

NEGOTIATIONS: Selling your product

If you want to sell a product, it is important to present it as positively as possible. The list below contains words which are commonly used in advertising to present products. Can you use them to complete the sentences below, changing the verb forms where necessary?

tried and tested to boast dependable top of the range
latest design advanced inexpensive
value for money unbeatable superior
long-lasting unbreakable easy-to-use
much-vaunted rock bottom unique

1. The frame of this bicycle is titanium-enforced, making it virtually _____.
2. We are proud to present the _____ new edition of our estate car - here it is!
3. This product has been _____ by generations of satisfied customers.
4. It might not look all that exciting, but it's certainly the most _____ product in its price range, it will simply never fail you!
5. We are proud to offer the best _____ in the whole area.
6. This notebook uses the most _____ processor technology available to date.
7. This is a _____ computer - you won't find anything better on the market at present.
8. We believe that our product is _____ to all its competitors at present.
9. As well as air-conditioning, this model _____ super-speed heating.
10. This is the _____. You'll not find it anywhere else yet, we are the first to produce it, straight from the Milan Fashion Show.
11. This is an _____ version of its brand counterpart, but I can assure you it's just as good, if not better!
12. The step-by step guide makes this product the most _____ you'll have ever had!
13. We believe our prices to be _____ - if you find the same product cheaper anywhere else, we'll refund the difference!
14. This product is _____ - you'll not find anything else like it on the market!
15. The latest technology at _____ prices - that's our philosophy!
16. This dye is the most _____ on the market - it will simply never wash out!

SOLUTION

1. The frame of this bicycle is titanium-enforced, making it virtually **unbreakable**.
2. We are proud to present the **much-vaunted** new edition of our estate car - here it is!
3. This product has been **tried and tested** by generations of satisfied customers.
4. It might not look all that exciting, but it's certainly the most **dependable** product in its price range, it will simply never fail you!
5. We are proud to offer the best **value for money** in the whole area.
6. This notebook uses the most **advanced** processor technology available to date.
7. This is a **top of the range computer** - you won't find anything better on the market at present.
8. We believe that our product is **superior** to all its competitors at present.
9. As well as air-conditioning, this model **boasts** super-speed heating.
10. This is the **latest design**. You'll not find it anywhere else yet, we are the first to produce it, straight from the Milan Fashion Show.
11. This is an **inexpensive** version of its brand counterpart, but I can assure you it's just as good, if not better!
12. The step-by step guide makes this product the most **easy-to-use** you'll have ever had!
13. We believe our prices to be **unbeatable** - if you find the same product cheaper anywhere else, we'll refund the difference!
14. This product is **unique** - you'll not find anything else like it on the market!
15. The latest technology at **rock-bottom** prices - that's our philosophy!
16. This dye is the most **long-lasting** on the market - it will simply never wash out!