**Glossary**

**Business methods patents**: relies on the strategy or ability to patent new business models

**Catalog Marketing**: When marketers use catalogs to display and inform consumers about product offerings

**Creative pricing**: a strategic means of pricing where the price changes due to many factors, which may include value, perceived value, competition, supply and demand, objectives, etc.

**Customer sales force structure**, companies organize the sales forces along customer or industry lines

**Data mining**: a means to determine the patterns in information

**Direct-Mail Marketing**: Involves selling through an offer, announcement, reminder or other item mailed to a person at a particular address.

**Direct Response Television Marketing**: Direct marketers air television spots that persuasively describe a product and give customers a toll-free number for ordering

**E-commerce**: electronic commerce activities

**Enterprise resource planning** (ERP): integration of data and organizational processes into one system

**Face-to-Face Selling**: This form of direct marketing occurs when the marketer can interact with consumers in real time or face to face

**Fixed amount** of salary: gives the salesperson a stable income regardless of sales performance.

**Fringe benefits**: such as paid vacations, sickness or accident benefits, pensions and life insurance, add to the sales staff’s overall compensation package

**Kiosk Marketing**: Using a kiosk (a stand-alone structure that is used to vend merchandise or provide information and services) to directly inform consumers or transact purchases

**Missionary seller**: not expected or permitted to take an order, but whose role is only to build good will or educate buyers

**Order getter**: responsible for the creative selling of products and services ranging from appliances to airplanes.

**Order taker**: the one standing behind the counter; responsible for cash receipts only.

**Product sales force structure**, salespeople must know their products, which can be numerous and complex

**Territorial sales force structure**, each salesperson is assigned to an exclusive geographic area and sells the company’s full line of products or services to all customers in that territory
Telemarketing: This method uses the telephone to sell directly to consumers and accounts for over 38 percent of all direct-marketing media expenditures.

Variable amount of salary: based on sales performance and rewards the salesperson for a greater effort made- might be commissions and bonuses.

Virtual marketplaces: electronic shopping malls.