

Vocabulary: **Selling**

after-sales service	n. service that continues after a product has been sold [eg: repairs etc]
buyer	n. 1 any person who buys anything 2 a person employed by a firm to buy
client	n. a person who buys services from a lawyer, architect or other professionals
close	v. to finalise a deal or sale; to make a sale
cold call	v. to telephone a prospect without previous contact - also n.
customer	n. a person who buys goods or services from a shop or business
deal	n. a business transaction - also v. dealer n.
discount	n. a reduction in the price; a deduction [usually expressed as a percentage (%)]
follow up	v. to continue to follow persistently; to maintain contact [eg: after a lead]
guarantee	n. a promise that a product will be repaired or replaced etc if faulty - also v.
in bulk	in large quantity, usually at a lower price
lead	n. useful indication of a possible customer to be followed up
objection	n. a reason given by a prospect for not buying - to object v. see overcome
overcome	v. [-came, -come] to overcome an obj-ection to show an objection is invalid
product	n. something made and usually for sale - to produce v. see service
prospect	n. a possible or probable customer; prospective customer
representative	n. sales representative person who represents & sells for a firm; salesperson
retail	v. to sell in small quantities (as in a shop to the public) - also n. see wholesale
service	n. work done usually in return for payment - to serve v. see product
wholesale	v. to sell in bulk (as to a shop for resale to the public) - also n. see retail