

Glossary

- account** [N-COUNT-U3] An **account** is a sales relationship with a group or individual. *tu: stały 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. *kanał 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 wytworzenia 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. *debet (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 (produktu)*

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 bezpośrednia*

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. *złagodzić (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) stały, 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)*

Glossary

- 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) wahać 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 (koncepcja 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, wytwórca*
- 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. *miejsce 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 (wyrób 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 (produktu)*

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. *rekomendować, 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*

Glossary

- 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. *zmniejszyć (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. *stały, 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 sprzedażowe*
- 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 (produktu)*
- 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*