

Unit 7 Crossword



A crossword puzzle grid with 12 numbered starting points for clues. The grid is composed of white squares for letters and black squares for empty space. The numbers are: 1 (down), 2 (down), 3 (across), 4 (down), 5 (down), 6 (across), 7 (across), 8 (down), 9 (down), 10 (across), 11 (down), and 12 (down).

Across

4. A selling process that involves matching specific product attributes to a customer's needs and wants
5. The buying and selling of goods and services on the Internet
8. Occurs when a group of like minded business people gather to help one another to cultivate sales
9. Sales professionals that sell company products and services over the phone, Internet, or other means of communication from inside the company's office
10. The process of determining customer needs and wants through planned, personalized communication intended to influence purchase decisions and ensure satisfaction
11. The stage of the sales cycle where the prospective customer and the sales professional come to an agreement on pricing and services, in which the customer typically commits to a purchase of some kind
12. A sales effort conducted exclusively by mail

Down

1. Any person-to-person communication in which the seller has an opportunity to influence the consumer's buying decisions
2. Sales professionals that primarily communicate with customers in person
3. A prospective customer's concerns or hesitations in making a purchase decision
6. A written recommendation of products or services his or her organization may offer to meet those customer needs uncovered in the needs analysis
7. Occur when an existing customer recommends another organization or individual to a sales professional as a potential customer