**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?ORWhat 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? |  |