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Chapter 13

Marketing Essentials:
Chapter 13. service
approach. greeting
approach. merchandise
approach. approaching
the customer. the
salesperson asks the
customer if he or she
needs assistanc.... the
salesperson simply
welcomes the
customer to the store.
the salesperson makes
a comment or asks

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questions about a
prod... Chapter 13

chapter 13
marketing essentials
Flashcards and
Study Sets ...

Marketing Essentials
Chapter 13. STUDY.
PLAY. Merchandising.
involves coordination
of sales and
promotional plans with
buying and pricing.
Feature Benefit Selling.
matching the
characteristics of a

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product to a customers
needs and wants.

Product Features.

basic, physical, or
extended attributes of
the product or
purchase.

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Flashcards | Quizlet

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Chapter 13. STUDY.

PLAY. Merchandising.

coordinates sales and
promotional plans with
buying and pricing.

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Feature-benefit Selling.

Chapter 13

matching the characteristics of a product to a

customer's needs and wants. Product

features. Basic,

physical, or extended

attribute of a product

or purchase.

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by MalcolmBusiness

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includes 12 questions
covering vocabulary,
terms and more.

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activities and games
help you improve your
grades. Search

Marketing Essentials Chapter 13

Flashcards | Quizlet

Section 13.1 Marketing
Essentials Read to

Learn Define

marketing. Identify the
functions of marketing.

List the elements of

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Chapter 13

the marketing mix. The Main Idea To sell their products or services, businesses engage in marketing activities. They find and analyze potential customers and then try to meet their wants and needs.

Key Concepts The Basics of Marketing The Functions of Marketing

Chapter 13

Marketing in Today's World

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Eventually, you will definitely discover a additional experience and talent by spending more cash. nevertheless when? get you recognize that you require to get those every needs similar to having significantly cash?

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Essentials of Marketing

Chapter 13 Terms.

promotion. personal
selling. mass selling.
advertising.

communicating
information between
the seller and potential
buy.... involves direct
spoken communication
between sellers and
poten....

communicating with
large numbers of
potential customers at
the....

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vocabulary

Chapter 13

chapter 13

Flashcards and ...

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Chapter 13, Section

13.1 The Approach in

Business-to-Business

Selling □□ In business-to-

business selling, the

salesperson sets up an

appointment in the pre-

approach stage of the

sale. Arriving early

shows interest and

gives you time to

organize your

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thoughts. □□ Introduce yourself with a firm handshake.

Chapter 13 Initiating the Sale - Erie Pennsylvania

Identify when salespeople should determine customers' needs. Section 13.2. 3. In organizational sales, the needs should be determined when qualifying a prospect. In retail sales, the needs should be

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Chapter 13

determined during or immediately after the approach. 13.2. End of. Section 13.1 Preliminary Activities. Chapter 13.

Chapter 13

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1. What is the service approach? a. The same thing as the greeting approach b. Making a comment about the product a customer is interested in c. An

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observation method d.
Asking the customer if
she or he needs any
help 2. Steps of the
selling process are a.

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Essentials of Marketing
Chapter 13 - Promotion
- Introduction to
Integrated Marketing
Communications

□□questionPromotion
answercommunicating
information between

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the seller and the
potential buyer or
others in the channel
to influence attitudes
and behavior

**Essentials of
Marketing Chapter
13 - Promotion ...**

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and appreciation for
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the top selling book in marketing education because it's clear, it's comprehensive, and it gives teachers the support materials they need. This popular text has been revised to include chapters on the most current topics in marketing, including e-marketing, marketing ethics, and international and cross-cultural marketing.

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ET AL... Chapter 13

Identifying suppliers and obtaining bids from them. Negotiating prices, delivery dates, and payment terms for goods and services.

Keeping abreast of changes in the supply and demand for goods and services their firms need. Staying informed of the latest trends so as to anticipate consumer buying patterns.

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Chapter 5
**5.5 Buying Centers -
Core Principles of
Marketing**

1. Marketing's Value to Consumers, Firms, and Society
2. Marketing Strategy Planning
3. Evaluating Opportunities in the Changing Market Environment
4. Focusing Marketing Strategy with Segmentation and Positioning
5. Final Consumers and Their

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Buying Behavior 6.

Business and

Organizational

Customers and Their

Buying Behavior 7.

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Chapter 13: Digital

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Communications L1)

Explain the unique

online approaches

used in marketing

communications L2)

describe social media

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Chapter 10

marketing L3) outline

the main social

networks and tools

used in social media

marketing L4)

summarize the best

practices associated

with the creation and

monitoring of social

media programs L5)

Explain the mobile

marketing and its

approaches L6)

describe the tools

involved in mobile

marketing L7) list the

best practices and

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regulations that guide

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...

A Chapter 13

bankruptcy is a

process that lasts

either three or five

years. This type of

bankruptcy is called a

reorganization

bankruptcy, in which

you get time to repay

your creditors. Your

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court-appointed
Chapter 13
bankruptcy trustee
creates a repayment
plan that you have to
follow in order for your
Chapter 13 to be
discharged.

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ecf8427e.