
Chapter 13 Beginning the Sales Process

Section 13.1 Initial Steps of a Sale

Green Marketer Activity: Understanding the Green Consumer

Directions Imagine that you are in charge of marketing for a men's clothing company that is about to launch a "green" organic cotton line. Answer the following question.

1. What would you want to know about your customer base before you could create an effective marketing campaign for this new line? (Explain your answer.)
