

Glossary

account [N-COUNT-U3] An **account** is a sales relationship with a group or individual. **tu: stał klient**

account manager [N-COUNT-U15] An **account manager** is a person who manages sales and relations with certain important customers. **opiekun klienta, doradca klienta**

advertise [V-T-U2] To **advertise** a product is to bring it to the attention of the public. **reklamować (produkt)**

advertising agency [N-COUNT-U15] An **advertising agency** is a company that creates advertisements. **agencja reklamowa**

assist [V-T-U1] To **assist** a customer is to help them with something. **pomagać (klientowi w czymś)**

attention [N-UNCOUNT-U2] **Attention** is the act of noticing something. **uwaga, zainteresowanie (czymś)**

attract [V-T-U2] To **attract** attention is to get people interested in something. **przyciągać (uwagę)**

B2B [ADJ-U4] If a sale is **B2B**, it takes place between two businesses. **(o sprzedaży) business to business (odbywająca się pomiędzy dwoma podmiotami gospodarczymi)**

B2C [ADJ-U4] If a sale is **B2C**, it takes place between a business and a customer. **(o sprzedaży) business to consumer (odbywająca się pomiędzy podmiotem gospodarczym a klientem)**

back-order [V-T-U8] To **back-order** a product is to order it when it is not currently in stock. **zamówić produkt, którego aktualnie nie ma na stanie**

benefit [N-COUNT-U14] A **benefit** is an advantage or reward. **korzyść**

bottom out [V-I-U13] To **bottom out** is to reach the lowest value. **osiągnąć najniższą wartość**

bright [ADJ-U9] If something is **bright**, it is characterized by light, vivid color. **jasny, jaskrawy**

bring in [EXPRESSION-U3] To **bring in** sales is to find new customers and sell more products. **zwiększyć sprzedaż poprzez przyciągnięcie nowych klientów**

business development manager [N-COUNT-U15] A **business development manager** is a person who initiates and oversees growth opportunities for a company. **menedżer ds. rozwoju biznesu**

buzz [N-UNCOUNT-U2] **Buzz** is talk or speculation about a product or event. **szum (wokół marki, produktu lub wydarzenia)**

cash [N-UNCOUNT-U11] **Cash** is paper or coin currency. **gotówka**

channel [N-COUNT-U5] A **channel** is the flow or movement of goods from production to consumption. **kanal sprzedaży**

check [N-COUNT-U11] A **check** is an official slip of paper that gives the payee permission to withdraw a written amount of money from the payer's bank account. **czek (środek płatniczy)**

client [N-COUNT-U1] A **client** is a person or group that uses the products or services of a company. **klient**

cold call [N-COUNT-U3] A **cold call** is a call that is made to a potential customer, where the potential customer is not expecting it. **kontakt telefoniczny z potencjalnym klientem**

color [N-UNCOUNT-U9] **Color** is the effect on the eye as a result of the way an object reflects light. **kolor**

commodity [N-COUNT-U5] A **commodity** is a good or service that can be sold. **towar**

communicate [V-I-U2] To **communicate** is to share information. **przekazywać informację, komunikować się**

communication [N-UNCOUNT-U5] **Communication** is the act of exchanging ideas. **komunikacja**

confusion [N-UNCOUNT-U14] **Confusion** is a lack of understanding, usually in a chaotic or uncertain situation. **zamieszanie, zamęt**

connect [V-I-U1] To **connect** is to establish communications with someone. **nawiązywać kontakt (z kimś)**

consignment [N-UNCOUNT-U4] **Consignment** is the act of entrusting goods to someone else, who sells them to the customer. Until a sale is made, the goods can still be claimed by the original owner. **konsygnacja (umowa określająca zasady przyjęcia do sprzedaży towarów, które pozostają własnością dostawcy)**

consultative [ADJ-U4] If sales are **consultative**, they occur after a consultation with the customer, where the salesperson determines the customer's needs, and then recommends a product. **(o sprzedaży) konsultacyjna**

consumer-oriented [EXPRESSION-U6] If a marketing mix is **consumer-oriented**, it is geared towards the consumer's needs and wants. **(o kompozycji marketingowej) oparta na potrzebach klienta**

contrast [N-UNCOUNT-U9] **Contrast** is the degree of difference between two things. **kontrast** (różnica pomiędzy dwiema rzeczami)

convenience [N-UNCOUNT-U5] **Convenience** is the quality of being easy to access and use. **wygoda, dogodność**

cost [N-COUNT-U10] **Cost** is the amount of money required to manufacture a product. **koszt wytwarzania towaru**

cover [V-T-U12] To **cover** a cost is to make up for it. **pokryć (koszt)**

creative [ADJ-U15] If something is **creative**, it is original and imaginative. **kreatywny**

credit [N-UNCOUNT-U11] **Credit** is a form of payment in which a customer obtains goods or services based on a guarantee that he or she will make a payment in the future, usually using a card issued by a bank. **kredyt (forma odroczonej płatności)**

customer [N-COUNT-U1] A **customer** is a person or group that purchases products from a company. **klient**

dark [ADJ-U9] If something is **dark**, it is characterized by having little or no light. **ciemny**

debit [N-UNCOUNT-U11] **Debit** is a form of payment in which a customer uses a card linked to a bank account. **debit (forma płatności)**

decline [V-I-U13] To **decline** is to fall in value. **(o wartości) spaść, zmaleć**

decrease [N-COUNT-U13] A **decrease** is a drop in number. **spadek (liczby)**

detail [N-COUNT-U9] **Detail** is the level of clarity and intricacy of an image. **szczegół, detal**

develop [V-T-U14] To **develop** something is to cause it to become more advanced. **rozwijać, udoskonalać (np. produkt)**

dimensions [N-COUNT-U8] The **dimensions** of a product are the measurements of its size. **wymiary (produkту)**

direct materials [N-COUNT-U12] **Direct materials** are raw materials used in the production of goods. **materiały bezpośrednie**

direct sales [N-COUNT-U4] **Direct sales** are sales that occur as a result of a presentation or demonstration at the customer's location. **sprzedaż bezpośrednią**

distribution [N-COUNT-U10] **Distribution** is the act of supplying goods to other stores so that they can sell them to customers. **dystrybucja (dostarczanie towarów do sklepów)**

distribution center [N-COUNT-U10] A **distribution center** is a place from which goods are shipped across the world. **centrum dystrybucji, baza hurtowa**

door-to-door [EXPRESSION-U4] If sales are **door-to-door**, they occur as a result of knocking on potential customers' doors and making a sales pitch. **sprzedaż obnośna (tzw. od drzwi do drzwi)**

down payment [N-COUNT-U11] A **down payment** is a sum of money used toward the total purchase price in order to secure financing. **zadatek, zaliczka**

durability [N-UNCOUNT-U14] **Durability** is the quality of withstanding abuse or harsh treatment. **trwałość, wytrzymałość**

ease [V-T-U14] To **ease** something is to lessen its negative effects. **zlagodzić (negatywne skutki)**

economic [ADJ-U6] If a factor is **economic**, it is related to the market for goods and services. **(o czynniku) ekonomiczny**

education [N-UNCOUNT-U6] **Education** is the process of learning, or acquiring knowledge. **edukacja**

eliminate [V-T-U14] To **eliminate** something is to remove it completely. **eliminować, likwidować (coś)**

existing [ADJ-U3] If an account is **existing**, it is not a new account, but rather one that the company already has. **(o kliencie) stawy, dotychczasowy**

expand [V-T-U9] To **expand** something is to make it larger. **zwiększać, powiększać**

expense [N-COUNT-U12] An **expense** is the cost required for something. **wydatek**

external factors [N-COUNT-U6] **External factors** are outside influences. **czynniki zewnętrzne**

farmer [N-COUNT-U3] A **farmer** is a salesperson who builds relationships within existing accounts. **farmer (typ handlowca, który buduje relacje z dotychczasowymi klientami)**

feature [V-T-U7] To **feature** something is to display it prominently. **przedstawiać, prezentować (coś)**

financing [N-UNCOUNT-U11] **Financing** is the act or process of arranging or providing a loan. **finansowanie (zaciąganie lub udzielanie pożyczki)**

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- fixed costs** [N-COUNT-U12] **Fixed costs** are costs that remain the same no matter the output. **koszty stałe**
- fluctuate** [V-I-U13] To **fluctuate** is to shift in value. **(o wartości) wachać się, zmieniać się**
- four Ps** [EXPRESSION-U6] The **four Ps** are a producer-oriented marketing mix model. It includes product, price, promotion, and place. **model 4P (konsepcja kompozycji marketingowej, która zawiera takie elementy jak: produkt, cena, promocja i dystrybucja)**
- generate** [V-T-U2] To **generate** something is to create it. For example, advertising generates interest in a product. **generować, wywoływać (np. zainteresowanie produktem)**
- grow** [V-I-U13] To **grow** is to increase gradually over time. **rosnąć, wzrastać**
- hawking** [N-UNCOUNT-U4] **Hawking** is selling goods in a public place, such as a street. **handlowanie na ulicy**
- hunter** [N-COUNT-U3] A **hunter** is a salesperson who looks for new sales opportunities. **hunter (typ handlowca, który poszukuje nowych możliwości sprzedaży)**
- improve** [V-T-U14] To **improve** something is to make it better. **ulepszyć (coś)**
- in person** [EXPRESSION-U4] If a sale is **in person**, it occurs when the salesperson meets with the customer to make the sale. **(o sprzedaży) osobista (gdy sprzedawca spotyka się z klientem)**
- in stock** [EXPRESSION-U8] If a product is **in stock**, it is on hand and available for sale. **(o produkcie) na stanie, w sprzedaży**
- increase** [N-COUNT-U13] An **increase** is a rise in number. **zwiększenie, wzrost (liczby)**
- inside sales** [N-COUNT-U3] **Inside sales** are sales that occur at a fixed business location, where the customer comes to the salesperson. **sprzedaż wewnętrzna (odbywa się w siedzibie firmy, do której przychodzi klient)**
- interest** [N-UNCOUNT-U11] **Interest** is money paid regularly for delaying payment or repaying debt. **odsetki**
- labor** [N-UNCOUNT-U12] **Labor** is the work required to create something. **robocizna, praca**
- large** [ADJ-U8] If an object is **large**, it is big, and takes up a significant amount of space. **(o przedmiocie) wielkogabarytowy**
- layaway** [N-UNCOUNT-U11] **Layaway** is the act of paying a deposit for a product in order to secure it for purchase later. **przedpłata, depozyt**
- make** [N-COUNT-U7] The **make** is the manufacturer's name for a particular product. **marka**
- manufacturer** [N-COUNT-U10] A **manufacturer** is a business that makes products on a large scale. **producent, wytwórcza**
- mark up** [V-T-U12] To **mark up** a product is to price it higher than cost. **podwyższyć cenę, ustalić narzut (nadwyżkę ceny ponad koszt produkcji)**
- marketing** [N-UNCOUNT-U2] **Marketing** is the process of promoting and advertising products. **marketing**
- marketing mix** [N-COUNT-U5] A **marketing mix** is the elements in a marketing plan. **kompozycja marketingowa**
- media buyer** [N-COUNT-U15] A **media buyer** is a person who buys advertising space in print or other media. **osoba zajmująca się zakupem miejsca na reklamę lub czasu antenowego**
- model** [N-COUNT-U5] A **model** is a representation of a concept or theory. **model (przedstawienie koncepcji lub teorii)**
- model** [N-COUNT-U7] The **model** is the specific design or style of an item. **model (konkretny wzór lub styl danej rzeczy)**
- modern** [ADJ-U7] If a product is **modern**, it is current, rather than outdated. **nowoczesny**
- needs** [N-COUNT-U6] **Needs** are the things that a person or group requires. **potrzeby**
- on the road** [EXPRESSION-U3] If a salesperson is **on the road**, he or she is traveling to different geographic locations. **(o sprzedawcy) w drodze, w trasie**
- out-of-stock** [EXPRESSION-U8] If an item is **out-of-stock**, it is not in storage, and is not available for sale. **(o produkcie) wyprzedany, niedostępny w magazynie**
- outdated** [ADJ-U7] If a product is **outdated**, it is old-fashioned. **(o produkcie) niemodny, przestarzały**
- outside sales** [N-UNCOUNT-U3] **Outside sales** are sales that occur outside of a fixed business location, where the salesperson travels to his or her customers. **sprzedaż zewnętrzna (odbywa się poza siedzibą firmy, gdy sprzedawca przyjeżdża do klienta)**

overhead [N-UNCOUNT-U12] **Overhead** is the cost of maintaining a plant, office, or factory. **koszty ogólne, koszty pośrednie** (np. za utrzymanie biura)

oversized [ADJ-U8] If an object is **oversized**, it is larger than what's normal. **(o przedmiocie) ponadwymiarowy**

packaging [N-UNCOUNT-U8] **Packaging** is the box or outer wrapping around a product. **opakowanie**

pay [V-I-U11] To **pay** is to give money in exchange for something. **płacić (za towar lub usługę)**

payment plan [N-COUNT-U11] A **payment plan** is an arrangement in which a customer pays a certain amount of money over time in installments. **plan spłaty**

peak [V-I-U13] To **peak** is to reach the highest value. **(np. o wartości) osiągać poziom szczytowy**

place [N-UNCOUNT-U5] **Place** is the location of a product, where the customer can access it. **miejscze dystrybucji**

price [N-COUNT-U5] The **price** is the amount of money a customer pays for a product. **cena**

price matching [N-UNCOUNT-U10] **Price matching** is the act of matching a competitor's low price in order to retain a customer. **dopasowanie się do niskich cen konkurencji w celu utrzymania klienta**

pricing [N-UNCOUNT-U10] **Pricing** is the act of deciding the amount of money a product or service should cost. **wycena, ustalanie cen**

pricing policy [N-COUNT-U10] A **pricing policy** is the strategy by which a company determines wholesale and retail pricing. **polityka cenowa**

producer-oriented [EXPRESSION-U6] If a marketing mix is **producer-oriented**, it is geared towards the producer's needs and wants. **(o kompozycji marketingowej) nastawiona na potrzeby producenta**

product [N-COUNT-U1] A **product** is an object or service a company offers for sale. **produkt (wyrob lub usługa sprzedawana przez firmę)**

profit [N-UNCOUNT-U12] A **profit** is money earned less the cost. **zysk**

promote [V-T-U2] To **promote** a product is bring it to the attention of potential customers. **promować (produkt)**

promotion [N-UNCOUNT-U5] **Promotion** is the act of marketing a product. **promowanie, promocja (produktu)**

provide [V-T-U1] To **provide** something is to supply it for someone. **dostarczać (komuś coś), zaopatrywać (kogoś w coś)**

public relations [N-UNCOUNT-U15] **Public relations** is the practice of maintaining a relationship between a company and the general public. **stosunki między przedsiębiorstwem a ogółem społeczeństwa**

publicize [V-T-U2] To **publicize** something is to advertise it and make it known to the public. **reklamować, upowszechniać (coś)**

quality [N-COUNT-U7] A **quality** is a characteristic of an item. **tu: cecha (produkту)**

reach [V-T-U2] To **reach** potential customers is to notify them about a product or service. **kontaktować się (z potencjalnymi klientami w celu przedstawienia produktu lub usługi)**

recommend [V-T-U1] To **recommend** a product is to advise someone to purchase it. **rekommendować, polecać (produkt)**

recoup [V-T-U12] To **recoup** something is to regain it. **odzyskać (coś)**

reduce [V-T-U9] To **reduce** something is to make it smaller. **zredukować, zmniejszyć (coś)**

release [V-T-U7] To **release** a product is to make it available for purchase. **wprowadzić produkt na rynek**

repair [V-T-U7] To **repair** something is to fix it. **naprawiać, reperować (coś)**

researcher [N-COUNT-U15] A **researcher** is someone who collects and analyzes data. **analityk danych**

retail [N-UNCOUNT-U4] **Retail** is the selling of goods or services. **sprzedaż detaliczna**

retailer [N-COUNT-U10] A **retailer** is a business that sells products to customers. **sprzedawca detaliczny**

rounded [ADJ-U9] If something is **rounded**, it has soft, curved edges. **zaokrąglony**

sales [N-UNCOUNT-U1] **Sales** is the selling of products or services. **sprzedaż (produktów lub usług)**

salesperson [N-COUNT-U15] A **salesperson** is a person who sells a product or service. **sprzedawca**

security [N-UNCOUNT-U6] **Security** is protection from harm. **ochrona, bezpieczeństwo**

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select [V-T-U1] To **select** something is to choose it. *wybierać (coś)*

sell [V-T-U1] To **sell** a product is to get a customer to purchase it. *sprzedawać (produkt)*

seven Cs [EXPRESSION-U6] The **seven Cs** are a consumer-oriented marketing mix model. *model 7C (model działań marketingowych opartych na potrzebach klienta)*

sharp [ADJ-U9] If something is **sharp**, it is harsh and intense. *ostry*

ship [V-T-U7] To **ship** an item is to deliver it to a specific location. *wysłać, dostarczyć (towar)*

shipping [N-UNCOUNT-U10] **Shipping** is the act of sending products via truck, cargo ship, plane, or other transportation vehicle. *wysyłka*

shrink [V-T-U13] To **shrink** something is to decrease it in size, scope, or amount. *zmnieszyć (rozmiar, zakres, ilość czegoś)*

size [N-COUNT-U8] **Size** is how big or small an object is. *rozmiar*

small [ADJ-U8] If an object is **small**, it is little, and doesn't take up much space. *mały, niewielki*

state-of-the-art [ADJ-U14] If something is **state-of-the-art**, it is characterized by new and advanced technology. *najnowocześniejszy*

steady [ADJ-U13] If something is **steady**, it maintains a constant value. *stalny, regularny*

straight [ADJ-U9] If something is **straight**, it has linear or angled edges. *prosty*

stress [N-UNCOUNT-U14] **Stress** is a state of pressure or anxiety. *stres, napięcie*

target [V-T-U3] To **target** sales opportunities is to identify prospects that will most likely lead to a sale. *określać nowe perspektywy sprzedawcze*

telemarketing [N-UNCOUNT-U4] **Telemarketing** is the practice of calling potential customers by telephone with the intention of selling a product or service. *telemarketing*

travel [V-I-U3] To **travel** is to move to different geographic locations. *podróżować*

upgrade [V-T-U14] To **upgrade** something is to bring something to a better or higher standard. *ulepszać (coś)*

variable costs [N-COUNT-U12] **Variable costs** are costs that change based on the level of output. *koszty zmienne*

version [N-COUNT-U7] A **version** is a specific adaptation of a product. *wersja (produkту)*

wants [N-COUNT-U6] **Wants** are the things that a person or group desires. *potrzeby*

warehouse [N-COUNT-U8] A **warehouse** is a storage area for goods. *magazyn, skład*

wholesale [N-UNCOUNT-U10] **Wholesale** is the practice of selling goods in large quantities. *sprzedaż hurtowa*