



	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.

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## 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

<b>Vocabulary</b>	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.

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