

# Commerce and sales basic concepts

1. Complete the sentences with the following concepts:

- Convenience store
  - Market leader
  - Deal
  - B2B
  - Buyer
  - Follow-up
  - Chain store
  - Prospect
  - Benchmarking
  - Close
  - Product line
  - B2C
  - Cash-refund buyer
  - Guarantee
  - Department store
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- Nike expanded its \_\_\_\_\_ by introducing a new collection of running shoes.
  - Macy's is a popular \_\_\_\_\_ that sells clothing, furniture, and cosmetics under one roof.
  - The retailer offered a special \_\_\_\_\_ on electronics during the holiday season.
  - Our company specializes in \_\_\_\_\_ transactions, supplying raw materials to major manufacturers.
  - The washing machine comes with a two-year \_\_\_\_\_ for repairs and replacements.
  - Apple is the \_\_\_\_\_ in the smartphone industry due to its innovative technology.
  - The company conducted \_\_\_\_\_ to compare its customer service performance with industry leaders.

- Amazon is a well-known \_\_\_\_\_ company that sells products directly to individual customers.
- The \_\_\_\_\_ negotiated a lower price before signing the contract with the supplier.
- The sales team contacted a new \_\_\_\_\_ who showed interest in their services.
- As a \_\_\_\_\_, she only purchases items that offer cashback incentives.
- After weeks of negotiations, the sales team managed to \_\_\_\_\_ the deal with the international client.
- I stopped by the \_\_\_\_\_ to grab a snack and a soft drink.
- Walmart is a global \_\_\_\_\_ with thousands of locations worldwide.
- The salesperson sent a \_\_\_\_\_ email to check if the customer was satisfied with their purchase.