

Entrepreneurship © 2013

Chapter 11: Promotion and Selling—Glossary

AIDA. Model for the four stages of a buying process before making a purchase. Stands for *attention, interest, desire, and action*.

circulation. Number of copies distributed to subscribers and other outlets.

electronic promotion. Any promotion that uses the Internet or other technology like a smartphone.

emotional buying motives. Motives based on feelings.

institutional promotion. Promoting the business rather than a specific product.

metrics. Ways to measure the effectiveness of a promotion.

mobile apps. Applications developed for handheld devices that can make accessing the Internet more convenient than keying a URL.

personal selling. Direct contact with a prospective customer with the objective of selling a product or service.

press conference. Meeting arranged by a business or organization in which the media is invited to attend.

press kit. Packet of information distributed to the media about a company opening or other major event.

press release. Communication tool used to explain a company's contributions to the community, environment, and other socially responsible activities.

product promotion. Promoting specific products or services offered by the business.

promotional mix. Combination of different promotional methods to motivate customers to purchase product or services.

prospecting. Process of finding potential customers expected sales for a certain time period as assigned to each salesperson.

publicity. Important unpaid media coverage for a newsworthy business, person, or product.

quick response (QR) code. Bar codes that connect the user to a website or other digital information when scanned with a smartphone.

rational buying motives. Motives based on reason.

sales quota. Expected sales for a certain time period as assigned to each salesperson.

search engine optimization (SEO). Process of indexing sites so that they come to the top of the list when a search is conducted.

selling process. Organized method or approach to product sales.

uniform resource locator (URL). Unique address of a document, web page, or website on the Internet.