Glossary

**Advertising**: A paid form of non-personal communication about an organization, product, service, or idea that benefits a sponsor.

**Cash and carry wholesalers**: Limited service wholesaler that assumes the title for these products. These wholesalers provide no transportation, but they are willing to extend credit and give valuable information.

**Contractual stores**: Order in bulk and are able to negotiate a lower cost of goods and services from their suppliers.

**Direct marketing**: A promotional element that uses direct communication with consumers to generate a response in the form of an order, a request for further information, or a visit to a retail or wholesale outlet.

**Drop-shippers**: Limited service wholesalers that maintain the product title but are willing to drop their customer's product into the mail or send products by FedEx or UPS.

**Independent retailer**: Company owned by an individual, partnership, or small corporation. Also known as "mom and pops".

**General merchandise (or full-line) wholesalers**: Carry a wide assortment of merchandise and perform all of the channel functions.

**Manufacturers' agents and brokers**: Wholesalers that act as the sales arm of a company in a territory.

**Merchant wholesalers**: Move product for about 83 percent of the wholesale business.

**News conference**: Similar to a news release, but a meeting is set up between an officer of a company and the news media to discuss some item of importance.

**News release**: An announcement provided to the news media to announce an item of importance.

**Personal selling**: A two-way flow of communication between buyer and seller, or agent of the seller, often face-to-face or over the phone, and designed to influence a person or an organization's purchase decision.

**Public service promotion**: Many not-for-profit organizations do not have the money to promote a goodwill event and will call upon a local radio or television station to defer its advertising costs.

**Public relations**: Communication by which an organization wishes to influence the opinions, beliefs, or feelings held by customers, projected customers, stockholders, suppliers, employees, or the general public about a company's image, products, or services.

**Pull strategy**: A sales promotion that is directed toward the customer.

**Push strategy**: A sales promotion that is directed toward resellers and salespeople.
**Rack jobbers**: A kind of limited service wholesaler that furnishes the racks of offerings such as Frito-Lay products. The manufacturer still retains title on these products.

**Retailing**: all activities engaged in the selling, housing, and transporting of goods and services from the firm to the customer, and is thus the last step in the distribution channel.

**Sales promotion**: A short-term offer of value extended to an individual or organization to arouse interest in purchasing a product or service within a specified time.

**Specialty wholesalers**: assume a narrow range of offerings but will provide a broad variety of each product.

**Sponsorship**: When a firm supports an event.

**Truckers**: another type of limited-service wholesaler. A trucker is a firm that may be in the perishable food market.

**Wholesalers**: wholesale, or warehouse, a whole range of different products within one industry.