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CHAPTER 2 The Marketing Plan

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1) Approach the customer- greeting. 2)
Determine needs- learn what customer
is looking for. 3) Present the product-
educate the customer about the
product. 4) Overcome objections- learn
why the customer is reluctant to buy,
provide information that to remove the
level of uncertainty.

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publicity, that are used to stimulate
consumer purchasing and sales
effectiveness. 9. The combination of
different types of promotion. ... 152
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