



PRONUNCIATION

Sounding persuasive

A Listen to the extracts which include the sentences below. How is the woman trying to sound persuasive? Use the information in the box to help you.

- 1 You just look like a very fit and sporty person. *C*
- 2 Yeah, tell me about it! *a*
- 3 Hmm, I know exactly what you mean.
- 4 I think you've got yourself an excellent deal there, sir. I can see you're a very smart negotiator!
- 5 You know what? Maybe I can help you out there.
- 6 But ... hmm ... maybe ... I can offer you ... a special price ... to thank you for your help.

Sounding persuasive

- a** Speak fairly quietly (as if you're sharing a secret) and slowly, with lots of pauses (as if you're thinking of new ideas while speaking).
- b** Start fast and then slow right down, placing extra stress on all positive words.
- c** Use slightly exaggerated rising and falling intonation on key words to express emotions.

B SPEAK Work in pairs. Practise saying the sentences in Exercise A as persuasively as possible.

VOCABULARY

Forming verbs from adjectives

A Complete the extracts with the correct form of the verbs in the box.

ensure formalise simplify strengthen tighten warm

- 1 I bet you can't wait for the weather _____ up!
- 2 It's quite complicated technology, but I'll try _____ it for you.
- 3 The fibres in your hat respond to the cold temperature by _____ up.
- 4 That _____ there's no heat loss from your head.
- 5 As the hat gets wet, the water _____ the fibres.
- 6 I just need you to sign this form _____ our agreement.

B What adjective is each verb from Exercise A formed from?

C Use the affixes in the box to create verbs. The same affix is used for all words in each group. Other spelling changes may also be needed. One group doesn't require any change.

-en -ify -en- -ise

- 1 strong long short
- 2 final visual equal
- 3 empty smooth narrow
- 4 pure solid simple
- 5 danger able large

D Complete the advice with the verbs you formed in Exercise C. Sometimes more than one answer is possible.

How to be

persuasive

- 1 Don't just offer weak opinions. _____ your arguments with evidence and examples.
- 2 Help your potential customers to _____ themselves using your product.
- 3 Don't try to persuade everybody at the same time: _____ your focus to a small group of key people.
- 4 _____ complicated explanations to make them easier to understand.
- 5 _____ the decision-making process for your customers by removing any barriers that make their decisions harder.
- 6 Don't speak too quickly. Try to _____ the pauses between key words.

SPEAKING HUB

- A PREPARE** Work in pairs. You are going to try to persuade somebody to buy a product made from smart materials. Choose one of the ideas from Listening Exercise A or use your own idea.
- B DISCUSS** Discuss how your product works and why it's useful.
- C PLAN** Plan a sales strategy using the persuasion techniques from Listening Exercise C.
- D PRESENT** Swap partners. Take turns to try to persuade your new partner to buy your product.
- E REFLECT** Share your experiences with the class. Would you buy your partner's product? Why/Why not?

- Make predictions about the future
- Use persuasive language to sell something