



APEX ENGLISH

Your voice. Global.

B1 · BUSINESS ENGLISH

UNIT 2 · B1·2B

What do you sell?

Theme · Companies & products



Unit 2 · B1·2B

What do you sell?

Theme: Companies & products

B1 · Business English



Learning objectives

- Describe a product in 3 lines: what it is, who it's for, and why it's different.
- Use adjective + noun word order and common product adjectives correctly.
- Compare two products using simple comparative structures (more / -er / better).

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Class Book

Warm-up · One product, three words

Think of the **LAST** thing you bought (physical or digital). Describe it in exactly 3 adjectives. Then explain why you chose those 3 and not others.

The product:

3 adjectives:

Why those 3?

Lead-in · Match the adjective to the category

Match each adjective to the type of product it usually describes.

1. durable

2. user-friendly

3. eco-friendly

4. affordable

5. premium

followUp: Which of these adjectives do you use MOST when you buy something?

Reading · Three ways to describe a product

There are three common ways to describe a product, and only one of them actually sells. The first is the feature list: 'stainless steel, 2-year warranty, waterproof, 500 ml'. This is what the box says. It is correct, but it is boring.

The second is the marketing line: 'the ultimate solution for the modern professional'. This is what the website says. It sounds important, but it means nothing.

The third is the specific story: 'I put my coffee in it at 7 am, and at 3 pm it's still warm. That's why I bought a second one for my husband.' This is what a real customer says. It sells, because you can see yourself using it.

The best product description mixes all three: one line of features, one line of benefit, and one small, real story. If you can't tell the small story, you probably don't know your product well enough yet.

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1. Which of the three descriptions actually sells?
 - (A) The feature list
 - (B) The marketing line
 - (C) The specific story
2. Why is the marketing line a problem?
 - (A) It's too short
 - (B) It sounds important but means nothing
 - (C) It's difficult to understand
3. According to the text, what does the BEST description do?
 - (A) Uses only stories
 - (B) Mixes features, benefit, and a small real story
 - (C) Copies what competitors say

Vocabulary in context

Find these words in the text and match them to the meaning.

warranty — a promise to repair/replace if broken

waterproof — water doesn't get through it

benefit — what the customer actually gets

feature — a technical detail of the product

True / False / Not Given

Based only on the text, choose the correct option.

1. The text says there are three common ways to describe a product.
 - (A) True
 - (B) False
 - (C) Not Given
2. The marketing line is the most effective way to sell.
 - (A) True
 - (B) False
 - (C) Not Given
3. 'I bought a second one for my husband' is an example of a specific story.
 - (A) True
 - (B) False
 - (C) Not Given

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4. The product in the story costs €45.
- (A) True
 - (B) False
 - (C) Not Given
5. You probably don't know your product well if you can't tell a small story about it.
- (A) True
 - (B) False
 - (C) Not Given

React to the text

Discuss briefly. There is no single correct answer.

1. Think of your company's main product. What is ONE small, real customer story you could tell?

2. When you SHOP, which of the three descriptions convinces you? Are you honest with yourself?

Scan for meaning

Find the word/phrase in the text that matches each definition.

1. a promise to repair or replace something

2. water cannot pass through it

3. what the customer actually gets from a product

4. a small, believable customer example

Vocabulary · Describing products

reliable — you can trust it — it works

durable — lasts a long time without breaking

lightweight — very light and easy to carry

portable — easy to move from one place to another

user-friendly — easy to use, even the first time

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high-quality — made with good materials and care

feature — a technical characteristic (size, colour, battery)

benefit — what the customer gains from the feature

target client — the type of stakeholder a product is designed to serve

price range — from the cheapest to the most expensive

packaging — the box/wrapping around the product

lead time — the time between order and delivery

practice

Complete each sentence with ONE word or phrase from the lists.

1. It's very ____ — you can put it in your bag and take it anywhere.

2. Our ____ is small business owners between 30 and 50.

3. The ____ is 5 working days from order to delivery.

4. This model is very ____ — you can learn to use it in 10 minutes.

5. The ____ is between €80 and €150, depending on the finish.

6. We use recycled ____ — that's important for our clients.

Collocations • product + verbs

Match each verb with the noun it usually goes with.

launch — a product

discontinue — a product line

test — a prototype

return — a faulty item

recommend — a product to a friend

compare — two options

Odd one out

Choose the word that does NOT belong.

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1. reliable · durable · high-quality · expensive
 - (A) reliable
 - (B) durable
 - (C) high-quality
 - (D) expensive
2. portable · lightweight · user-friendly · heavy
 - (A) portable
 - (B) lightweight
 - (C) user-friendly
 - (D) heavy
3. feature · benefit · packaging · turnover
 - (A) feature
 - (B) benefit
 - (C) packaging
 - (D) turnover

Word building · adjective ↔ noun

Complete the pair.

1. reliable → ____

2. durable → ____

3. safe → ____

4. flexible → ____

5. warm → ____

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Grammar · Adjectives and simple comparatives

- 1. Adjective order — most common (opinion → size → age → colour → material → noun) —** • a beautiful small black leather bag • a reliable modern German car Don't stack more than 3 adjectives — it sounds unnatural.
- 2. Comparatives — one short syllable: -er + than —** • cheap → cheaper than • fast → faster than • light → lighter than Spelling: big → bigger, easy → easier, hot → hotter.
- 3. Comparatives — two+ syllables: more/less + than —** • more expensive than • less reliable than • more user-friendly than
- 4. Irregular —** • good → better than • bad → worse than • far → further than

Exercise A — Adjective order

Put the adjectives in the natural order.

1. a bag / leather / small / black

2. a car / German / new / red

3. a table / round / wooden / big

4. a phone / cheap / Chinese / small

Exercise B — Make comparatives

Complete each sentence with the correct comparative form.

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1. Model X is ____ (cheap) than model Y.

2. Our new range is ____ (durable) than the old one.

3. The premium version is ____ (good) but ____ (expensive).

4. Shipping by air is ____ (fast) but ____ (expensive) than shipping by sea.

5. This model is ____ (light) than the previous one.

6. Our packaging is ____ (bad) than we thought — customers complain.

Exercise C — Find and fix the mistake

Each sentence has ONE mistake.

1. Model B is more cheaper than model A.

2. Our product is more good than theirs.

3. It's a bag leather black small.

4. This version is expensiver.

Exercise D — Compare two products

Write ONE full sentence comparing the two products.

1. Model A: €89 · 2-year warranty. Model B: €149 · 5-year warranty. (price)

2. Model A: 350g. Model B: 220g. (weight)

3. Model A: 4.1 stars. Model B: 4.6 stars. (customer rating)

4. Model A: made in Portugal. Model B: made in China. (lead time)

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**Exercise E — Rewrite in a natural way**

Rewrite each sentence to sound more natural.

1. The car has a body which is very light.

2. This machine is easy to use for the customer.

3. It's a product with high quality.

4. The bag lasts long and doesn't break easily.

Exercise F — Complete the sales dialogue

Complete the answers with the correct comparative or adjective form.

1. — Which model is ____ (light)? — The 220g one.

2. — And which one is ____ (good) for outdoor use? — Definitely the black one — it's ____ (durable) and completely waterproof.

3. — Is it ____ (expensive) than the previous version? — A little bit — about €30 ____ (much).

Listening · Two colleagues comparing two suppliers

Two colleagues are choosing between two suppliers of packaging. Both are good — but different.

pre

What are the 3 things you always compare when you choose a supplier?

Is 'the cheapest' always the best choice? Why or why not?

gist

1. How many suppliers are they comparing?

2. Who is cheaper — A or B?

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3. Which one do they finally choose, and why?

detail

1. How much shorter is A's lead time?

2. What does Voice B say about the customer rating?

3. What does 'the boss cares about the story' mean here?

Third listen — read between the lines

Answer from what is IMPLIED.

1. Is price the most important factor for them? How do you know?

2. Do they still have doubts after the decision? How do you know?

Useful language from the audio

Match each phrase with what it does.

"B is cheaper, but..." — acknowledges the tempting option first

"The lead time is much shorter." — comparative + intensifier (much)

"The reviews are better." — irregular comparative for a decision point

"Let's try A for the first order." — small commit, not a full switch

"...and keep B as backup." — leaves the door open, reduces risk

Voice A: OK, packaging. Supplier A or Supplier B?

Voice B: B is cheaper — about 20% less.

Voice A: Yeah, but the lead time is much shorter with A. Five days vs six weeks. That's a huge difference.

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Voice B: True. And the reviews are better — 4.6 vs 4.1. Returns are lower too.

Voice A: And you know the boss cares about the story — 'made in Portugal' looks better on the website.

Voice B: So it's A?

Voice A: Let's try A for the first order, and keep B as backup. If A slips, we know we have someone.

Voice B: Deal. I'll send the PO tomorrow morning.

Fourth listen — fill the gaps

Complete the exact phrases.

1. B is ____ — about 20% less.

2. The lead time is ____ with A.

3. And the reviews are ____ — 4.6 vs 4.1.

4. Let's try A ____, and keep B ____.

Speaking · The 3-line product pitch

Prepare a 30-second product pitch. Line 1: what it is. Line 2: who it's for. Line 3: why it's different (use ONE comparative).

Scene: New client at your stand

A: You: sell reusable coffee cups.

B: You: café owner.

Scene: Internal team, a new feature

A: You: product manager introducing a new app feature.

B: You: the sales team, sceptical.

Scene: A shop, a physical demo

A: You: sell a portable Bluetooth speaker.

B: You: a customer with a €50 budget.

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Discussion · features vs benefits

Choose 2 questions and speak for 30–45 seconds each.

What is a common product you use every day that has a great BENEFIT but boring features?

Have you ever bought something because of a real story (not the features)? What was it?

Which is easier for you: describing your product's features or its benefits? Why?

Should the salesperson talk more, or ask more questions? Why?

Role-play · The 5-minute product demo

Read your role, prep 30s, run the conversation for 3–4 minutes.

Scene: Trade fair · comparing 2 models

A: You: salesperson. You have Model A (€89, 2-year warranty, 350g) and Model B (€149, 5-year warranty, 220g, better reviews). Recommend one — use at least 3 comparatives.

B: You: buyer for a small shop. Ask about weight, warranty and lead time. Push back once on price.

Scene: Café · pitching reusable cups

A: You: sell reusable coffee cups (€6 each, dishwasher-safe, 10 colours). Your unit price beats the standard supplier by 15%.

B: You: café owner. You already have a supplier. Ask: why change? Ask about MOQ (minimum order) and delivery.

Mini-presentation · Compare two products

Compare TWO real products (your company's or from your daily life) in 60 seconds using the 4-beat structure.

Beat 1 (10s) — Introduce both products in ONE sentence each.

Beat 2 (20s) — 2 comparatives: price and one other point.

Beat 3 (20s) — 1 real story: when did YOU choose one over the other?

Beat 4 (10s) — Which one would you recommend, and to whom?

sample: There are two obvious options for a small portable speaker under €100: the JBL Go and the Anker Soundcore Mini. The JBL is smaller and lighter, but the Anker is louder and has a battery that lasts almost twice as long. Last summer I took the Anker to the beach for a whole day, and I never had to charge it — the JBL would have died by lunch. I'd recommend the Anker for anyone who uses it outside, and the JBL for a bathroom or a small kitchen.

Writing · A 3-line product description

Write a 3-line product description (50–70 words) for your website. Line 1: what it is (features). Line 2: who it's for (target customer). Line 3: why it's different (one comparative or a small real story).

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bonus: Bonus task — Amazon-style bullet points. Write EXACTLY 3 bullet points for the same product: one feature, one benefit, one specific story. Each bullet: max 15 words.

Wrap-up · What did we cover?

3 ways to describe a product: features, marketing line, specific story. Mix all three.

Adjective order: opinion → size → age → colour → material → noun.

Comparatives: -er / more depending on syllables; irregular better/worse.

Cheapest isn't always best — compare lead time, quality and the story.

Quiz

1. Which order is natural?
 - (A) a leather small bag
 - (B) a small leather bag
 - (C) a bag small leather
2. Model A costs €89. Model B costs €149. Model B is...
 - (A) cheaper than
 - (B) more cheap than
 - (C) more expensive than
3. Comparative of 'good' is...
 - (A) gooder
 - (B) better
 - (C) more good
4. Which description SELLS best?
 - (A) Stainless steel, 500 ml, waterproof.
 - (B) The ultimate solution for the modern professional.
 - (C) I put my coffee in it at 7 am and at 3 pm it's still warm.
5. 'Lead time' means...
 - (A) the price
 - (B) the time between order and delivery
 - (C) the warranty period

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Workbook — home practice



1. Vocabulary gap-fill

Complete each sentence with **ONE** phrase from the box.

Word bank: target customer · lead time · user-friendly · packaging · price range · warranty

1. The ____ is 5 working days from order to delivery.

2. Our ____ is small business owners between 30 and 50.

3. The ____ is between €80 and €150.

4. This model is very ____ — my grandmother learned to use it in one day.

5. The ____ is fully recyclable — it's part of our story.

6. We offer a 2-year ____ on every unit.

2. Adjective order

Put the adjectives in the natural order.

1. a car / German / new / red

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2. a bag / leather / small / brown

3. a phone / cheap / Chinese / small

4. a table / wooden / big / round

3. Comparatives

Complete each sentence with the correct comparative form.

1. Model X is ____ (cheap) than model Y.

2. Our new range is ____ (durable) than the old one.

3. The premium version is ____ (good) but ____ (expensive).

4. This model is ____ (light) than the previous one.

5. Our packaging is ____ (bad) than we thought — customers complain.

6. This laptop is ____ (fast) than my old one.

4. Find and fix the mistake

Each sentence has ONE mistake.

1. Model B is more cheaper than model A.

2. Our product is more good than theirs.

3. It's a bag leather black small.

4. This version is expensiver.

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5. Listening — three product descriptions

Three salespeople describe the same category of product (portable speakers). Notice who sells best.

1. Which speaker uses ONLY features?

2. Which speaker uses ONLY a marketing line?

3. Which speaker mixes feature + benefit + story?

Voice A: Bluetooth 5.3, 20 hours battery life, IPX7 waterproof, USB-C charging.

Voice B: It's the ultimate audio experience for the modern professional.

Voice C: It weighs 220 grams and it's waterproof, so it fits in a jacket pocket and you can take it in the shower. Last summer I took it to the beach for a whole day and it didn't die once. My cousin bought two after she saw mine.

6. Writing — 3-line product description

Write a 3-line product description (50–70 words) for a real product you know. Line 1: features. Line 2: who it's for. Line 3: one comparative or one small real story.

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Answer key — Class Book

Lead-in · Match the adjective to the category

1. tools, shoes, furniture — things that must last
2. software, apps, machines
3. packaging, cleaning products, cosmetics
4. everyday products (price is the argument)
5. expensive products that promise quality

Reading · Three ways to describe a product

1. (C) The specific story
2. (B) It sounds important but means nothing
3. (B) Mixes features, benefit, and a small real story
1. (A) True
2. (B) False
3. (A) True
4. (C) Not Given
5. (A) True
1. Model: a client of ours prints our labels on their bread bags. One customer asked her where she bought the bags — and that customer became a client of OURS the next week. That's my go-to story.
2. Model: I always say I read the features, but honestly a good review with a specific story convinces me faster than any spec sheet.
1. warranty
2. waterproof
3. benefit
4. specific story

Vocabulary · Describing products

1. portable
2. target client
3. lead time
4. user-friendly
5. price range
6. packaging
1. (D) expensive
2. (D) heavy
3. (D) turnover
1. reliability
2. durability
3. safety
4. flexibility
5. warmth

Grammar · Adjectives and simple comparatives

1. a small black leather bag
2. a new red German car
3. a big round wooden table
4. a small cheap Chinese phone (or: a cheap small Chinese phone)
1. cheaper
2. more durable
3. better / more expensive
4. faster / more expensive
5. lighter
6. worse
1. Model B is cheaper than model A. (never 'more cheaper')
2. Our product is better than theirs.

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3. It's a small black leather bag.
4. This version is more expensive.
1. Model A is cheaper than Model B (by €60).
2. Model B is lighter than Model A (by 130g).
3. Model B is better rated / has better reviews than Model A.
4. Model A has a shorter lead time than Model B (because it's made locally).
1. The car has a very lightweight body. / has a light body.
2. This machine is very user-friendly. / is easy for the customer to use.
3. It's a high-quality product.
4. The bag is durable. / It's a very durable bag.
1. Which model is lighter? / the lighter one
2. Which one is better for outdoor use? / it's more durable and completely waterproof
3. Is it more expensive than the previous version? / about €30 more

Listening · Two colleagues comparing two suppliers

1. Two — Supplier A (Portuguese) and Supplier B (Chinese).
2. Supplier B is cheaper (about 20% less).
3. Supplier A — because the lead time is much shorter and the story is 'made locally', which their customers like.
1. 5 days vs 6 weeks — huge difference.
2. A has 4.6 stars vs B's 4.1 — 'the reviews are better and the returns are lower'.
3. Their manager values a 'made in Portugal' narrative for the brand.
1. No — B is cheaper but they pick A. The tie-breakers are lead time and the local story.
2. Yes — Voice A says 'let's try A for the first order and keep B as backup'. That's a soft commitment, not a full switch.
1. cheaper
2. much shorter
3. better
4. for the first order / as backup

Quiz

1. (B) a small leather bag
2. (C) more expensive than
3. (B) better
4. (C) I put my coffee in it at 7 am and at 3 pm it's still warm.
5. (B) the time between order and delivery

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Answer key — Workbook

1. Vocabulary gap-fill

1. lead time
2. target customer
3. price range
4. user-friendly
5. packaging
6. warranty

2. Adjective order

1. a new red German car
2. a small brown leather bag
3. a small cheap Chinese phone (or: a cheap small Chinese phone)
4. a big round wooden table

3. Comparatives

1. cheaper
2. more durable
3. better / more expensive
4. lighter
5. worse
6. faster

4. Find and fix the mistake

1. Model B is cheaper than model A. (never 'more cheaper')
2. Our product is better than theirs.
3. It's a small black leather bag.
4. This version is more expensive.

5. Listening — three product descriptions

1. Speaker 1 — 'Bluetooth 5.3, 20 hours battery, IPX7 waterproof'. No benefit, no story.
2. Speaker 2 — 'the ultimate audio experience for the modern professional'. Sounds important, means nothing.
3. Speaker 3 — 220g and waterproof (feature), fits in a jacket pocket (benefit), 'I took it to the beach all day and it didn't die' (story).

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