



**Wessex Press, Inc.**

# *The Dictionary of Selling Terminology*

by Pamela Peterson and Kent Kubie

## **New Term Submission Form**

Prior to submitting a new term or a variation of an existing term, please input your name, title, affiliation or employer, e-mail address, and telephone number.

FIRST NAME

LAST NAME

TITLE

ORGANIZATION

E-MAIL ADDRESS

TELEPHONE NUMBER

**Review the following questions and input your answers:**

1. What is the new term? \_\_\_\_\_
2. What is the definition of the term? \_\_\_\_\_  
\_\_\_\_\_
3. In what context is the term used? \_\_\_\_\_  
☐ in written correspondence   ☐ in conversations   ☐ in both verbal or nonverbal contexts
4. Is the term used in books, newspapers, trade journals, industry publications, white papers, websites, or marketing collateral?   ☐ Yes   ☐ No   If yes, please reference the source:  
\_\_\_\_\_
5. When is the term used? \_\_\_\_\_
6. How is the term used in buyer and seller engagements? \_\_\_\_\_  
\_\_\_\_\_
7. Why does the term matter to sellers and/or buyers? \_\_\_\_\_  
\_\_\_\_\_
8. Are there similar or related terms?   ☐ Yes   ☐ No   If yes, please list the term(s) and definitions:  
\_\_\_\_\_  
\_\_\_\_\_
9. Are there finance, ethics, legal, administrative, operational, or other cross-disciplinary functional terms related to the sales organization that should be added?   ☐ Yes   ☐ No   If yes, please list the term(s) and definitions:  
\_\_\_\_\_  
\_\_\_\_\_
10. New terms will be reviewed by Wessex Press, Inc. and the authors of *The Dictionary of Selling Terminology*. Based upon relevance and applicability, the term may be added in the next edition. If the term is added, do you want your name added to the list of DST contributors?   ☐ Yes   ☐ No