

MICRON MOMENTS

EXPLAINING
BENEFITS

Become a global TM with Aspire's Micron Moments!

THE BENEFITS OF MASTERING THIS MICRON MOMENT!

If Micron wanted to introduce a new system to improve performance, how could we explain the benefits to other TMs or customers? In this Micron Moment, we will be reviewing phrases to help us explain and answer questions about the benefits of a new system or feature.

EXAMPLES

Explaining the features and benefits

- ✓ The main benefit is...
- ✓ It'll let you/It'll make it easier to/It'll help you to/It'll enable you to...
- ✓ Another useful feature is...

Comparing services and systems

- ✓ It's a lot more accurate/It's a lot less time-consuming because...
- ✓ The new system will be much...
- ✓ One of the problems is that...

Asking questions and expressing concerns

- ✓ Will it let me/allow me to...?
- ✓ What happens if...
- ✓ But wouldn't that...
- ✓ I'm not convinced that...
- ✓ I have a question, too...

Handling questions and concerns

- ✓ That's a good question.
- ✓ That's true, but
- ✓ It might seem..., but in fact...
- ✓ I'm sure you'll find it much...



EXAMPLE DIALOGUE

Situation 1

The team leader is explaining the benefits of a new computer feature.

Jim: Hi everyone, I'm here to talk about the new software. Well, the main benefits are its time tracking and vacation time features. It's a lot more accurate because it automatically knows how many hours you worked each week. In addition, it will track your vacation time and will send you reminders to use your vacation time to ensure a good work-life balance.

Sara: What happens if I forget to log on to the system in the morning when I start work?

Jim: Thank you for your question, the system will automatically track your hours as soon as you pass through the security gate in the front entrance. Does this answer your question?

Sara: Yes, it does thank you.

Situation 2

Your friend is telling you about the features of an Android smartphone.

Hiromi: Hi Colin. What's the matter?

Colin: I can't decide on what type of phone I should buy.

Hiromi: Well, if I were you, I would buy a smartphone with an Android OS.

Colin: Why is that Hiromi?

Hiromi: The main benefit is that you don't have to use iTunes to transfer music. Moreover, more third-party vendors develop apps for Android.

Colin: Will it let me use Facetime?

Hiromi: Unfortunately, you can't use Facetime, but you can use a variety of other meeting apps.

YOUR TURN!

Let's have conversations in which you explain the benefits or features of a system or device. Your colleague should follow up with questions or concerns.

Here are some ideas for situations:

1. Your smartphone
2. Your car
3. Computer
4. Gaming system
5. Your idea!

Click [here!](#) for more advice and techniques for Meeting English!