

Glossary

- access** [V-T-U15] To **access** information is to retrieve or obtain it. *uzyskać (informację)*
- achievement** [N-COUNT-U12] An **achievement** is an act that was difficult to complete or is admirable. *osiągnięcie, dokonanie*
- address** [V-T-U1] To **address** an issue is to deal with it or focus attention on it. *zajmować się (sprawą lub problemem)*
- anticipate** [V-T-U1] To **anticipate** something is to expect it and take steps in preparation for it. *przewidywać (coś)*
- appearance** [N-COUNT-U2] **Appearance** is the overall outside manner and style of a person. *wygląd zewnętrzny*
- appointment** [N-COUNT-U2] An **appointment** is a set, scheduled time for an event. *umówione spotkanie*
- appreciation** [N-UNCOUNT-U12] **Appreciation** is an expression of gratitude. *uznanie, wdzięczność*
- approach** [N-COUNT-U1] An **approach** is a particular way of viewing or handling an issue. *podejście (do czegoś)*
- approach** [V-T-U11] To **approach** someone is to initiate contact with him or her. *zwracać się (do kogoś), zaczynać rozmowę*
- approval** [N-UNCOUNT-U5] **Approval** is the act of accepting something or consenting to something. *zgoda*
- assumptive close** [N-COUNT-U5] An **assumptive close** is a close made by assuming the customer plans to purchase the product, and leading the conversation in that direction. *technika finalizacji zakupu poprzez celowe założenie, że klient zdecydował się na zakup proponowanego produktu*
- audience** [N-COUNT-U7] An **audience** is a group of spectators or listeners at a presentation or speech. *widownia, publiczność*
- availability** [N-COUNT-U5] **Availability** is the quality of being on hand for use or purchase. *dostępność*
- award** [N-COUNT-U12] An **award** is a prize or an honor. *nagroda*
- back down** [V-I-U4] To **back down** from something is to stop fighting for it. *wycofać się, ustąpić*
- balance** [N-UNCOUNT-U13] **Balance** is the state where all sales territories are covered equally. *tu: równowaga (równa liczba sprzedawców na każdym terenie sprzedaży)*
- balloon** [N-COUNT-U9] A **balloon** is an air- or gas-filled bag that is often colorful and is used to attract attention to something. *balon*
- base pay** [N-UNCOUNT-U6] **Base pay** is the amount of money an employee earns before any additional bonuses or commissions. *płaca podstawowa, płaca zasadnicza (niezawierająca świadczeń dodatkowych)*
- beneficial** [ADJ-U4] If something is **beneficial**, it is helpful. *korzystny*
- big ticket item** [N-COUNT-U6] A **big ticket item** is an item with a high value or price. *bardzo drogi produkt*
- body language** [N-UNCOUNT-U7] **Body language** is communication through bodily gestures or postures that can be intentional or unintentional. *mowa ciała*
- BOGO** [ABBREV.-U9] A **BOGO** (buy one, get one free) is a type of promotion in which customers purchase one product and get a second product for free. *hasło marketingowe (kup jeden, drugi odbierz za darmo)*
- bonus** [N-COUNT-U6] A **bonus** is an extra sum of money an employee receives in addition to their regular pay, often as a reward. *dodatek, premia*
- boost** [V-T-U1] To **boost** something is to increase or improve it. *pobudzać, zwiększać (coś)*
- bore** [V-T-U7] To **bore** someone is to cause them to lose interest in what is happening. *zanudzić (kogoś)*
- bully** [V-T-U14] To **bully** someone is to behave aggressively towards him or her. *tyranizować, zastraszać (kogoś)*
- business card** [N-COUNT-U11] A **business card** is a small, sturdy piece of paper with one's name, occupation, and contact information on it. *wizytówka*
- business lunch** [N-COUNT-U11] A **business lunch** is an afternoon meal at which people discuss professional matters. *obiad służbowy*
- buyer's remorse** [EXPRESSION-U8] **Buyer's remorse** is a feeling of regret after purchasing something. *wyrzuty sumienia (po zakupie czegoś)*
- buying power** [N-UNCOUNT-U13] **Buying power** is the monetary strength of customers in a sales territory. *siła nabywcza*

capitalize on [EXPRESSION-U5] To **capitalize on** something is to profit by it. *zbijać kapitał (na czymś)*

change of heart [EXPRESSION-U8] A **change of heart** is a change of opinion towards something. *zmiana opinii (na temat czegoś)*

check on [V-T-U3] To **check on** a customer is to examine his or her condition. *sprawdzić sytuację (klienta)*

checkout [N-COUNT-U15] A **checkout** is a point at which payment is made for items purchased. *kasa (w sklepie)*

close [V-T-U5] To **close** a sale is to complete it. *zamknąć (sprzedaż)*

coerce [V-T-U14] To **coerce** someone is to force or compel someone to do something in a threatening way. *zmuszać, przymuszać (kogoś do zrobienia czegoś)*

comfortable [ADJ-U2] If someone is **comfortable**, he or she feels at ease. *(o kimś) nieskrępowany, czujący się komfortowo*

commission [N-COUNT-U6] A **commission** is a set percentage of a sales price awarded to a sales person for making a sale. *prowizja (od sprzedaży)*

comparison [N-COUNT-U10] A **comparison** is a statement that describes how two items are similar to and different from each other. *porównanie (dwóch rzeczy pod względem podobieństw i różnic)*

compromise [N-COUNT-U12] A **compromise** is an agreement in which both parties make certain concessions. *kompromis*

conference [N-COUNT-U11] A **conference** is a meeting at which people share ideas on a particular subject. *konferencja*

conflicting [ADJ-U4] If two things are **conflicting**, they are opposites or designed to achieve goals that cannot coexist. *(o jakiś dwóch rzeczach) sprzeczne, kolidujące ze sobą*

confrontation [N-COUNT-U12] A **confrontation** is a hostile meeting between two parties. *konfrontacja*

contact [N-UNCOUNT-U2] A **contact** is a known person with whom an associate can communicate. *kontakt biznesowy, partner biznesowy, znajoma osoba*

contact information [N-UNCOUNT-U11] **Contact information** is data about how to reach a person, such as their email address or phone number. *dane kontaktowe, dane teleadresowe*

contest [N-COUNT-U9] A **contest** is an event in which multiple people try to earn a prize, and only one of them or a small selection of them are able to win it. *konkurs*

contract [V-I-U10] To **contract** is to become smaller or less numerous. *zmnieszyć się, zmaleć*

coupon [N-COUNT-U9] A **coupon** is a document or code that a customer presents to a merchant in order to receive a discount or other promotional offering. *bon rabatowy*

custom close [N-COUNT-U5] A **custom close** is a close where the salesperson appeals the customer's specific criteria and requirements for the product. *technika finalizacji sprzedaży, gdy handlowiec zgadza się spełnić określone kryteria i wymogi stawiane przez klienta dotyczące produktu*

damaging [ADJ-U14] If something is **damaging**, it causes harm to something. *(o czymś) szkodliwy, niszczący*

deal [N-COUNT-U4] A **deal** is an agreement to make a purchase or sale. *umowa, porozumienie, zgoda na transakcję*

deal with [EXPRESSION-U1] To **deal with** something is to handle or resolve it. *zajmować się (czymś), radzić sobie (z czymś)*

discount [N-COUNT-U9] A **discount** is the difference between the regular price of a product and the lower sale price. *upust, zniżka, rabat*

district [N-COUNT-U13] A **district** is a smaller geographic area within a region. *dzielnicą, rejon*

doubt [N-COUNT-U8] A **doubt** is a feeling of uncertainty or indecision. *wątpliwość*

draw (something) out [EXPRESSION-U8] To **draw (something) out** is to extend or prolong it. *wydłużać coś, przedłużać coś*

e-commerce [N-UNCOUNT-U15] **E-commerce** is trade conducted using the web. *e-biznes*

effective [ADJ-U2] If an action is **effective**, it produces a successful, desirable result. *(o działaniu) skuteczne, efektywne*

encrypted [ADJ-U15] If information is **encrypted**, a person must have a code or other information to access it. *(o informacji) zaszyfrowana*

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estimate [N-COUNT-U3] An **estimate** is an approximate number. *szacunek, przybliżona liczba*

estimate [V-T-U10] To **estimate** an amount is to find the amount through guessing or calculation. *oszacować (wartość)*

ethics [N-COUNT-U14] **Ethics** are a set of principles or guidelines for doing something in a proper and respectful manner. *etyka*

event [N-COUNT-U9] An **event** is a time in which something notable or important is happening. *wydarzenie*

exchange [V-T-U11] To **exchange** something is to make a mutual trade. *wymienić, zamienić (coś na coś)*

existing [ADJ-U10] If something is **existing**, it is currently in the state in which it is described. *obecny, aktualny*

expect [V-T-U10] To **expect** an event is to think that it will happen. *spodziewać się, oczekiwany (że coś się wydarzy)*

experienced [ADJ-U1] If an employee is **experienced**, he or she has developed on-the-job skills from first-hand practice
(o pracowniku) *doświadczony*

eye contact [N-UNCOUNT-U7] **Eye contact** is the act of looking directly at another person's eyes. *kontakt wzrokowy*

face-to-face [ADV-U11] If contact with a person occurs **face-to-face**, it happens directly and in person. (o kontakcie)
bezpośredni

FAQ [N-COUNT-U15] A **FAQ**, or Frequently Asked Question, is a question that a business anticipates its customers
may ask and thus provides the answer to. *FAQ (często zadawane pytania)*

fax [N-COUNT-U5] A **fax** is a copy sent electronically. *faks*

first impression [N-COUNT-U2] A **first impression** is the initial feeling a person has when he or she encounters
another person. *pierwsze wrażenie*

flat sales commission [N-COUNT-U6] A **flat sales commission** is a fixed amount that a salesperson receives per
item sold. *prowizja ryczałtowa od sprzedawy*

flyer [N-COUNT-U9] A **flyer** is a paper advertisement for something. *ulotka*

follow up on [EXPRESSION-U3] To **follow up on** a lead is to continue sales efforts that have already been started.
kontynuować (próbę sprzedaży)

generate [V-T-U2] To **generate** something is to create it. *generować, tworzyć (coś)*

get in touch [V-T-U3] To **get in touch** with a customer is to call, email, or otherwise contact him or her. *kontaktować się (z klientem)*

giveaway [N-COUNT-U9] A **giveaway** is an event in which a company offers something for free, usually in the hope that it
will attract paying customers to the business. *prezent reklamowy (ofierowany przez firmę nadzieją na przyciągnięcie klienta)*

glance [V-T-U7] To **glance** at something is to look at it quickly. *zerknąć, rzucić okiem (na coś)*

half-off [ADJ-U9] If something is **half-off**, it is available for half, or 50%, of its usual price. *za pół ceny, z rabatem 50%*

harass [V-T-U14] To **harass** someone is to bother or annoy someone repeatedly. *dręczyć, nękać (kogoś)*

hard fact [EXRESSION-U8] A **hard fact** is a truth that can be proven. *fakt niezaprzeczalny*

hard sell [N-UNCOUNT-U14] The **hard sell** is a the act of persistently pressuring someone to buy something. *sprzedaż
twarda, sprzedaż agresywna*

hard work [N-UNCOUNT-U12] **Hard work** is diligent effort at one's occupation. *ciężka praca*

hear back from [EXPRESSION-U3] To **hear back from** a customer is to receive communication from him or her.
uzyskać odpowiedź (od klienta)

hostile [ADJ-U4] If a person is **hostile**, he or she is aggressive and angry. *(o kimś) wrogi, agresywny*

in the long run [EXPRESSION-U14] If something occurs **in the long run**, it is the result of a series of actions over a
long period of time. *na dłuższą metę*

incentive [N-COUNT-U6] An **incentive** is a reward that is offered in order to motivate employees. *zachęta, motywacja*

influence [V-T-U2] To **influence** a person or situation is to create a strong effect upon that person or situation.
wywierać wpływ, oddziaływać (na kogoś lub na sytuację)

inquire [V-I-U2] To **inquire** is to ask more information about something. **pytać (o coś)**

interest [N-COUNT-U4] An **interest** is a goal or outcome. **tu: cel**

lead [N-COUNT-U3] A **lead** is information that could lead to a sale. **lead sprzedażowy**

lie [V-I-U14] To **lie** is to say something that is not true. **kłamać**

lock out [V-T-U15] To **lock** someone **out** of their account is to deny them access to it. **zablokować, odciąć (komuś dostęp do czegoś)**

log in [V-I-U15] To **log in** is to provide a username and password in order to access a website or other service. **zalogować się**

manipulate [V-T-U14] To **manipulate** someone is to use dishonest or misleading methods to make someone do something. **manipulować (kimś)**

memorize [V-T-U7] To **memorize** something is to learn it in a way that can be remembered permanently. **uczyć się na pamięć**

motivate [V-T-U12] To **motivate** someone is to give him or her a compelling reason for doing something. **motywować (kogoś)**

move on [V-I-U7] To **move on** is to progress from one point or subject to the next. **postępować, posuwać się naprzód**

mutually [ADV-U4] If something occurs **mutually**, it happens equally to both parties involved in a situation. **wzajemnie**

needs [N-UNCOUNT-U2] The **needs** of a customer are his or her desired outcomes from an encounter. **potrzeby**

negotiate [V-I-U4] To **negotiate** is to attempt to get another party to change something, usually price, in order to get a better deal. **negocjować**

networking [N-UNCOUNT-U11] **Networking** is the process of establishing beneficial business contacts. **networking, nawiązywanie kontaktów**

objection [N-COUNT-U8] An **objection** is an expression of disagreement or opposition. **sprzeciw**

- **of the month** [EXPRESSION-U12] If a person is credited as something (such as salesman or employee) **of the month** in a certain category or position, he or she was the best in that category or met certain criteria in the previous month. (np. o pracowniku) miesiąca

offer [V-T-U12] To **offer** something to someone is to make it available to him or her. **oferta, proponowanie (komuś coś)**

OTE (On-Target Earnings) [N-UNCOUNT-U6] **OTE (On-Target Earnings)** refers to the amount of money a salesperson earns when meeting sales quotas or targets. **zarobki zależne od wysokości sprzedaży**

outline [N-COUNT-U7] An **outline** is a general description covering the main points of a subject. **zarys, szkic**

over-serviced [EXPRESSION-U13] If an area is **over-serviced**, there is greater sales force coverage than what is necessary. (o danym obszarze) ze zbyt dużą liczbą pracowników

pact close [N-COUNT-U5] A **pact close** is a strategy where the salesperson asks the customer to be open minded in exchange for all the information on the product. At the end of the sales presentation, the salesperson asks the potential customer for his or her decision. **strategia, w której sprzedawca odpowiada na wszystkie pytania klienta, po czym na końcu pyta go o decyzję**

password [N-COUNT-U15] A **password** is a private code that allows a user access to a website or other service. **hasło**

past sales [N-UNCOUNT-U10] **Past sales** are the total of sales that were made in the past. **historia sprzedaży**

percentage [N-COUNT-U6] A **percentage** is a fraction of 100. **procent**

percentage commission [N-COUNT-U6] A **percentage commission** is a percentage of sales revenue that a salesperson receives as payment. **prowizja procentowa**

perk [N-COUNT-U12] A **perk** is an additional benefit. **dodatek (do wynagrodzenia)**

PIN [N-COUNT-U15] A **PIN**, or Personal Identification Number, is a numerical password. **kod PIN**

pitch [N-UNCOUNT-U2] A **pitch** is a short, pre-rehearsed speech about the positive effects of something a person is offering. **prezentacja reklamowa mająca na celu zdobycie nowych klientów**

pitch [V-T-U1] To **pitch** an idea is to persuasively present it to a potential customer. **reklamować, zachwalać**

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predict [V-T-U10] To **predict** an event is to say when and if you think the event will happen in the future. **przewidywać (jakieś wydarzenie)**

prepare [V-T-U1] To **prepare** something is to make it ready for use. **przygotowywać (coś)**

previously [ADV-U3] If a deal is made **previously**, it is made beforehand. **(o umowie) zawarta uprzednio, przedtem**

priority [N-COUNT-U14] A **priority** is the most important goal of an individual or organization. **priorytet**

privacy policy [N-COUNT-U15] A **privacy policy** is an agreement governing how and when a company will share personal information about a client. **polityka prywatności**

process [V-T-U1] To **process** something is to perform changes on it in order to achieve a result. **przetwarzać, przerabiać (coś)**

progress [N-UNCOUNT-U3] **Progress** is positive forward movement toward a particular goal. **postęp**

promotion [N-COUNT-U9] A **promotion** is an offer or event that is designed to attract customers and raise awareness about a company's products or services. **promocja, promowanie**

prospect [N-COUNT-U3] A **prospect** is a person who might be interested in making a purchase. **tu: potencjalny klient**

push [V-T-U14] To **push** someone is to encourage or force the person to do something that he or she may not want to do. **wywierać presję, naciskać (na kogoś)**

raw [ADJ-U1] If something is **raw**, it is unprocessed and not yet ready for use. **(o czymś) nieprzetworzony**

rebate [N-COUNT-U9] A **rebate** is a type of promotion in which a customer purchases a product, then later receives a refund for part of the price. **zwrot części ceny produktu (element promocji)**

recognize [V-T-U12] To **recognize** someone is to credit him or her publicly for doing something well. **doceniać, uznawać (kogoś za zrobienie czegoś)**

redirect [V-T-U8] To **redirect** something is to change its direction or focus. **zmieniać kierunek (czegoś)**

referral [N-COUNT-U11] A **referral** is a client who was sent by the recommendation of another professional. **nowy klient (dzięki czyjemuś poleceniu)**

region [N-COUNT-U13] A **region** is a large geographic area. **region**

remind [V-I-U8] To **remind** is to cause a person to remember something. **przypominać (komuś o czymś)**

repeat [V-T-U8] To **repeat** an action is to perform the action again. **powtarzać, wykonywać ponownie (jakąś czynność)**

repeat business [N-UNCOUNT-U14] **Repeat business** is the act of returning to a company to receive their products or services again. **ponowne nabycie produktów danej firmy lub ponowne korzystanie z jej usług**

report back [V-PHRASE-U3] To **report back** to someone is to contact him or her with new information after speaking to him or her at least once before. **kontaktować się z kimś ponownie, aby przedstawić nowe informacje**

reputation [N-COUNT-U14] A **reputation** is the general idea or opinion that people have about someone or something. **reputacja**

reset [V-T-U15] To **reset** a password is to change it. **zresetować (hasło)**

resistance [N-UNCOUNT-U5] **Resistance** is the act of opposing something. **sprzeciw, przeciwstawienie się**

resistant [ADJ-U8] If someone is **resistant**, he or she opposes something. **(o kimś) odporny, stawiający opór**

responsible for [EXPRESSION-U13] If a person is **responsible for** something, he or she is held accountable for it. **(o kimś) odpowiedzialny za coś**

review [V-T-U7] To **review** something is to look over it or inspect it again. **przeglądać (coś) ponownie**

reward [N-COUNT-U12] A **reward** is something given to someone in appreciation of work, performance, or accomplishment. **nagroda**

salary [N-COUNT-U6] A **salary** is a fixed amount that an employer pays an employee. **pensja, płaca, wynagrodzenie**

sale [N-COUNT-U9] A **sale** is an event in which a company offers lower prices than usual for their products. **wyprzedaż**

sales force coverage [N-UNCOUNT-U13] **Sales force coverage** is the strategy of managing a sales territory in order to take advantage of the sales potential and customer buying power. **strategia zarządzania terenem sprzedaży, tak by maksymalnie wykorzystać potencjał sprzedawcy i siłę nabywczą klienta**

sales forecast [N-COUNT-U10] A **sales forecast** is an estimation of future sales for a business. **prognoza sprzedaży**

sales potential [N-UNCOUNT-U13] **Sales potential** is the possibility for making sales. **potencjał sprzedaży**

sales system [N-COUNT-U1] A **sales system** is a system that supports sales activities for a business. **system sprzedaży**

sales territory [N-COUNT-U13] A **sales territory** is an area for which a salesperson or sales team is responsible. **terytorium sprzedaży, obszar sprzedaży**

seal [V-T-U5] To **seal** a deal is to close or finalize it. **przypieczętować, sfinalizować (umowę)**

seasonal trend [N-COUNT-U10] A **seasonal trend** is a rise or drop in sales activity due to predictable climate or calendar changes. **trend sezonowy**

security question [N-COUNT-U15] A **security question** is a question meant to verify a person's identity. **pytanie bezpieczeństwa**

shopping cart [N-COUNT-U15] A **shopping cart** is a list of products a person intends to purchase upon checkout. **koszyk zakupowy w sklepie internetowym**

signature [N-COUNT-U5] A **signature** is the written record of the signing, or writing, of one's name. **podpis**

social gathering [N-COUNT-U11] A **social gathering** is a meeting for purposes other than business. **spotkanie towarzyskie**

social networking [N-UNCOUNT-U11] **Social networking** is the process of establishing contacts on a personal level. **sieć społeczna (proces budowania osobistych kontaktów)**

staff [N-COUNT-U12] **Staff** are the group of people employed by an organization. **personel, kadra**

status [N-UNCOUNT-U3] A **status** is the state of affairs. **status, stan**

step [N-COUNT-U1] A **step** is a particular stage in the process of completing a task. **poziom, etap (wykonania zadania)**

straight commission [N-COUNT-U6] A **straight commission** is a payment policy where a salesperson only receives a share or percentage of their earnings, and does not receive a fixed salary. **polityka płatności wynagrodzenia, w ramach której handlowiec otrzymuje część lub procent zysków, a nie stałą, z góry określona sumę**

suggest [V-T-U8] To **suggest** something is to propose an idea. **sugerować, proponować (coś)**

summarize [V-T-U7] To **summarize** information is to condense it into a short form. **podsumować**

suspicious [ADJ-U8] If someone is **suspicious**, he or she is distrustful. **(o kimś) podejrzliwy**

time-limit close [N-COUNT-U5] A **time-limit close** is a close that a salesperson makes by referring to the limited-time availability of the offer. **rodzaj finalizacji sprzedaży, gdy handlowiec odwołuje się do czasowo dostępnej oferty**

topic [N-COUNT-U7] A **topic** is a subject of a speech, presentation or conversation. **temat (wystąpienia, prezentacji, rozmowy)**

trade-off [N-COUNT-U12] A **trade-off** is an exchange in which both parties accept a negative aspect of a deal in order to improve a different aspect. **kompromis**

under-serviced [EXPRESSION-U13] If an area is **under-serviced**, there is less sales force coverage than what is necessary to meet the needs of customers in the area. **(o terenie sprzedaży) ze zbyt małą liczbą sprzedawów niż jest to konieczne do zaspokojenia potrzeb rynkowych na danym obszarze**

update [V-T-U3] To **update** a customer is to give new or different information. **przekazywać (klientowi) najnowsze informacje**

username [N-COUNT-U15] A **username** is the name that identifies a person while they are using a particular website or service. **nazwa użytkownika**

verbatim [ADJ-U7] If something is repeated **verbatim**, it is recreated word-for-word and identical to what was originally spoken or written. **dosłowny**

volume [N-COUNT-U10] A **volume** is an amount or quantity of something. **ilość, liczba (czegoś)**

waver [V-I-U8] To **waver** is to go back and forth in the face of making a decision. **wahać się (przy podejmowaniu decyzji)**

workload [N-COUNT-U13] A **workload** is the quantity of work an employee is responsible for. **obciążenie robocze (ilość pracy do wykonania)**