

THANKS

Recommend a Specific Product

Summarize your understanding of each paragraph.

Guided selling is a process that helps potential buyers of products or services to choose the product best fulfilling their needs and hopefully guides the buyer to buy.

Guided selling can also help retail clerks guide their customers to a buying decision. When customers buy products, it is sometimes called a “conversion.”

Sales agents have used concepts of guided selling a long time. Recommending a specific product is a skill sales people use. Today, some web sites also use product recommendation methods.

The goal of product recommendations is to help a buyer make a decision. The goal is to help a buyer identify a product that fulfill their need.

Recommend specific product. (MKME.13.02.c)

TEACHER Honeycutt Wed 03/01/2017 BlockMKME.13.02.c

STUDENT Web.Student WORKSHEET RecProd05.jpg

Read Internet Impact



1. Read the passage. (Increase Revenue)
2. Underline key expressions in each sentence.
3. Re-write each word (or expression) you underlined.
4. Summarize the passage.

Read this. Underline key words.

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The growth of the Internet has made it much more difficult to effectively extract useful information from all the available online information. The overwhelming amount of data necessitates mechanisms for efficient information filtering. Collaborative filtering is one of the techniques used for dealing with this problem.

The motivation for collaborative filtering comes from the idea that people often get the best recommendations from someone with tastes similar to themselves. Collaborative filtering encompasses techniques for matching people with similar interests and making recommendations on this basis.

https://en.wikipedia.org/wiki/Collaborative_filtering

Re-write words you underlined

Using a complete sentence, summarize or rephrase the passage

Recommend specific product. (MKME.13.02.c)