

## WAND Sales and Marketing Taxonomy

The WAND Sales and Marketing Taxonomy contains 1,177 categories and 383 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.

### Sales and Marketing (1,177 Terms)

