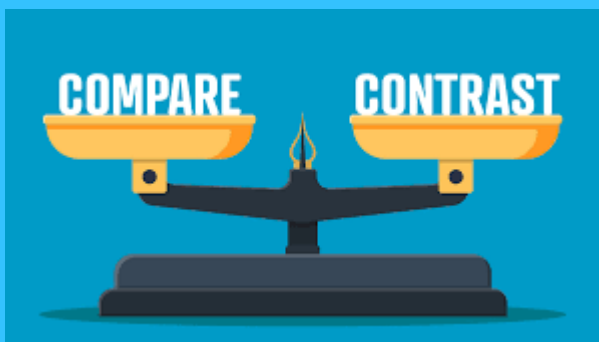
COMPARING & CONTRASTING

DEFINITION OF COMPARE AND CONTRAST

- to note what is similar and different about (two or more things).
- Comparison - are used to show the similarities.
- Contrast - are used to show the differences.

How can comparing and contrasting help customers in making decisions?

- Can help the customer to evaluate the products/services better - in making decisions about which one is the best.





Connectors of Comparison

- | | | |
|----------------------|---------------------|---------------|
| ✓ Similarly | ✓ In similar way | ✓ Same as |
| ✓ Comparable | ✓ In similar manner | ✓ Just like |
| ✓ In the same way | ✓ Resemble | ✓ The same as |
| ✓ Likewise | ✓ As | ✓ As ... as |
| ✓ As with | ✓ Similar to | ✓ Equal |
| ✓ Equally | ✓ In common | |
| ✓ Just as ... so too | ✓ As well as | |
| ✓ A similar x | ✓ In comparison to | |
| ✓ Another x like... | ✓ Also | |
| ✓ Just as | ✓ By the same token | |



Connectors of Contrast

- | | | |
|-------------------|------------------|---------------------|
| ✓ Whereas | ✓ Nevertheless | ✓ Nonetheless |
| ✓ However | ✓ In spite of | ✓ On the other hand |
| ✓ Yet | ✓ Because of | ✓ Notwithstanding |
| ✓ Despite | ✓ Unlike | ✓ Despite this |
| ✓ Even so | ✓ In contrast to | ✓ Apart from |
| ✓ But | ✓ While | ✓ Otherwise |
| ✓ Although | ✓ Conversely | ✓ Unlike |
| ✓ Though | ✓ Instead | |
| ✓ Even tough | ✓ Alternatively | |
| ✓ On the contrary | ✓ By contrast | |





Mi band 6 adds an SpO2 blood oxygen saturation monitor, a 50% **bigger** display, Workout history on the band and 30 fitness modes

The **most obvious difference** between this year's Mi band 6 and last year's band 5 is the inclusion of an SpO2 blood oxygen monitor.

Xiaomi has **increased** the Mi band 6 display by about 50%.

In terms of dimensions, the bands are **more or less the** same width, length and height

Mi band 6 seems to be **slightly more** accurate than the Mi band 5

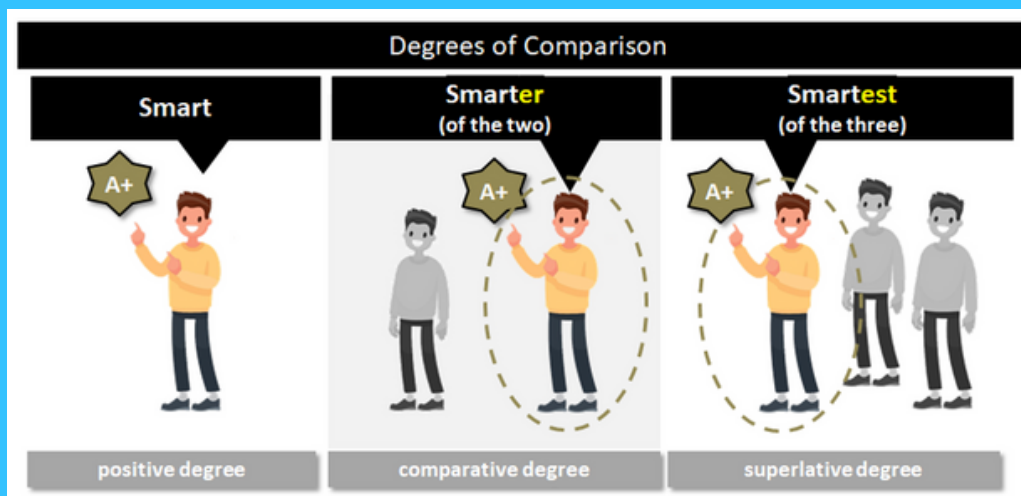




SUPERLATIVE

A superlative is the form of an adjective or an adverb used to compare three or more things.

The superlative form of an adjective is used to show something has a quality to the greatest or least degree. The superlative form of an adverb is used to show something has performed an action to the greatest or least degree



big - biggest
black - blackest
bold - boldest
brave - bravest
bright - brightest
cheap - cheapest
clean - cleanest
grand - grandest
great - greatest
loud - loudest
simple - simplest
heavy - heaviest
good - best



Useful phrases for selling



SELLING PROCESS

- **The right language often leads to the right reaction.**
- **Always starts as a linguistic engagement before it becomes a financial transaction.**
- **Aware of the verbal and nonverbal language of your customers.**
- **Depends on the selling scenario – types of service/product.**



Optimize Your Sales Vocabulary

- 1. Clarity – Avoid acronyms, industry jargons, unnecessary adjectives and vague explanations.**
- 2. Certainty – Project confidence and certainty in your communication. Avoid using these words/statements:**
 - I'm not sure, I think/I might, Maybe/Probably/Perhaps, Somewhat/Somehow, Whatever.**
- 3. Brevity – Concise and exact use of words. Use shorter and simpler words whenever possible.**
- 4. Mindfulness/Respect – mind their needs and respect their sensibilities. Avoid using slang and cuss words.**
- 5. Focus – know the customers – needs, demands, personal tastes. Mention their names and say thank you.**





Example of selling words:-

Amazing

- deal /promotion /
discount/ opportunity
/ feature

Now

- act/ get it/ click here
/ find out/ learn more

Save

- now/ percent/ time/
money/ cost

Exclusive

- sale /offer/
customer/ savings

Money-back

- guarantee / offer /
deal





Let's Practice

1. This is an _____ version of its brand counterpart, but I can assure you it's just as good, if not better!
2. The latest technology at _____ price - that's our philosophy!
3. Feel free to contact our _____ consultant.
4. _____ your campaign performance with TikTok,
5. Food Panda: "Food delivery to your door from the _____ selection of restaurants near you".
6. "Design tips & business trends" - Subscribers to our newsletter have been scientifically proven to be _____, better looking and at least 50% more _____ than average.





Conclusion

Topic 1 Product and Services (MPU22153)

Upon completion of this topic, students should be able to:

- describe the features /characteristics and functions of a product and services effectively and clearly throughout the presentation.
- Organizes ideas very well throughout the presentation.
- Identify the values that appeal and able to propose an effective solution
- Use good and comprehensible sentences throughout the presentation.
- Use appropriate and varied vocabulary effectively throughout the presentation.



References

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