

## Chapter 12 Selling Overview

### Section 12.2 Sales Careers

#### Section Outline with Content and Academic Vocabulary

##### Section Outline

###### Personal Selling

###### Types of Sales Positions

Retail Businesses

Industrial and Service Businesses

Telemarketing and Nonprofit

Internet Web Sites and Sales

###### Steps of a Sale

###### Customer Decision Making

Extensive Decision Making

Limited Decision Making

Routine Decision Making

###### A Career in Sales

Sales Career Benefits

Characteristics of Successful Salespeople

##### Content Vocabulary

**personal selling** Any form of direct contact between a salesperson and a customer. (p. 285)

**organizational selling** Sales exchanges that occur between two or more companies or business groups. (p. 285)

**cold call** A sales visit without an appointment. (p. 285)

**telemarketing** Telephone solicitation to make a sale. (p. 286)

**extensive decision making** A type of customer decision making used when there has been little or no previous experience with an item offered for sale. (p. 287)

**limited decision making** Used when a person buys goods and services that he or she has purchased before but not regularly. (p. 287)

**routine decision making** A type of customer decision making used when a person needs little information about a product he or she is buying. (p. 288)

##### Academic Vocabulary

**pre-sold** Refers to sales that are due to promotional efforts before a customer comes to a store. (p. 285)

**perquisite** An incidental benefit awarded for certain types of employment (especially if it is regarded as a right). (p. 289)