



- **online booking** N-UNCOUNT
- **online retailing** N-UNCOUNT
- **online shopping** N-UNCOUNT

Online booking is the activity of booking services such as rail tickets or holidays via the Internet. **Online retailing** is the business or activity of selling goods or services via the Internet. **Online shopping** is the activity of buying goods and services via the Internet.

Travel agency and flight consolidator Flightbookers (www.flightbookers.com) was the first to offer online booking. Good old-fashioned marketing principles apply as much to online retailing as to conventional retailing. Flextech owns a string of websites and provides interactive services such as online shopping.

- **shopping channel (shopping channels)** N-COUNT
- **home shopping** N-UNCOUNT
- **direct sales channel (direct sales channels)** N-COUNT

A **shopping channel** is a television channel that broadcasts programmes showing products that you can contact the channel and buy. **Home shopping** is the activity of buying things from a shopping channel or from an online retailer. A **direct sales channel** is something such as a website where you can buy things directly from a company.

*...the growing awareness and use of interactive shopping channels on digital television.
...the QVC home shopping channel.
A higher portion of total sales came through direct sales channels, which have lower margins than retail sales.*

- **cold call (cold calls, cold calling, cold called)**

□ N-COUNT

If someone makes a **cold call**, they telephone or visit someone they have never contacted, without making an appointment, in order to try and sell them something.

She had worked as a call centre operator making cold calls for time-share holidays.

▣ VERB

To **cold call** means to make a cold call.

You should refuse to meet anyone who cold calls with an offer of financial advice.

- **sample (samples)** N-COUNT

A **sample** of a substance or product is a small quantity of it that shows you what it is like.

*We're giving away 2000 free samples.
You'll receive samples of paint, curtains and upholstery.*

- **loyalty card (loyalty cards)** N-COUNT

A **loyalty card** is a plastic card that some shops give to regular customers. Each time the customer buys something from the

shop, points are electronically stored on their card and can be exchanged later for goods or services.

*...a loyalty card that rewarded shoppers with money-off vouchers.
...loyalty card schemes.*

- **direct mail** N-UNCOUNT
- **direct marketing** N-UNCOUNT
- **direct selling** N-UNCOUNT

Direct mail or **direct marketing** is a method of marketing which involves companies sending advertising material directly to people who they think may be interested in their products. **Direct selling** involves the use of direct mail or similar sales techniques.

*...efforts to solicit new customers by direct mail.
...the use of data for direct marketing.
...direct selling via the telephone and internet.*

- **merchandising** N-UNCOUNT

Merchandising is used to refer to the way shops and businesses organize the sale of their products, for example the way they are displayed and the prices that are chosen.

The company has lost money every year because of poor store locations, an unfocused merchandising strategy and inventory problems.

- **point of sale (points of sale)**

□ N-COUNT

The **point of sale** is the place in a shop where a product is passed from the seller to the customer. The abbreviation **POS** is also used.

*Demand-chain management captures information on consumer behaviour at the point of sale and feeds it up the supply chain.
...the vast amount of information collected by POS.*

▣ ADJ

Point-of-sale is used to describe things which occur or are located or used at the place where you buy something. The abbreviation **POS** is also used.

*Introduction of electronic point-of-sale systems is improving efficiency.
...POS terminals.*

- **personal selling** N-UNCOUNT

Personal selling is the selling of a company's goods or services by means of direct contact between the company's sales representatives and potential customers.

Avon concentrates on personal selling in the home.

- **intermediary:** Topic 6.5; **mail order:** Topic 6.5; **call centre:** Topic 12.5



PRACTISE YOUR VOCABULARY








1 Read the text answer the questions.

When sales are made without any intermediaries being involved, this is known as direct selling. Direct selling means consumers can buy products from their own home, and is an increasingly popular method of distribution. It suits both the customers – who can choose how and when to shop, and companies, who do not have to hand over part of their profits to intermediaries. There are various direct selling techniques including the use of direct mail, personal selling, cold calls and catalogues.

- a What is direct selling?
- b Why do customers like direct selling methods?
- c Why do companies like using direct selling?
- d Name four direct selling techniques, and say what each one involves.

2 Match each of the sales methods in the box to one of the comments.

direct sales channel personal selling free samples online retailing loyalty cards cold calls direct mail

-  a 'I really hate it when someone phones me at home and starts trying to sell me something.'
-  b 'It's OK for buying books and CDs, because seeing them on the screen is all you need.'
-  c 'Yesterday some people were handing out sachets of shampoo at the railway station. I used it today and it's really good, so I think I'll buy some.'
-  d 'Every time I buy petrol they give me points on my card which add up so that every six months or so I can choose something nice from their catalogue.'
-  e 'I hate it because you can't see the things you want like you can online, only what they choose to show you.'
-  f 'I get so much junk mail through the post – I put most of it straight in the bin.'
-  g 'I like it because it's good to have everything demonstrated and explained.'

3 For each of the sales methods choose one business that is unlikely to use that method to sell its products.

- | | | | |
|---------------------|----------------------------|------------------------|------------------------------|
| a Loyalty cards: | i petrol stations | ii supermarkets | iii high-fashion boutiques |
| b Personal selling: | i bathroom fitting company | ii industrial cleaners | iii breakfast cereal company |
| c Free samples: | i shoe manufacturers | ii soft drinks company | iii cosmetics company |
| d Cold calls: | i insurance company | ii supermarket | iii gas/electric company |

4 Use the terms in the box to complete the paragraph.

merchandising point of sale in-store demonstrations

Merchandising is an attempt to influence the customer at the _____. This is anywhere that a consumer buys a product, e.g. supermarket, car showroom, bookshop, petrol station, etc. _____ aims to encourage sales of a product. Instead of a sales assistant persuading them, consumers are persuaded to buy a product based on its physical appeal. Examples of merchandising techniques include point-of-sale displays, _____, the use of smells and lighting, and so on.

5 Which of the following are features of merchandising?

- | | | |
|---|--|----------------------------|
| a creating an appropriate ambience | c designing the layout of the stores | e setting the price |
| b maintaining the stock levels in shops | d displaying the products attractively | f collecting customer data |