

Name:

Date:

Class:

Lesson 10.2

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- AIDA

Definition:

- commission

Definition:

- customer service

Definition:

- policy

Definition:

- emotional buying

Definition:

- motive

Definition:

- personal selling

Definition:

- prospecting

Definition:

- rational buying motive

Definition:

- sales force

Definition:

- sales quota

Definition:

- selling process

Definition: