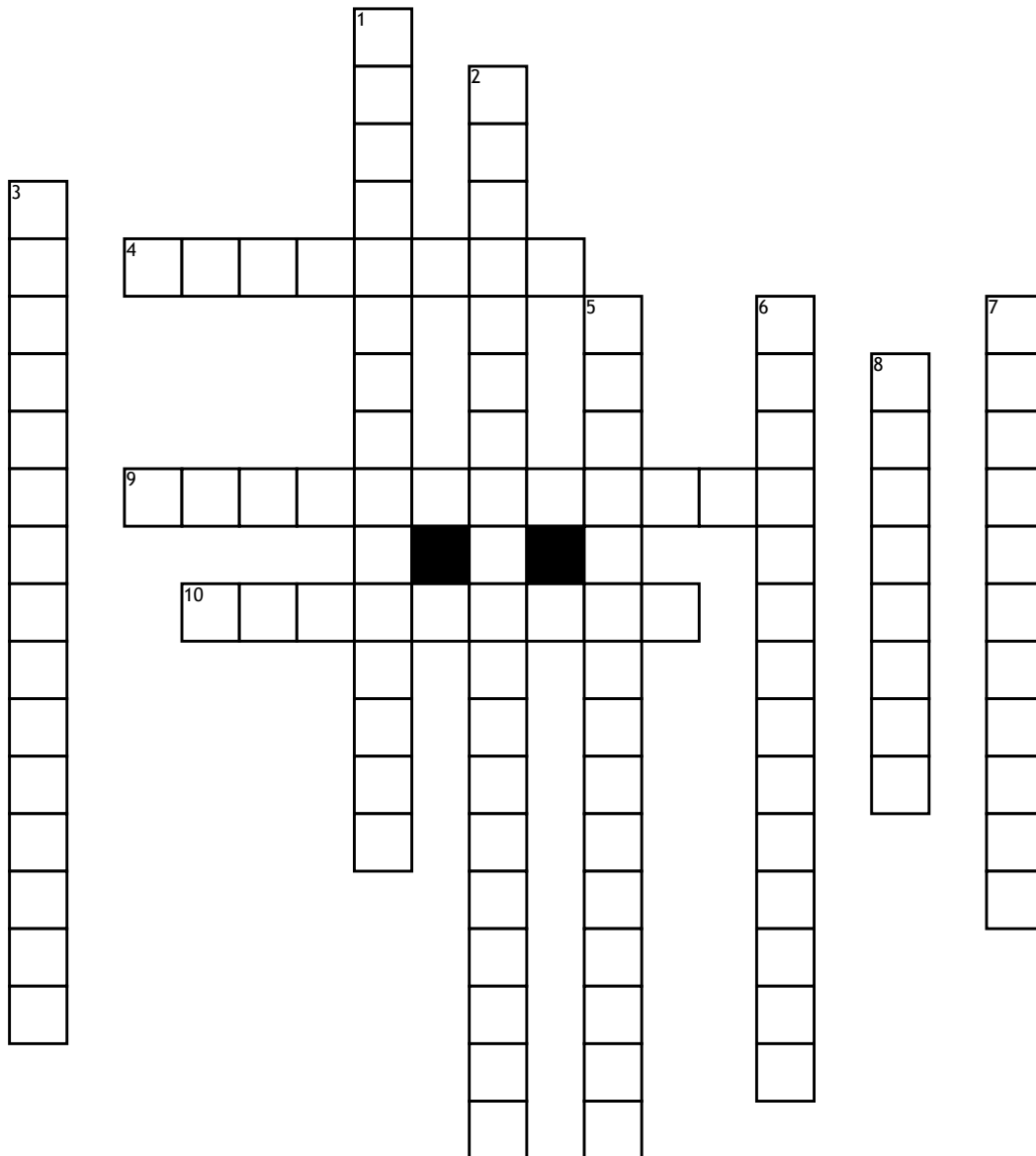


Name: _____

Date: _____

Promotion Planning



Across

4. Contact with a customer after the sale to ensure satisfaction

9. A written statement to inform the media about a new product or special event

10. Any non-paid form of communication designed to arouse public interest about a product, service, business, or event

Down

1. Face-to-face communication between the buyer and seller that attempts to influence the buying decision

2. The process of displaying products in a way that makes them appealing and enticing to customers

3. Activities and events that create goodwill for a business or other organization

5. Techniques used to get consumers to buy products or services from a non-retail setting

6. Marketing activities that provide extra value and buying incentives

7. The process that involves researching prospective customers before contacting them

8. The first contact that a sales person makes with the customer