

When retailers try to encourage you to buy goods and services with 'special offers' or slogans, these are called selling strategies.

GO to your local shopping centre and find out the selling strategies that retailers and traders in your area are using. Write your results in the table below. Some examples are completed for you.

Retailer	Product/service	Selling strategy
Cave to Castle	homewares	man standing out the front of the shop with microphone calling prices
Eastwest	jeans	2 pairs for the price of 1

