

Unit 5 Buying and Selling



Lesson 29 How to Push a Product

Free talk

- 1. What is important for pushing a product?*
- 2. If you had your own product to sell, how would you push it?*



Read the text in groups and pay attention to these sentences.

(1) Remember, you need to make your product stand out.

(2) Find ways to catch their eye.

(3) People coming to trade shows already have an interest in similar products.

(4) People get to know the advantages of your product after they experience using it.



Listen to the tape with your book closed and fill in the blanks.



- 1. We should study the customers' ages, interests and other information.**
- 2. People can experience your product, enjoy it and then buy it.**
- 3. Offering samples and deals will get you more customers.**



Read the text and decide whether the statements are true or false.

(1) You should choose the correct media to push your product. (T)

(2) Going to trade shows is a good way to present your product. (T)

(3) After using the product, people must buy it. (F)



Read the text again and fill in the blanks.

(1) Find ways to catch their eye.

(2) People get to know the advantages of your product after they experience using it.

(3) These suggestions can make your product really shine.

(4) Go to trade shows and present your product.

(5) Push your product using samples and good deals.



☆教材解读☆

1. Remember, you need to make your product stand out.

句中 *stand out* 意思是“出色,杰出”。

She stood out before she got married.

她结婚之前很出色。

【拓展】 (1) ① *stand out as...* 意思是“作为.....是出色的”。

He stands out as the best student in his class.

他是他班里最出色的学生。

② *stand out among...* 意思是“在.....中是出色的”。

These two books stood out among all the books.

这两本书是所有书里面最好的。



(2) *stand* 构成的短语:

① *stand aside* 站一边。

Stand aside and let us pass.

站一边,让我们过去。

② *stand by* 袖手旁观。

How can you stand by and do nothing?

你怎么能袖手旁观、无所作为呢?

③ *stand back* 退后。

The policeman asked the spectators to stand back. 警察要旁观者退后。

④ *stand for* 代表。

What do the letters UN stand for?

字母UN代表什么?



⑤ *stand down* 离职,退出证人席。

The judge asked the witness to stand down.

法官要求目击者退出证人席。

⑥ *stand up* 站立。

She stood up when they came in.

当他们进来时,她站了起来。

⑦ *stand up to* 勇敢反对。

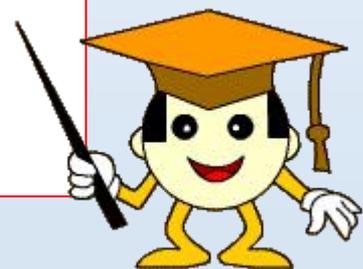
Well, somebody got to stand up to him.

但是,总有个人要站出来反驳他。

⑧ *stand over* 监督。

I hate to have my boss standing over me.

我不喜欢上司监督我。



2. Find ways to catch their eye.

*catch one's eye*意思是“引起某人的注意”。

*They made many posters to catch our eye.*他们做了许多海报去吸引我们的目光。

【拓展】 (1) *catch one's eye*还可意为“和某人的目光相遇”。

*As soon as we caught his eye, he would be shy.*我们一遇到他的目光,他就会害羞。



(2)由*eye*组成的短语:

①*with one's eyes open* 心知肚明。

She knew that with her eyes open.

她很了解那件事。

②*an eye for an eye*以牙还牙。

*He took an eye for an eye.*他以牙还牙。

③*keep an eye on*照看。

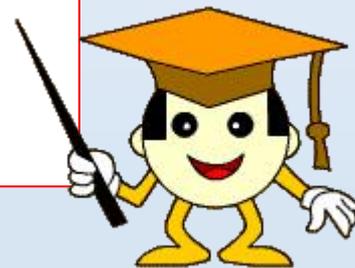
Please keep an eye on the children.

请照看一下孩子们。

④*have an eye for sth* 对某物有鉴赏力。

Be creative and have an eye for quality.

富有创造性和高品质的鉴赏能力。



3. People coming to trade shows
already have an interest in similar
products.

句中 *have an interest in* 意思是“在某方面有**兴趣**”，其中 *interest* 是名词，意思是“**兴趣**”。

He has an interest in music.

他对音乐有兴趣。

【拓展】 (1) *interest* 作名词组成的短语:

lack of interest 缺乏兴趣;

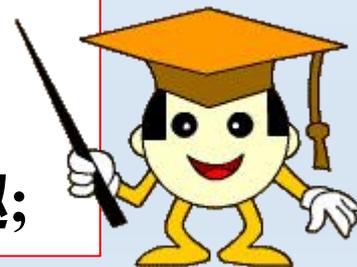
with interest 有兴趣;

show interest in sth 对某事/物有兴趣;

take an interest in 对.....产生兴趣;

have no interest in sth 对某事/物不感兴趣;

lose interest in sth 对某事/物失去兴趣。



(2) *interest* 可以作动词,意思是“使感兴趣”。

This book will interest you.

这本书将会使你感兴趣。

【辨析】 *interested, interesting*
interested 和 *interesting* 都是形容词, *interested* 一般用来修饰人,意思是“对……感兴趣”, *interesting* 一般用来修饰物,意思是“有趣的”。

She is interested in that interesting book. 她对那本有趣的书很感兴趣。



4. People get to know the advantage of your product after they experience using it.

◆ *get to do sth* 意思是“开始感受到, 达到”, 期间有一个过程。

Children get to know each other from games. 孩子们通过游戏开始互相了解。

【拓展】 *get sb/sth to do sth* 意思是“让某人/某物去做某事”。

I sometimes get my sister to help me do chores. 有时候, 我让我妹妹帮我做些杂物活。



◆ *experience* 作动词,意思是“感受,经历”,接名词或者代词。

With your help, I experienced success happily. 在你的帮助下,我尝到了成功的喜悦。

【拓展】 *experience* 也可以作不可数名词,意思是“经验,阅历”,有时可以作可数名词,意思是“一次经历”。

He has some travelling experience.
他有一些旅游的经验。

She had a great experience in Beijing. 她在北京有一次很棒的经历。



Read the lesson and write true (T) or false (F).

- 1. Making your product is just half the battle. T**
- 2. There are only three ways to push a product. F**
- 3. Customers learn the advantages of a product by using it. T**
- 4. Only excellent advertising can help you succeed. F**



Complete the passage with the correct forms of the words or phrases in the box.

customer similar offer excellent stand out catch one's eye

It's not easy to make your product succeed. Because there are always similar products on the market, you have to put in more effort. You should choose specific customers, then create a perfect ad to catch their eye. When they buy your product, offer them good service. Remember, excellent advertising will always make your product stand out.

Look at the sentences with some missing words. Please use proper words to fill them.

1. He stands out (杰出) in his class.
2. She is similar (相似) to her mother.
3. I can help customers (顾客) with products.
4. The shop offers (提供) lots of good food for the neighbourhood.
5. Taste (尝试) it and you will enjoy it.



Homework

- 1. Practice the passage with your group members after class.**
- 2. Copy the new words twice.**

