



You Are What They Think You Are

Marketing Webinar for Direct Marketing Farmers

Glossary of Terms

Benefits

A benefit is the description of the difference a product or business will make to the consumer's life. For example; by using an Apple product, you are part of the "Cool" culture.

Features

Features are the components of the product. For example; miles per gallon for a car, a moon roof and a 5 speed stick shift are features of a car.

Four "P"s of Marketing

These are the important aspects of marketing any product: Place, Product, Promotion and Price. Each component needs to be in sync with your customer's needs for a sale to take place.

Suggestive Selling

Suggestive selling is a way to cross sell your products. You give the customers ideas on what to purchase from you. You literally suggest products for them to buy.