Chapter 12 Selling Overview

Section 12.2 Sales Careers

Section Graphic Organizer

Directions In the chart, make three lists that include sales positions, the seven steps of a sale, and the three levels of consumer decision making.

Sales Positions	Steps of a Sale	Customer Decision Making
Retail businesses	A - Approach	Extensive
	N - Needs determined P - O -	L R
	C -	
	S & R -	