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Marketing Essentials Chapter 21 - Channels of Distribution ...

A B; channel of distribution: the path a product takes from producer or mfgr. to final user: intermediaries(or middlemen) businesses involved in sales transactions that move products provide value to producers since they have expertise in certain areas

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1) Approach the customer- greeting. 2) Determine needs- learn what customer is looking for. 3) Present the product- educate the customer about the product. 4) Overcome objections- learn why the customer is reluctant to buy, provide information that to remove the level of uncertainty.

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Marketing Essentials © 2009 Chapter 21 I-Study A channel of distribution is the path a product takes from the producer or manufacturer to the final user. Channel members in the distribution of consumer products are manufacturers/producers, agents, wholesalers, retailers, and consumers. Channel

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Chapter 22 Physical Distribution

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Explain why promotion is an important marketing function. Section 17.1 1. Promotion is an important marketing function because it is used to inform, persuade, or remind people about a company's products and its image. 17.1

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