

Chapter 13 Beginning the Sales Process

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Section Outline

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Content Vocabulary

merchandising Coordinating sales and promotional plans with buying and pricing. (p. 302)

feature-benefit selling Matching the characteristics of a product to a customer's needs and wants. (p. 299)

product feature Basic, physical, or extended attribute of a product or purchase. (p. 303)

physical feature Tangible attribute that helps explain how a product is constructed. (p. 304)

extended product feature Intangible attribute related to the sale of a product that customers find important. (p. 300)

customer benefit Advantage or personal satisfaction a customer will get from a good or service. (p. 300)

selling point The function of a product feature and its benefit to a customer. (p. 304)

buying motive A reason a customer buys a product. (p. 301)

rational motive A conscious, logical reason for a purchase. (p. 306)

emotional motive A feeling expressed by a customer through association with a product. (p. 302)

patronage motive A reason for remaining a loyal customer of a company. (p. 302)

prospecting Looking for new customers. (p. 307)

prospect A sales lead; a potential customer. (p. 307)

referral A recommendation of another person who might buy the product being sold. (p. 308)

endless-chain method When salespeople ask previous customers for names of potential customers. (p. 304)

cold canvassing The process of locating as many potential customers as possible without checking leads beforehand. (p. 304)

Academic Vocabulary

shadowing Spending time in the workplace with someone as he or she goes through a normal workday. (p. 301)

longevity Having a long life or existence. (p. 299)