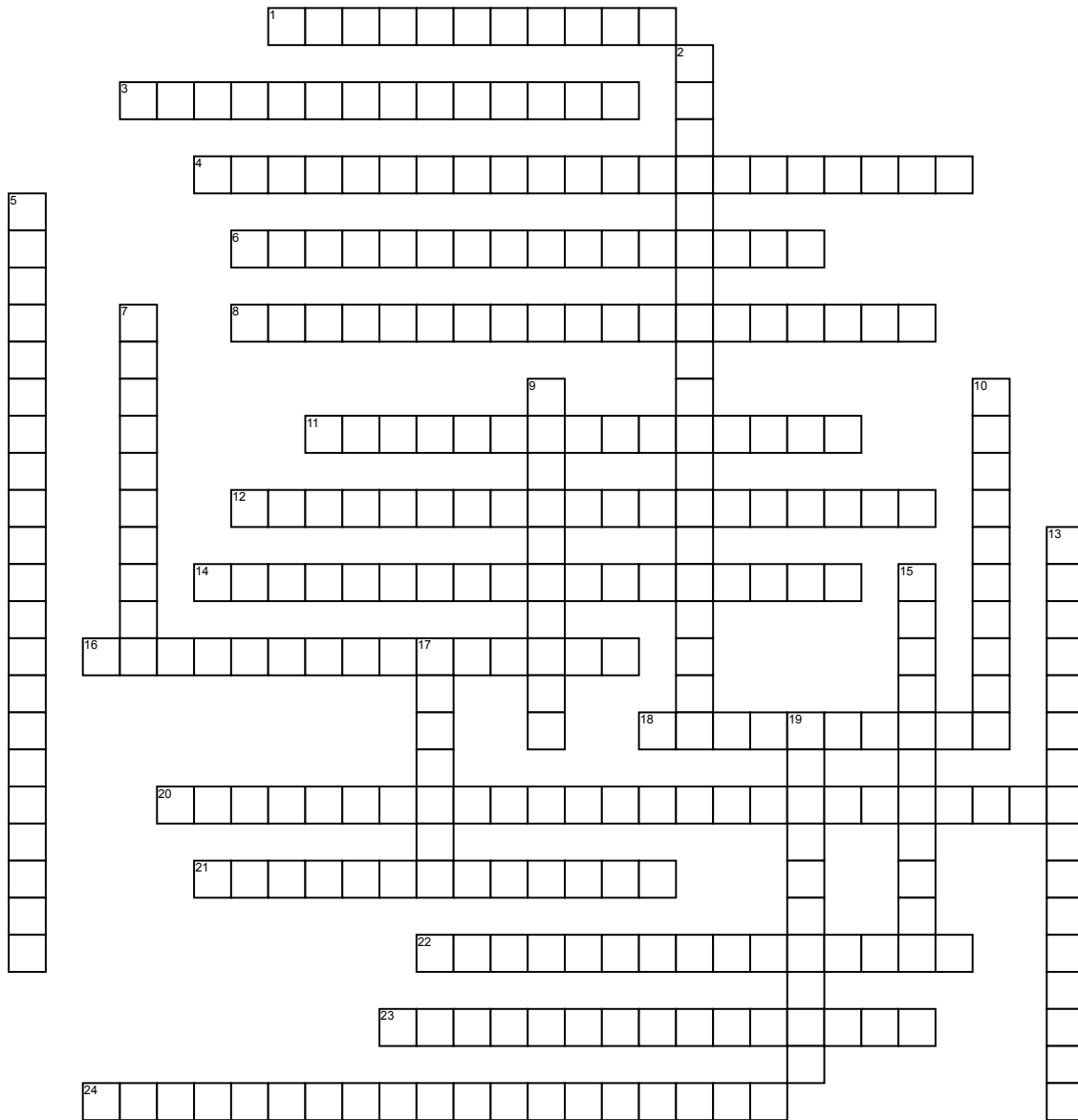


# Marketing



**Across**

- 1. A method in which you ask for the sale.
- 3. Obtaining an agreement to buy from the customer.
- 4. Used when a product is in a short supply.
- 6. Previous customer
- 8. Permits the salesperson to valid an opinion but off of a set opinion.
- 11. Bring the objection back to the customer at the selling point.
- 12. Focuses on smaller groups. a type of research.
- 14. Recommending a different product that would satisfy the customer needs.
- 16. Any form of contact between salesperson and customer.

- 18. Helps customer make a decision between two items.
- 20. Takes place in a manufacturer or wholesaler's show room.
- 21. Things customers do or say to indicate a readiness to buy.
- 22. Basic, physical or extended attributes of a product
- 23. The salesperson asks the customer if he or she needs assistance. What approach is this?
- 24. providing solution to customer's problems by finding products that meet their needs.

**Down**

- 2. Answers questions that start with "How Many?".
- 5. What matches the customer's needs and wants?

- 7. Restating something in a different way.
- 9. A question that is to the point.
- 10. Initial effort to close a sale.
- 13. Sales Person welcomes the customer to the store. what approach is this ?
- 15. One of the four steps for handling objections.
- 17. Reasons for not buying.
- 19. what objection is this? Second guessing the buy.