

**RFS2 Sessions 1-2****Topic:** What do customers want**Source:** NatGeo**BEFORE THE CLASS****Step 1.** Work with the new passage 学习新的文章段落

1. Listen to the recording and follow the article. 一边听录音一边浏览文章。
2. Read out loud together with us. Pay attention to using your mouth and face muscles. 和我们一起大声朗读文章。注意运用口腔和面部肌肉
3. Record yourself - share 1 part in a video file before the class. 录制自己的声音 - 在上课前分享你录制的视频。  
Record the "Inspiration Samples" - share a video file before the second class.

**Step 2.** Target Language 目标语言

1. Notice the good language 注意好的语言表达
2. If you have any questions- be ready to ask! 如果你有任何问题，请及时提问！

## Passage

### WHAT CUSTOMERS WANT

Shopping for new products is a very personal thing. **Some of** us are looking for original products that nobody else will have. **Others** want to have the same things as everybody else, so they are more attracted by popular products.

**But it seems that** we all have the same reasons for choosing one product or service over another.

#### #1 VALUE

Most people want to **be sure that** they are getting good value when they buy a product.

**This doesn't always mean that** the product is cheap; it means that it is the product we want **and also** that we are happy with the price we are paying.

#### #2 SERVICE

**Most of** us want to talk to people who know their job and can give us good advice. Getting good service **often means** that the customers will be willing to come back.

#### #3 TRUST

Most customers want to buy from reliable companies that give them what they promise, every time. **By creating** trust, companies **can ensure** their long-term success.

#### #4 QUALITY

Quality **is one of the most important** aspects that can influence your customers.

#### #5 SIMPLICITY

**Most** people want user-friendly products and services. We don't want to read a 200-page manual **before we can** use our phone.

## AFTER THE CLASS

### Step 3. Work with the language 学习文章中的语言

1. *Make sure you understand how to use all language points.* 确保你已理解如何使用所有的语言要点。

2. *Highlight the MOST useful for YOU.* 高亮出对你最有用的语言要点。

3. *Choose 2 and create your examples - share screenshot + audio in the class group WITHIN 2 DAYS.* 选择其中两个语言要点进行造句 - 并于当天在群内分享造句文字截图和朗读音频

**Some inspiration:****Structure 1**

**Original:** *But it seems that we all have the same reasons for choosing one product or service over another.*

**Structure:** in seems that... // choose A over B

**Example:**

A It seems that choosing the alternative approach over the original one is the way to go.

**Structure 2**

**Original:** *Most people want to be sure that they are getting good value when they buy a product. This doesn't always mean that the product is cheap*

**Structure:** Most of ... .. doesn't always mean....

**Examples:**

A Most of the projects require speedy arrangements. Increasing speed and efficiency doesn't mean you have to sacrifice quality.

**Structure 3**

**Original:** *This is true not only in shops, but also when we order by phone or online.*

**Structure:** not only ...but also

**Examples:**

A Stating your ideas clearly is important not only for effective communication, but also for ensuring mutual understanding with your audience and effectively conveying your message.

**Structure 4**

**Original:** *We don't want to read a 200-page manual before we can use our mobile phone or other high-tech gadget.*

**Structure:** <do A> before we can <do B>

**Examples:**

A Before we can move on to the next part, I have a couple of points to confirm with you.

**Structure 5**

**Original:** *By creating trust, companies can ensure their long-term success.*

**Structure:** By <doing> can <do>

**Examples:**

A By analyzing the results, we can assess if we have got the desired product.