

# Positioning Products – Business English Vocabulary

## I. Customer Pain Points.

### Q.1.

#### **BUY ONCE, BUY RIGHT**

Our exclusive Lifetime Rebuild Program will keep your Kirby system running strong for many years to come.

#### **IMPROVED AIR QUALITY**

Kirby Micron Magic® HEPA filtration traps allergenic particles.

#### **UNPARALLELED VERSATILITY**

Easily converts to a canister or hand held vacuum and expands to allow for carpet & furniture shampooing, tile & grout scrubbing, hard floor polishing and much more.



#### **MADE IN THE USA**

Rest assured knowing that Kirby systems have been built in America, by employees dedicated to their craft, for over 100 years.

#### **BUILT TO LAST**

Tired of replacing your vacuum every few years? Kirby's die cast aluminum construction is built to last a lifetime, yet compact and lightweight.

#### **SUPERIOR DESIGN**

Kirby's innovative product design provides industry-leading airflow while our exclusive features like Tech Drive® make handling a breeze.

(Source: Kirby)

**Attention :** relief (noun) = soulagement vs. relieve (verb) = soulager

Q.2.



## II. Brand Identity, Values, and Mission

complete these sentences from the presentations with words from the box.

associate • communicate • emphasize • external • obvious • project •  
promote • remind • reputation • widely

- 1 We have three main brand values which we try to \_\_\_\_\_ in all our internal and \_\_\_\_\_ communication.
- 2 Our customers \_\_\_\_\_ us with the highest quality products.
- 3 Our products are \_\_\_\_\_ seen as the safest on the market.
- 4 That's something we can \_\_\_\_\_ through our brand.
- 5 We have always had a \_\_\_\_\_ for coming up with new products and we try to \_\_\_\_\_ that through our brand.
- 6 For us, the customer always comes first and we want to constantly \_\_\_\_\_ both ourselves and our customers of that fact.
- 7 That's something we continually \_\_\_\_\_ in our marketing.
- 8 Hopefully that is \_\_\_\_\_ from our logo and corporate design.

### III. Unique Selling Proposition – Brand Positioning Statement

#### Example Positioning Statement Tesla

For customers who want climate-aware automobiles, Tesla is a  
 (target market) (brand)  
hybrid automobile company that offers a guilt-free trip every time  
 (category) (point of difference)  
 so customers can make a small impact on the world because Tesla  
 (end benefit)  
has shown extreme innovation and willingness to make a difference.  
 (reason to believe)

#### Your Brand Positioning Statement

At Newco  
 a national IT consultancy  
 we help law firms and legal departments  
make their practices more productive and profitable.  
 As the leading IT firm specializing in the legal industry  
 we are familiar with the hundreds of legal software applications  
 Clients hire us because

- our suite of tools makes migration & configuration easy
- our team includes attorneys, engineers, CIOs, executive directors and project managers
- We have a reputation for doing a job once and doing it right
- 4 out of 5 clients put us on long-term contracts



#### Apple Positioning Statement

For (Individuals who want the best personal computer or mobile device), (Apple)  
 (target) (brand)  
 is the (leader of technology industry) that delivers (the most innovative products)  
 (category) (point of difference)  
 so they can (enjoy seamless experiences across all Apple devices & be empowered  
 (end benefit)  
with breakthrough services), because (Apple takes an innovative approach to business  
 (reason to believe)  
best practices, considering the impact our products have on customers & the planet).

#### Positioning Examples



For women concerned about perspiration wetness, Secret is the one brand of antiperspirant that is strong enough for a man but gentle enough for a woman.



For adults concerned about oral hygiene, Listerine is the one brand of mouthwash that not only stops bad breath but also helps prevent gum disease.



For adult cold sufferers, Nyquil is the one brand of cold remedy that effectively prevents cold symptoms at night so one can sleep.



For financially constrained college intenders, PNC is the only university in NW IN that provides both a prestigious, marketable degree and a more authentic, "real college" experience.





#### IV. Language for comparing products

<p>The Evesham Axis is like the Elonex WebRider The Evesham Axis and the Elonex WebRider are similar The Evesham Axis is similar to the Elonex WebRider The Evesham Axis is the same as the Elonex WebRider The Evesham Axis resembles the Elonex WebRider</p>	<p>with respect to price. as regards price. as far as price is concerned. regarding price. in that the price is the same. in terms of price. in price.</p>
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<p>Both the Evesham Axis and the Elonex WebRider cost £1,174. The Evesham Axis is as expensive as the Elonex WebRider. The Evesham Axis costs the same as the Elonex WebRider. The Evesham Axis is the same price as the Elonex WebRider.</p>
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<p>The Mesh Elite has a large screen.</p>	<p>Similarly, it has a high capacity hard disk. Likewise, it has a high capacity hard disk. Furthermore, it has a high cap[acity hard disk. Moreover, it has a high cap[acity hard disk. Correspondingly, it has a high capacity hard disk. It has a high capacity hard disk, too. It also has a high capacity hard disk.</p>
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#### Language for contrasting products

<p>The Evesham Axis differs from the Armani The Evesham Axis is unlike the Armani The Evesham Axis and the Armani differ The Evesham Axis is different from the Armani The Evesham Axis contrasts with the Armani</p>	<p>with respect to price. as regards price. as far as price concerned. regarding price. in terms of price. in price.</p>
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<p>The Evesham Axis costs £1,174, whereas the Armani costs £2,467. The Evesham Axis costs £1,174, while the Armani costs £2,467. The Evesham Axis costs £1,174, but the Armani costs £2,467. The Evesham Axis costs £1,174, in contrast to the Armani, which costs £2,467. The Armani is more expensive than the Evesham Axis. The Evesham Axis is not as expensive as the Armani. The Armani costs more than the Evesham Axis.</p>
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<p>Although the Armani is expensive to buy, Despite the high price of the Armani,</p>	<p>it is very fast and has a large screen.</p>
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## Examples

Look at the following table and read the text below. Pay attention to the comparisons and contrasts.

	Price	Processor Speed	Screen Size	Hard Disk	RAM
Evesham Axis 1.33 SK	£1,174	1.33 GHz	17"	40 GB	256 MB
Armani R850 P4.	£2,467	1.7 GHz	19"	40 GB	256 MB
Mesh Elite 1.7GT Pro	£1,938	1.7 GHz	19"	57 GB	256 MB
Elonex WebRider Pro	£1,174	1.2 GHz	17"	38.1 GB	128 MB

Three personal computers, the Armani R850 P4, the Mesh Elite 1.7 GT Pro and the Elonex WebRider Pro, **were compared with respect to the following factors**: price: screen size and amount of RAM. The Elonex WebRider, which costs £1,174, is **by far the cheapest** of the three, the Armani and the Mesh Elite costing £2,467 and £1,938 **respectively**. The Mesh Elite **has the same screen size** as the Armani, 19", **whereas** the Elonex is the smallest at 17". **Regarding the amount of RAM**, the Armani and the Mesh Elite **are similar**, with 256 MB, **being twice as much** as the Elonex.

## Examples you can use - Product feature comparison: Printers

Write a short text (between 250 and 300 words) on the subject of:

“Computer printers for students”

- Describe a student’s needs in terms of computing equipment.
- Compare and contrast some of the printers below, looking at their advantages and disadvantages
- Conclude, stating which printer seems to be the most suitable for the student's needs you described






Here is how you could compare and contrast the information found in the table below:

### *One possible answer*

**One important activity** in a student's life is producing assignments. Nowadays this is usually done using a computer and printer. Although university libraries have word-processing and printing facilities, it is convenient for students to have their own computer and printer in their room. **There are many different types** of printer available, available for different purposes at a range of prices. It must be remembered, though, that purchasing the printer is not the end of the expense as printers need ink and paper to function. **Another important constraint** is size as the printer will need to be stored in the student's small room and regularly transported. **What is needed therefore** is a low-cost printer with inexpensive ink cartridges that is quite small and light.

**From the information in the table**, it is clear that the Epson Stylus Photo 1800 is **too** expensive to buy, the ink cartridges are expensive and it is very large and heavy. It can therefore be discounted. The Canon PIXMA iP4200, **while cheap** to buy **is also** expensive to use. And the Epson AcuLaser C1100, at 25kg is much too heavy for a student's room. Therefore, the choice must be between the Epson Stylus Photo R200 and the HP LaserJet 1020. Both printers are below £100.00, are **relatively** small and light, print at a reasonable speed and will print 100 pages for around £3.00. The main difference is that **while** the HP is a black and white laser printer, the Epson is a colour inkjet printer.

So, the final decision must depend on the exact needs of the student. If the student simply needs to print good quality essays, consisting mainly of text and simple tables, the HP is to recommend. However, if the student needs to print colour photographs or diagrams, the Epson **would be** most suitable.

	Epson Stylus Photo R200	Canon PIXMA iP4200	Epson AcuLaser C1100	Epson Stylus Photo R1800	HP LaserJet 1020
					
	Price range: £26 - £28.00	Price range: £53 - £61	Price range: £199 - £345	Price range: £318 - £355	Price range: £80 - £117
<b>Printing Technology</b>	Inkjet	Inkjet	Laser	Inkjet	Laser
<b>Output type</b>	Colour	Colour	Colour	Colour	Monochrome
<b>Connectivity technology</b>	USB 1.1	USB 2.0	Ethernet, Parallel, USB 2.0	FireWire IEEE-1394, USB 2.0	USB 2.0
<b>Printer type</b>	Personal printer	Personal printer, Photo printer	Workgroup printer	Personal printer, Photo printer	Personal printer
<b>Max B&amp;W Printing Speed</b>	15 pages per minute	29 pages per minute	25 pages per minute	1 page per minute	14 pages per minute
<b>Max Colour Printing Speed</b>	15 pages per minute	19 pages per minute	5 pages per minute	1 page per minute	4 pages per minute
<b>Max media size</b>	A4 (216 mm x 356 mm),	A4 (216 mm x 356 mm),	A4 (210 mm x 297 mm)	A3 (297 mm x 420 mm),	A4 (210 mm x 297 mm)
<b>Media Capacity</b>	120 pages	300 pages	180 pages	100 pages	150 pages
<b>Cartridges/Toner</b>	Uses 6 cartridges	Black x 2, Magenta x 1, Cyan x 1, , Yellow x 1	1 toner cartridge	Black x 1; Colour x 3	HP LaserJet Q2612 Print Cartridges
<b>Cartridge Price</b>	£18.00 all together	£9.99 each	£159.00	£11.90 each.	£50.00
<b>Pages per cartridge</b>	430 pages colour; 630 pages B&W	360 pages, B&W; 400 pages, colour	B&W: 4,000 pages; Colour: 1,500 pages	B&W: 440 pages; Colour: 440 pages	2000 pages
<b>Width</b>	46.2cm	41.9cm	44.5cm	61.5cm	37cm
<b>Depth</b>	26.3cm	29.9cm	44.5cm	31.4cm	23cm
<b>Height</b>	19.6cm	16cm	43.9cm	21.9cm	20.8cm
<b>Weight</b>	5.2kg	6.5kg	25kg	11.7kg	5kg



## The elements of a product, a device, an appliance, an item.

**TO HAVE** (posséder, comporter, avoir)

Ex: The jib arm has a long arm –La grue à flèche comporte un long bras

**TO FEATURE** (posséder, comporter – tel ou tel élément, telle ou telle caractéristique)

**TO BE EQUIPPED WITH** (être équipé de, être muni de, être doté de)

Ex : The PS 416 processing unit is equipped as standard with a 512 Kbyte memory : L'unité de traitement PS 416 est équipée en série d'une mémoire de 512 kilo-octets

**TO BE FITTED WITH** (être équipé de, être doté de)

Ex : This panel is fitted with three continuously-variable loading rheostats : Ce panneau est doté de trois rhéostats de charge réglables sans échelons

**TO CONTAIN** (contenir, comporter)

Ex : The Nordson series 2000 hot-melt applicators, hoses and guns contain energized electrical components with potentials that could be fatal : Les applicateurs, flexibles et pistolets à colle thermofusible Nordson de la série 2000 comportent des composants électriques dont les tensions pourraient être mortelles

**TO INCLUDE** (comprendre, comporter)

Ex : The datalogic range of hand-held barcode readers includes numerous manual readers and decoders : La gamme de lecteurs manuels de codes-barres Datalogic comprend de nombreux lecteurs et décodeurs manuels

**TO INCORPORATE** (intégrer)

Ex : FMS1 incorporates nine Mandelli Regent 1200 machining centres, four Renault Automation MMCS head-changing machines, three special boring machines from Renault Automation, three washing machines and four load/unload stations : L'atelier flexible No 1 intègre neuf centres d'usinage Regent 1200 de chez Mandelli, quatre changeurs de têtes MMCS de chez Renault Automation, trois machines spéciales à aléser de chez Renault Automation, trois machines à laver et quatre postes de chargement-déchargement

**TO CONSIST OF** (consister en, se composer de)

Ex : A drive usually consist of 1 - the driven part, 2 - the servo motor with or without gearbox, 3 - electronics (power supply, controller) : Un entraînement se compose en règle générale 1 - de l'organe à entraîner, 2 - du servomoteur avec ou sans réducteur, 3 - du système électronique (alimentation, variateur)

**TO COMPRISE** (comprendre, se composer de)

Ex : The fire and gas protection system comprises optical and thermal flame detectors, smoke detectors and manual alarm stations as well as combustible and toxic gas sensors : Le dispositif de protection contre l'incendie et l'explosion de gaz comprend des détecteurs de flamme optiques et thermiques, des détecteurs de fumée et des postes d'alerte manuels ainsi que des capteurs de gaz combustible et toxique

**TO MAKE UP** (constituer) *et* **TO BE MADE UP OF** (consister en)

Ex : The flexible machining system is made up of three separate systems supplied by Renault Automation and Mandelli : L'installation d'usinage flexible consiste en trois centres séparés fournis par Renault Automation et Mandelli

**TO CONSTITUTE** (constituer)

Ex : The various chips that constitute the 48-Series are similar, only the amount of internal RAM and ROM varies : Les diverses puces constituant la série 48 sont identiques, seule diffère la quantité de MEV et de MEM internes



## Describing what a product, a device, an appliance should be used for

**TO BE DESIGNED TO + INF. / FOR + FORME -ING** (être conçu pour + inf., être étudié pour + inf.)

Ex : This inclination sensor is designed to indicate / for indicating inclinations from the absolute horizontal line : Ce détecteur d'inclinaison est conçu pour indiquer les inclinaisons par rapport à l'horizontale

**TO BE INTENDED TO + INF. / FOR + FORME -ING** (être prévu pour + subst., être destiné à + subst.)

Ex : This high-speed miller is intended specifically to machine / for machining aluminium : Cette fraiseuse grande vitesse est destinée spécialement à l'usinage de l'aluminium

**TO BE USED TO + INF. / FOR + FORME -ING** (servir à + inf.)

Ex: Hydraulic or pneumatic jacks are used to apply / for applying torsional, bending , compression or tensile forces : Les vérins hydrauliques ou pneumatiques servent à appliquer des sollicitations mécaniques (torsion , flexion compression ou traction)

**TO SERVE TO + INF. (servir à + inf.)**

Ex : The IP144 alphanumeric printer serves to record all measurement values and text in all types of production processes : L'imprimante alphanumérique IP 144 sert à enregistrer toute les données numériques et textuelles provenant des mesures effectuées lors de tous les types d'opérations de production

*NB : Autres traductions possibles : avoir pour but de + inf., viser à + inf., permettre de + inf.*

**TO ALLOW [ONE] TO + INF.** (permettre à ... de + inf. )

Ex : This pocket computer allows you to load an NC programme from a computer, to edit it and to transfer it into the NC machine : Cet ordinateur de poche permet de charger un programme d'usinage depuis un ordinateur, de le modifier et de le réintroduire dans la commande numérique de la machine

**NB : One** est mis pour the operator, the user, **ou tout simplement you**

**TO ENABLE [ONE] TO + INF** (permettre à... de + inf.)

Ex: Operating under MS-DOS, the Sharp PalmTop computer enables you to run a multitude of applications : Fonctionnant sous MS-DOS, le portable PalmTop de Sharp permet de faire tourner une foule d'applications

**TO BE USEFUL FOR + FORME -ING** (être très utile pour + inf.)

Ex : The Running Status feature is especially useful for communicating long strings of Notes On/Off messages : La fonction « état en cours » est très utile pour communiquer de longues séries de messages du type « notes en ligne ou non»

**TO BE SUITABLE FOR + FORME -ING** (convenir à + subst.)

Ex : The Minac induction heating system is suitable for heating small zones in large, unwieldy workpieces : Le système de chauffe par induction Minac convient à la chauffe de petites surfaces sur de grandes pièces peu maniables

**TO BE IDEAL FOR + FORME -ING** (être la solution idéale pour + inf., être tout indiqué pour + inf./subst.)

Ex : Bal Seal spring gaskets are ideal for shielding from electromagnetic interference (EMI) : Les joints à ressort Bal Seal sont tout indiqués pour servir de protection contre les perturbations électromagnétiques

**TO BE EXCELLENT FOR + FORME -ING** (être parfait pour + inf. ou subst.)

Ex : The Telex cassette recorder/player is excellent for making cassette tape masters : Le lecteur-enregistreur de cassettes Telex est parfait pour réaliser des cassettes originales / la réalisation de cassettes originales

**TO BE INVALUABLE FOR + FORME -ING** (ne pas avoir son pareil / sa pareille pour + inf., être sans équivalent pour + inf.)

Ex : Circular saws are invaluable for cutting large pieces of timber or sheets of board : Les scies circulaires sont sans équivalent pour découper des éléments en bois ou des panneaux de grandes dimensions

