

## WAND Sales and Marketing Taxonomy

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. Although it may be preaching to the proverbial choir, sales and marketing are a vital part of any organization. It is a necessary part of business, and the documents and data generated from sales and marketing activities should be seriously cared for. This is where the WAND Sales and Marketing Taxonomy can help. With this taxonomy, you can organize your documents with ease, train your AI with speed, and begin using your company's sales and marketing documents and data in no time! As with all our taxonomies, this strong foundation metadata model can be customized to include additional terms relating to your specific needs or industry. This taxonomy contains 1,311 terms and 450 synonyms. Top level terms include:

### Marketing

- Corporate Image
- Market Research
- Marketing Management
- Marketing Methods
- Marketing Mix
- Marketing Strategies

### Sales

- Customers
- Sales Channels
- Sales Collateral
- Sales Management
- Sales Metrics
- Sales Process
- Sales Records
- Sales Strategies
- Sales Techniques

