

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.