

Chapter 12 Selling Overview

Section 12.2 Sales Careers

Review Key Concepts

1. Personal selling involves two-way communication between the buyer and seller; other forms of promotion are one-way.
2. Field (outside) sales involves a salesperson visiting a customer's place of business. Manufacturing, wholesaling, and some service businesses employ field sales representatives.
3. Since all companies make money by selling products and/or services, sales career opportunities can be found virtually everywhere. Because being a good salesperson requires specialized skills, there are always positions open for successful individuals.

Practice Academics

English Language Arts

4. The factors that might influence the level of customer decision making in the purchase of a bicycle by an avid rider include: previous experience with a specific brand or bicycle model, product research conducted on the Internet and through discussions with other avid riders, a change in the customer's needs, and time available to make the purchase, especially if the current bicycle is not functioning.

Mathematics

5. The sales staff could still call 730,000 active customers ($100\% - 23\% = 73\%$; $.73 \times 1,000,000$).