

NAME:

Complete the descriptions of two distribution channels used for two different products using the words in the box below.

Producers	sales representatives	Publishers	online
wholesalers	customers	selling abroad	ordering booksellers

_____ often sell books to _____ who stock them in warehouses, and deliver small quantities to retailers (_____). Increasingly, however, people are _____ books _____, which are delivered by mail.

_____ of machines and technical equipment often have their own _____, who visit potential _____. If they are _____ machines _____, companies sometimes work with local agents in each market.