

# Chapter 12 Selling Overview

## Discovery Project Worksheet

**Directions** A career in sales includes knowing industry jargon, which is a specialized vocabulary used by a particular group. Use the clues to solve the puzzle. Write one letter of each answer in each space provided. Then copy the boxed letters in order to create the word that will complete the sentence at the bottom of the page.

<ul style="list-style-type: none"> <li>• commission</li> <li>• lead</li> <li>• consultative selling</li> </ul>	<ul style="list-style-type: none"> <li>• conversion</li> <li>• prospecting</li> </ul>	<ul style="list-style-type: none"> <li>• SEO (search engine optimization)</li> <li>• closing</li> </ul>
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- percentage of sales kept by the salesperson
- providing solutions to customers' problems by finding products that meet their needs
- seeking potential customers
- completing a sale
- when a non-customer becomes a customer
- a potential customer
- inserting often-used key words into web text, ads, HTML code, and meta tags to increase a business's rankings on search engine

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_ ( \_\_\_\_\_ )  
 \_\_\_\_\_ )

8. A salesperson must have knowledge about the product and understand the customers' rational and emotional \_\_\_\_\_ for buying.