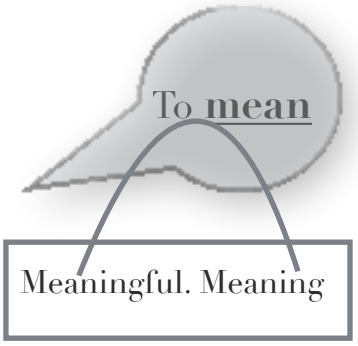


# Meaningful Benefits




**Clarity and Emphasis in English**

To instill extra **meaning** and emphasis into what you are saying in English there are various techniques you can use.

## 1/ Short sentences and structured speech.

Structure what you are saying with a clear beginning middle and end and using short sentences. Make it clear that you have finished a sentence by using pitch and pause. Make your ideas easier to follow and understand with short sentences. Use these linking words to improve clarity.

| | | | |
|---|---|---|---|
| Furthermore<br>However<br>Therefore<br>Moreover | Besides this<br>Nevertheless<br>For this reason<br>As a result | In addition<br>On the one hand<br>On the other hand<br>Regardless of that<br>Despite that | Likewise<br>In other words<br>What this means is that<br>Consequently<br>Accordingly |

## 2/ Intonation and stress

Use **pitch** to show the beginning and end of sentences and to sound more interesting. **Emphasise** important words and expressions by stressing them (quick rising and falling pitch or saying them **louder** or more **slowly**.)

## 3/ Flag expressions

These expressions attract attention to what you are saying and add authority. They make people listen and warn them that what you are saying important. Furthermore they give you time to collect your thoughts.

| | | |
|---|---|---|
| Essentially<br>Basically<br>Obviously | Clearly<br>Obviously<br>Ultimately | It's important to note that<br>It's obvious that<br>It seems clear that |

## In sales we also have to make things <u>meaningful</u>

<u>1</u>/ Using **structured sentences and intonation**, explain clearly how you make the benefits of your products meaningful to your clients.



# Advantages and Function

<u>2</u>/ Again using the same language techniques explain how you use merchandising to highlight the main functions of a product and the advantages of those functions.

# Benefits and features

<u>3</u>/ Sell the benefits and features of the following items to the following people showing empathy for them and an understanding of their personal needs. Choose a specific item from your range each time.

- A mirror for Sarkosy
- A tie storage element for Hollande
- A sofa for a famous Sumo wrestler.
- A kitchen for David Beckham
- A bed for DSK
- A coffee pot and cups for George Clooney
- A tea pot for The Queen

**Empathise** with your clients. Understand what they **need**.

# Hidden value

<u>4</u>/ **Explain** the **<u>hidden</u> value** and the **<u>obvious</u>** value (easily identified by the customers at first glance) of the following products.

**Dekad** alarm clock. **Malm** six drawer chest. **Ektorp** sofa bed.

**Varde** base cabinet. **Hemnes** TV storage combination. **Sundvik** bed frame.