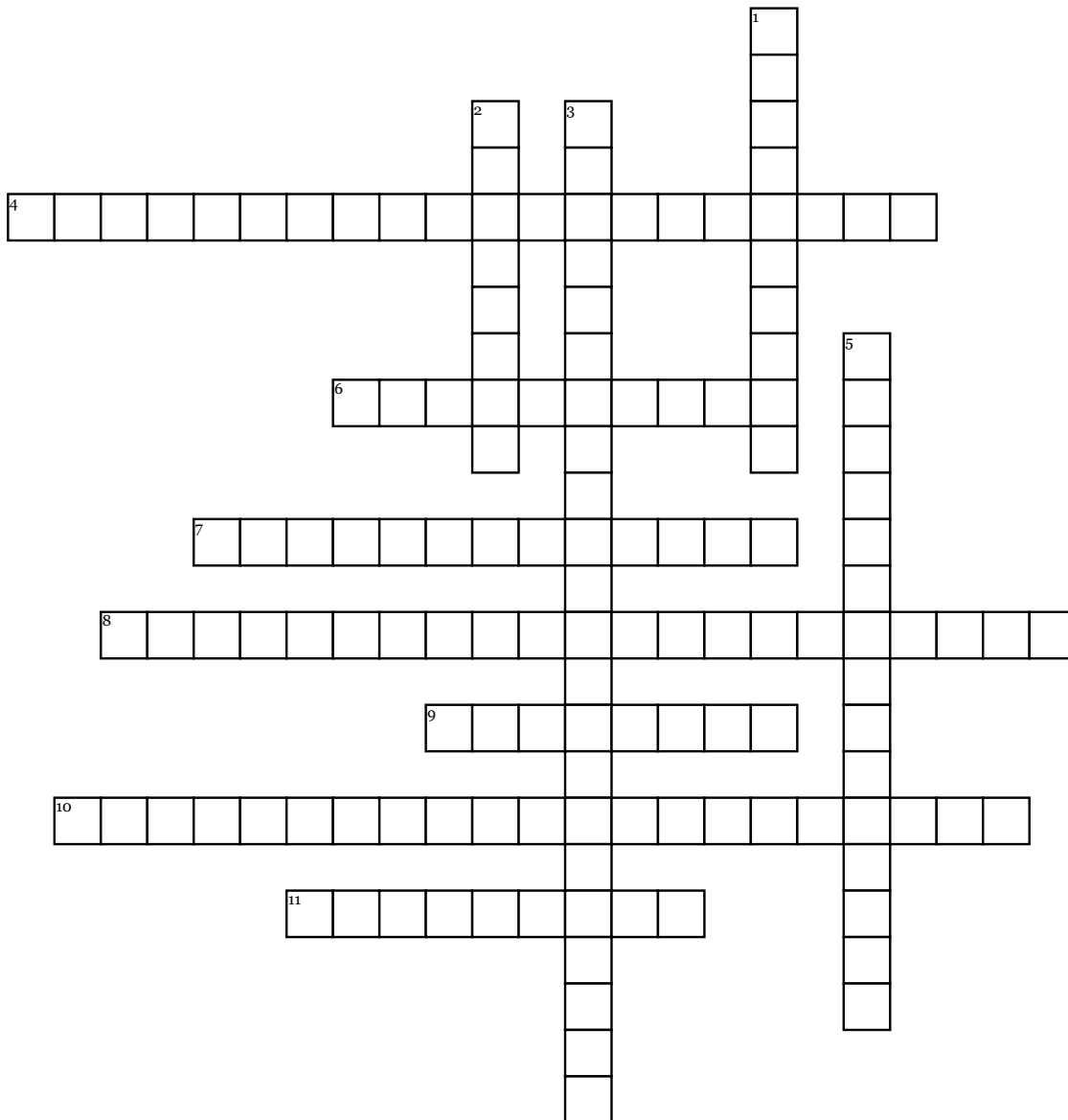


vocabulary marketing



Across

- 4. involves finding customers and keeping them satisfied
- 6. written report that documents sales representative visit with a customer
- 7. telephone solicitation to make a sale
- 8. a person needs information about a product that he or she is buying
- 9. to help relationships even after a sale is made
- 10. involves sales exchanges that occur between two or more companies or business groups

- 11. send and receive business communications while away from the office.

Down

- 1. dollar or unit sales goal set for the sales staff to achieve in a specified period of time
- 2. visit without an appointment
- 3. extensive decision making is used when a person buys goods and services that he or she has purchased before but not regularly
- 5. direct contact between a salesperson and a customer