

Name: _____ Date: _____ Period: _____

Marketing Chapter 15 Review

I G R V C A J G E K Q B S J J I P F A E X P B X
I N B G H X K S T E H R E S O L C H C I H W Y V
M I T P R H E T H H Q G M U P Q U Z C I M F U W
U L B R L G E A C R F K U F C S U K V B U J N H
U L Z T X O O N U V Y Q G U Q H D Q P Q V I X M
D E B F L K J D M Z O R N E P Y Q W W I Y H E W
O S R A J Q O I F G W R U R H G M A E L J M S N
R E L A T I O N S H I P M A R K E T I N G Z O B
Q V H B K G O G U T X K J J G Z E F S C L S L U
H I G D T D F R D Z F T F S R U I P F J H K C Y
M T H O T L D O R B O S X G L J I Y P A C S T I
N S T R I P M O Y B L N E R P T M V E A N B C N
M E C H Y O J M Z B L Q A J H S I I P S B X E G
N G L E K I I O F U O J T I I C Z R E E I O R S
O G C L A Q K N U B W A V N R B K S V R X D I I
K U W X L T L L S I U O T B C D P G O V A F D G
L S E G S R C Y Q U P B P E P V L P I I J O J N
C J A Y X I F C H S R P E K S W V J T C Z X W A
I L K T R I A L C L O S E A K A U S H E O T R L
S R I J A O A O F C C B M O N E V L F C O L N S
X B B N R Z P S W A O Z O D Z A G E C L K B D X
E R U T R A P E D H C W P A I Z U M T O B L A M
V U V K A U D Q L N Q Z S O B D W U R S I Z V J
B I Z K A A G T A G O Y F Y T D K P K E C P F J

standing room only close

relationshipmarketing

suggestiveselling

buying signals

service close

Direct close

trial close

Whichclose

departure

follow up