

Chapter 12 Selling Overview

Section 12.1 The Sales Function

Section Outline with Content and Academic Vocabulary

Section Outline

Selling and the Marketing Concept

Purpose and Goal

Sales Trends and Technology

Web Sites and Social Media

E-Mail

Customer Loyalty Programs

Computer Software

Mobile Devices

Partnerships

Sales Management

Company Policies

Training

Compensation and Sales Quotas

Legal and Ethical Issues

Sales Pressure

Sales Contracts

Sales Regulations

Content Vocabulary

customer relationship management (CRM) A system that involves finding customers and keeping them satisfied. (p. 278)

call report A written report that documents a sales representative visit with a customer, including the purpose and outcome of the visit. (p. 281)

sales quota A dollar or unit sales goal set for the sales staff to achieve in a specified period of time. (p. 282)

Academic Vocabulary

solidify To make strong or united. (p. 278)

interface To join by means of a computer and any other entity, such as a printer or human operator. (p. 279)