

Name: _____

Date: _____

Unit: PERSUADE AND EXPRESS DISAGREEMENT

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

emotional appeal

Out of stock

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jingle

brand

caveat emptor

endorsement

cashback

bargain

jargon

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Wholesaler

Customer

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