

Know who developed the Hierarchy of Needs.

Know the four reasons most prospects don't buy - no trust, no need, no help and no hurry.

Know the four P's of the marketing mix – product, promotion, price and place.

Know the methods used to gather data and the steps in analyzing data.

Know the three ways to segment the market – demographic, psychographic and geographic.

Know the functions of real estate promotion.

Know what channels of distribution are.

Know what group boycotting is.

Know what price fixing is.

Know what secondary data sources are.

Know what primary data collection is.

Know what the Sherman Antitrust Act of 1890 is.

Know what packaging is.

Know the three types of salespeople - order getters, order takers and pioneers.

Know the types of utilities – place, time, possession, services and form.

Know the four elements of place strategy – speed, convenience, condition, channels of distribution.

Know what the most common reason for price increases is.