**Directions: On a separate sheet of paper; recreate the table below exactly as it is seen. Write what you think the answer to column A is in Column B (What you think it means).**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Column A**  **Concept** | **Column B**  **What you think it means** | | **Column C**  **What it really means** | |
| **Define the term selling.** |  | |  | |
| **What is the 80/20 Rule in Business?** |  | |  | |
| **What does Ultimate Consumption Mean?** |  | |  | |
| **How are products sold?**  **(Two Key Terms)** |  | |  | |
| **What is an intermediary?**  ***\*Give an example of one*** |  | |  | |
| **Identify types of items that are sold.** |  | |  | |
| **What are**  **Ways Selling Affects our Economy?** |  | |  | |
| **What does Utility mean in Marketing?** |  | |  | |
| **Common characteristics of a successful salesperson?** |  | |  | |
|  | | **Complete chart according to question given** | |
| Company Name: | |  | |
| What does this company sell:  **Tangible or Intangible Goods**? | |  | |
| If you were an employee for this company, what is one thing you could do to **plan & personalize** for your sales approach? | |  | |
| Does this company use **direct or indirect** sales approach? If indirect, what intermediary(s) do they use? | |  | |
| List a product this company sells. Explain the **buying motive** associated with this product. | |  | |
| What type of **decision-making** is used to purchase the majority of this company’s product? Explain answer. | |  | |
| What is an **obvious feature & benefit** of this company? | |  | |
| What is a **hidden feature & benefit** of this company? | |  | |
| What is an **exclusive feature & benefit** of this company? | |  | |
| How does this company add **utility** to their product?  OR  What is something this company could do to add **utility** to its product-line? | |  | |
| What are the **most common characteristics this company’s** sales team demonstrated? | |  | |