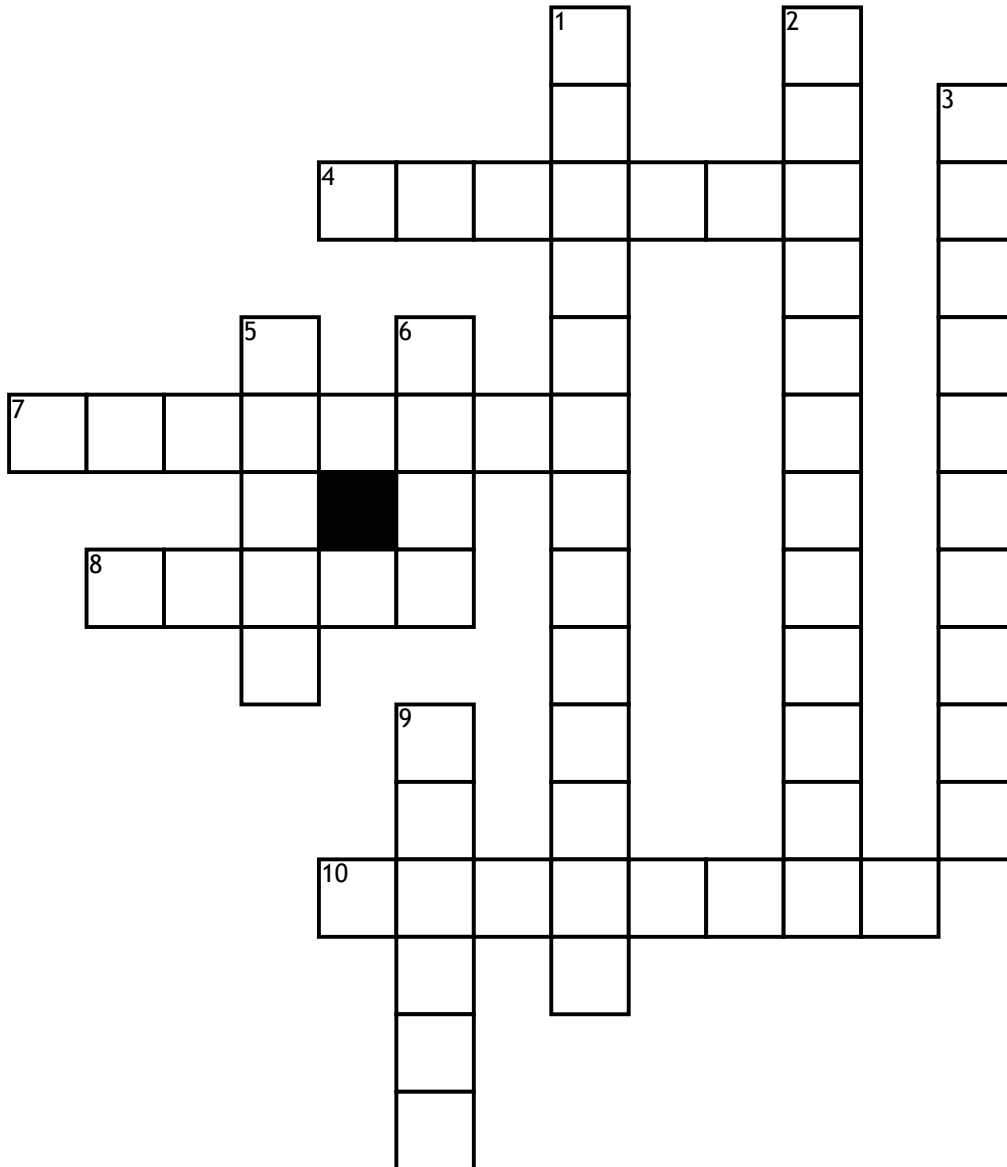


What's the Concept?



Across

- 4. What is the first thing you when a customer enters the store?
- 7. After asking about shopping at JosBank, ask about the _____
- 8. The most important part of any sale is to _____
- 10. The first part of concept selling is called

Down

- 1. When you shake hands, you should also

- 2. The second part of concept selling is called product _____
- 3. Engaging in small talk is also called _____
- 5. A great suggestive phrase is "Do me a _____"
- 6. How many measurements should you take?
- 9. The third step in concept selling is Selling at the _____