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| MySchool_Dossier_Logo |  | worksheet |
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| Economy and society |
| Selling (3) |

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| C:\Users\winklean\Desktop\3519_es_selling\3519_img\3448_img_b_bb_2.jpg |  | 1. Have you ever sold anything? What was it?
2. What do we usually exchange for goods and services?
3. Why are well-known brands especially important to a sup-plier?
4. Who does a producer first sell his goods to if, eventually, they are to be sold at a department store?
5. What factors does a supplier have to consider for his goods to sell successfully?
6. Can a salesperson influence a customer’s opinion?
7. Why do buyer and seller depend on each other?
8. Name five well-known brands. What price, quality, and prestige do you expect of them?
9. Name a few brands that no longer exist.
10. What happens if too many suppliers push onto a market?
11. What do you do if a product or service is too expensive for you?
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