

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

• 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.