

WAGOLL

Look at the shoes that Mr Botte has on sale.
What kind of facts and information about
the products might he use as a selling point
to persuade customers to buy them?

**Handmade
by the best
craftsman!**

**Beautiful, soft
leather.**

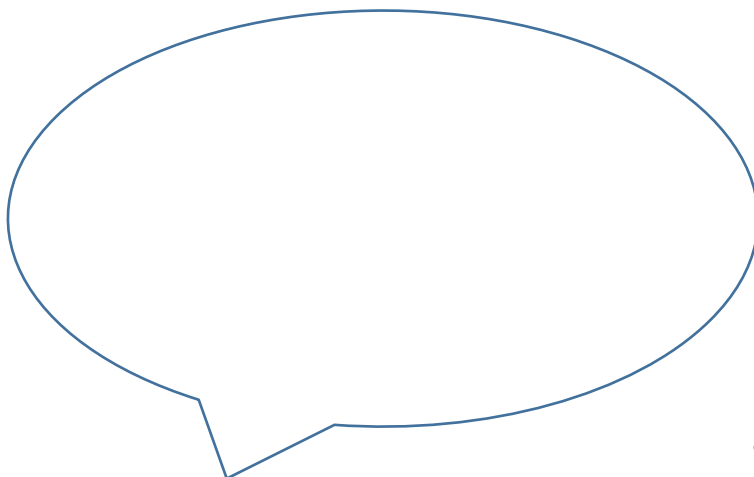
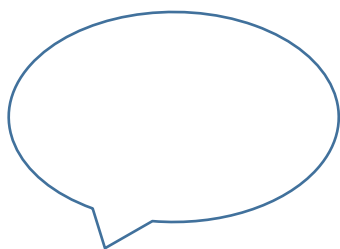
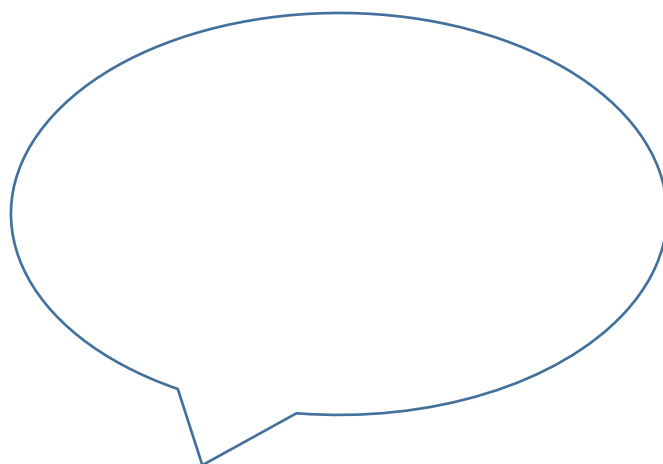
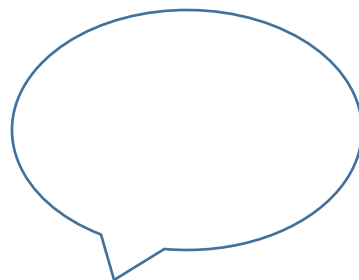
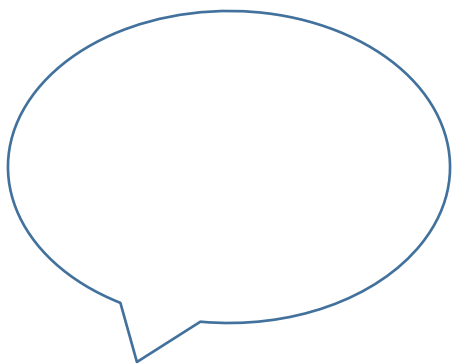
**The perfect fit for anyone
looking to combine comfort
with the ultimate in glamour!**

**Stand out
from the
crowd.**

**Buy one pair, get
another one half
price!**

TLS Resource 2a

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TLS Resource 2a

Mr Botte's Shoes



Competitor's shoes



What information and descriptive details might each shoemaker give about their products to persuade the customer to buy from them?

Mr Botte	His competitor

TLS Resource 2c