

BUSINESS ENGLISH VOCABULARY

Marketing - Sales

Word	Meaning
after sales service	Service that continues after the sale of a product (maintenance, etc.)
agent	Person or company that acts for another and provides a specified service.
B2B e-commerce	Business to business e-commerce : use of commercial networks, online product catalogues and other online resources to obtain better prices and reach new customers.
B2C e-commerce	Business to consumer e-commerce : online sale of goods and services directly to consumers.
benchmarking	Comparing one's products to those of competitors in order to improve quality and performance.
buyer	1) Any person who makes a purchase. 2) A person employed to choose and buy stock for a company.
cash refund offer	Offer to pay back part of the purchase price of a product to customers who send a "proof of purchase" to the manufacturer.
chain store	Two or more shops or outlets that have the same owner and sell similar lines of merchandise.
client	A person who buys services or advice from a lawyer, an accountant or other professional.
close	Finalize a sale or deal.
convenience store	Small shop located near a residential area that opens long hours, seven days a week.
coupon	Certificate that gives customers a saving when they purchase a specific product.
deal	A business transaction.

department store	A large shop or store that carries a wide variety of product lines.
direct investment	Entering a foreign market by setting up assembly or manufacturing facilities in that country.
discount	A reduction in price.
e-commerce	Buying and selling by electronic means, primarily on the internet.
e-marketing	Promotion of products and services over the internet.
extranet	Network that connects a company with its suppliers and distributors
follow-up	Maintain contact after the sale to ensure customer satisfaction.
franchise	Association between a manufacturer or wholesaler (franchiser) and an independent business person (franchisee) who buys the right to own and operate a unit in the franchise system.
guarantee	A promise that product will be repaired or replaced if faulty.
intranet	A network that connects people to each other within a company.
joint venture	A way of entering a foreign market by joining with a foreign company to manufacture or market a product or service.
market leader	The company with the largest market share in an industry.
mark up	Percentage of the price added to the cost to reach a selling price.
opinion leader	Person with a reference, who, because of competence, knowledge, or other characteristics, exerts influence on others.
packaging	Designing and producing the container or wrapper for a product.
product line	A group of products that are closely related.
prospect	A potential customer.
representative	A person who represents and sells for a company.

retail	To sell in small quantities, as in a shop, directly to customers.
shopping centre	Group of shops developed and managed as a unit.
telephone marketing	Using the telephone to sell directly to customers.
trade fair	An exhibition at which companies in a specific industry can show or demonstrate their products.
viral marketing	The internet version of word-of-mouth marketing - email messages that customers pass on to friends.
wholesale	To sell goods and services to those buying for resale (e.g. a shop) or for business use.