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|---------|--|
| | 2) How does she try to explain her idea? |
| | 3) What problems does she have? |
| Answers | 1) A self-wringing mop |
| | 2) With visuals and then a prototype |
| | 3) It's difficult to explain her idea |

Follow-up (1) Task Come up with an idea for a new (or improved) product. Put together an informal **presentation** to explain it and to get someone interested in investing in it. What is it? Why do people need it? What's it called? How does it work? Present.

Scene 2 **The mop of the future**

JOY has a problem. She can't get her self-wringing mop into the shops so that people can buy it. What should she do now? How about the car parks in front of the shops?

DVD timings | **Chapter:** 10 | **Start:** 0.46:18 | **Finish:** 0.49:35 | **Length:** 03:17 |

Themes Being innovative
Selling

Vocabulary to break the law to be broke
to be bored to be disgusting
to be expensive to be brand new

Pre-activity Two-minute brainstorm: *Advertising*.

Gist Question What problems does Joy face?
Answer See below

- The shops won't put the mop in the **window**. Big companies pay them for space
- The mop is **too expensive** and too high quality. Cheaper products need to be replaced more often (= more profit)
- People **aren't interested** in buying in the car park
- She's **not allowed** to sell in the car park

Follow-up (1) Task Take your idea from **Scene 1** and come up with an innovative advertising campaign. How can you get people interested without spending huge amounts of money? Present.

Follow-up (2) Writing Write up your idea for an advertising campaign from **Follow-up (1)** as a **proposal**.

Proposal See **Best Exotic Marigold Hotel (Scene 1/Follow-up 3)**.

Follow-up (3) Writing Write Joy an **informal letter**. What could she do in her situation? Any ideas? Give her some advice?

Scene 3 Give me a chance

JOY has a problem. She can't sell her mop in the shops or in the car parks in front of the shops. What now? What about the new TV shopping channel QVC (*Quality. Value. Convenience*) where fortunes can be made (and lost) in a few minutes airtime.

DVD timings | **Chapter:** 12 | **Start:** 0.54:27 | **Finish:** 0.58:42 | **Length:** 04:15 |

Themes

- Being yourself
- Products
- Selling
- Television

| | | |
|-------------------|---------------------|----------------------------|
| Vocabulary | to acquire (buy) | to manage/run (a company) |
| | to be disrespectful | to be cheap (poor quality) |
| | a chart | a retailer |

Pre-activity List: What makes a good product?

Gist Question What are the mop’s selling points?
 Answer See below

- Joy cleans her own home. She’s an **expert in the field**
- Her mop’s **better** than other mops. She’s tried them
- It’s plastic which makes it **light and easy to use**
- It’s **10 times more absorbent** than any other mop
- Finishes the bathroom **without wringing the mop**
- USP: a **removable mop head** (washing machine)

Follow-up (1) **Task** Take your idea from **Scene 1** and get QVC interested in selling it on their shopping channel. Main selling points? USP (unique selling point)? Put together a formal, structured **presentation** on your idea using the structure below.

| A BOMBERB presentation structure | |
|---|--|
| Bang! | Start in an interesting way |
| Opening | Welcome and introductions |
| Message | Say what you want to say |
| Bridge | Connect it the audience. Why relevant? |
| Examples | Give examples to back up your message |
| Recap | Go over the main points again |
| Bang! | Finish in an interesting way |

Scene 4 This is me

A QVC salesman has done a disastrous job of generating interest in JOY's mop on the shopping channel: no sales. She demands another chance. This time though, she'll sell it herself.

DVD timings | Chapter: 16 | Start: 1.11:25 | Finish: 1.17:38 | Length: 06:13 |

Themes Being yourself
Products
Selling
Television

Vocabulary to freeze (in panic) to design
to guarantee to be durable
to be lightweight to be nervous
to be bright to be disgusting
an outfit a spill
a (favourite) feature No way

Pre-activity Two-minute brainstorm: *Television*.

Gist Question Why does Joy succeed in selling her mop?
Answer *Open*

Follow-up (1) Task Sell your idea from **Scene 1** on QVC. Put together a 2-minute demonstration of your idea (you will be told when your time is up). Present. Who in the class wants it?