

Sales Matching Questions

Match the description in column 1 with its corresponding title from column 2

Column 1	Column 2
1. _____ A type of selling that focuses on group sales for weddings, family reunions, organized tour groups, school trips, and other event involving a large number of guests.	a. Upselling
2. _____ A type of selling that influences a guest's choice by highlighting a variety of options.	b. Cross-selling
3. _____ A type of selling that focuses on planned off site meetings by business travellers, organizations, and other groups.	c. Suggestive selling
4. _____ A type of selling that focuses on providing all aspects of a convention or conference group's needs, including hotels rooms, meeting space, exhibitor space, and meals.	d. Group sales
5. _____ A type of selling that encourages a client or guest to upgrade to more expensive products, goods, or services.	e. Catered even sales
	f. Meeting room sales
	g. Convention/conference sales