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## WAND Sales and Marketing Taxonomy

The WAND Sales and Marketing Taxonomy contains 1,013 categories and 167 synonyms covering promotion, pricing, product, market research, sales and marketing management, channels, advertising, and more.

The WAND Sales and Marketing Taxonomy was created specifically to provide a foundation set of terminology which any sales and marketing department can use to tag and organize its documents.

This taxonomy can quickly be customized for any specific sales and marketing group by adding customer lists, specific geographic regions, custom sales channels, and target segments.

Marketing	(787)
+ Corporate Image	(25)
+ Market Research	(48)
+ Marketing Management	(71)
+ Marketing Methods	(119)
+ Marketing Mix	(458)
+ Marketing Strategies	(60)
Sales	(224)
+ Customers	(78)
+ Sales Channels	(22)
+ Sales Collateral	(10)
+ Sales Management	(17)
+ Sales Metrics	(35)
Sales Presentations	
+ Sales Records	(7)
+ Sales Strategies	(23)
+ Sales Techniques	(23)

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