

Unit 7 Crossword Puzzle Solutions

Across

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

Down

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