

Appendix A

Name: _____ Class: _____ Number: _____ Handout #1

Selling a product

- Purpose** To describe and sell a product to your classmates.
- Activity** In groups of three or four, you will choose and name a product. You will then make a TV infomercial-style presentation to your classmates to sell them your product.
- Groups** Three or four members per group.
- Time** Your presentation should last for three minutes.
- Customers** Your classmates will be your customers. Each group will have 10,000yen and will decide how much they want to pay for each product. The product with the most money wins.
- Steps**
1. Choose a product that you want to sell (something you have in the classroom).
 2. Give it an interesting and exciting name.
 3. Think about how you will do your sales presentation (e.g. a skit).
 4. Plan and prepare your presentation.
 5. Product presentations
- Schedule:**
- Lesson 1
Brainstorm vocabulary. Study the necessary grammar.
- Lesson 2
Choose and name a product. Begin to prepare presentations.
- Lesson 3
Product presentations



Appendix B

Name: _____ Class: _____ Number: _____ Handout #2

Selling a product



1. Vocabulary

<u>Material</u>	<u>Size / Shape</u>	<u>Color</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. What is it used for?

(a watch)	It's used to tell the time.	It is used for telling the time.
(a cell phone)	It's used to make phone calls	It's used for making phone calls.
(correction tape)	It's used to cover mistakes.	It's used for covering mistakes.

Now make some sentences about what the following products are used for.

Pencil case: _____
School bag: _____
Blanket: _____

3. What are its good points / special features?

It has a <i>fantastic</i> camera. (cell phone)	It has <i>really</i> strong handles. (bag)
It is <i>really</i> user-friendly.	It is <i>incredibly</i> strong.

Now make some sentences of your own about the following items.

Your cell phone: _____
Your school bag: _____
Your pencil case: _____

Appendix C

Name: _____ Class: _____ Number: _____ Handout #3

Selling a product - Preparation

Example of making an everyday object sound more interesting

Product's name: **Four For You Pen (44U)**



Today I'd like to talk to you about a **new** and **exciting** product: The 44U pen. Maybe you're thinking, "I already have many pens. I don't need another one."

Wait! This pen is different. Why is it different? I'll tell you why it's different. It doesn't have one color. It doesn't have two colors. It doesn't have three colors. It has **four** colors. That's right 1, 2, 3, **4** colors!

We have midnight black. We have electric blue. We have emerald green. We have ruby red. We have a color for every situation.

But **wait!** That's not all. There's **more**. Not only is it useful, it's also really stylish. It's made of high quality plastic and has a beautiful design that is so easy to write with.

Forget about your other pens. The 44U pen is made just for you.

Questions to think about

- How will you describe your product?
- What are its special features?
- Can it be used for anything else?
- How are you going to make it sound interesting and exciting? Think about the words you can use and the appropriate intonation.
- How will you make your presentation last for three minutes?
- How will you make sure that all group members have an equal role?



Appendix D

Name: _____ Class: _____ Number: _____ Handout #4

Selling a product - Preparation

Product's Name: _____

Describe the product.

What is it used for? Can it be used for anything else?

What are its best features?
