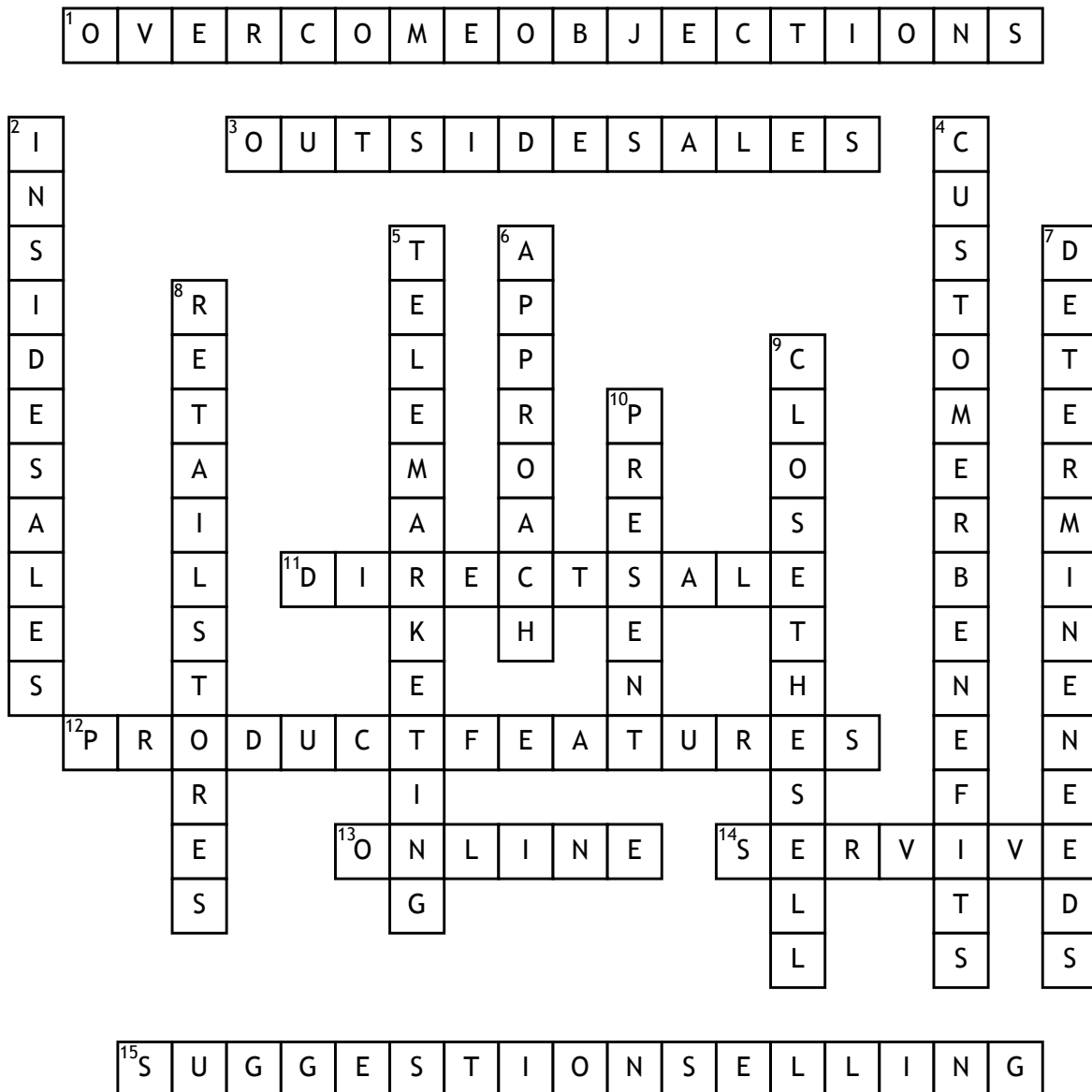


Name: _____

Date: _____

A.N.P.O.C.S



Across

1. learning why the customer is reluctant to buy
3. business to business
11. sale directly to the customer
12. basic physical attributes
13. sales done at a store website
14. intangible good

15. asking the customer if they would like to include another purchase

Down

2. sellers place of business
4. advantages or satisfaction customers get from product features
5. sales done over the phone
6. what is the first step of the a.n.p.o.c.s process?

7. learning what the customer is looking for to decide what product is needed

8. businesses that sell to the final customer
9. to make sure that the both the customer & retailer are on equal terms of understanding
10. third step of the a.n.p.o.c.s process