

Vocabulaire vente anglais

Français => Anglais

acheteur => buyer	direction => management
annonce publicitaire => advertisement	droits de douane => customs duties
un acheté un gratuit => buy one get one free	date limite => deadline
affaire (bon prix) => bargain	dette => debt
affaires (les) => business	débiteur => debtor
acquisition, achat => purchase	distribution / livraison => delivery
actif => assets	département, service => department
agence, succursale => branch	discours commercial => sales pitch
alliance de marques => co-branding	direction => management
argumentaire de vente => sales presentation	documentation publicitaire => sales literature
au moment des soldes => when the sales are on	droits de douane => customs duties
avantage => advantage	échantillon => sample
avant-contrat => preliminary contract	échelle des salaires => wage scale
banque => bank	emballage => packaging
bon marché => cheap	employé => employee
bilan => balance sheet	enquête => survey
bureau => the office	entrepôt => warehouse
budget => budget	entreprise => firm
bénéfice => profit	équipement => equipment / facilities
bon de réduction => coupon	équipement commercial => retail facilities
bordereau d'expédition => consignment note	essai gratuit => free trial
campagne de vente => sales campaign	échanges commerciaux => trade
campagne publicitaire => advertising campaign	étiquette => a label
canal de distribution => channel of distribution	étude de marché => market survey
chaîne de montage => assembly line	étalonnage, référencement => benchmarking
chiffre d'affaires => turnover	étude => survey
cher => expensive	expert-comptable => chartered accountant
créneau => a niche	exposition commerciale, foire commerciale => trade show, trade fair
concurrence déloyale => unfair competition	facture => invoice, bill
cible => target	filiale => a subsidiary
conseil d'administration => board of directors	faillite => bankruptcy
comptabilité => bookkeeping	frais, dépenses => expenses
compte bancaire => account	frais généraux => overhead expenses
comptable => accountant, book-keeper	fidélité => loyalty
contrat commercial => business contract	fusion d'entreprise => merger
chef de rayon => the shopkeeper	force de vente => sales force
chômage temporaire => lay-off	gamme => range
croissance => growth	garantie => guarantee
consommateur => consumer	grève => strike
clients => customers	gratuit => free
chiffres des ventes => sales figures	groupe de réflexion => think tank
conseiller => consultant	hausse => rise
coûts => costs	heures ouvrables => business hours
coûteux => expensive	horaire => schedule
créancier => creditor	impôt => tax
commerce => business, trade	impôt sur le revenu => income tax
commerçant => a shopkeeper	intérêt => interest
commerce extérieur => foreign trade, external trade	inconvenient, désavantage => disadvantage
commerce intérieur => domestic trade	industrie => industry
commission => commission	insolvable => insolvent
concurrent => competitor	intérêt => interest
concurrence => competition	inventaire => inventory
conseil d'administration => board of directors	jeu-concours => competition
consommateur => consumer	jeux gagnant-gagnant => win-win game
contrat commercial => business contract	leader sur le marché => market leader
croissance => growth	licenciement => dismissal
cycle de vie => life cycle	livraison => delivery
dans un délai de 5 jours => within 5 days	marchandise, articles => goods
date limite => deadline	marché => market
débiteur => debtor	marché cible => target market
défense du consommateur => consumerism	marquage, branding => branding
délai de paiement => payment period	marque => brand, trademark
demande => demand	marge => margin
dépenses => expenses	marge bénéficiaire => profit margin
déréglementation => deregulation	magasin => shop
détaillant => retailer	nomination => appointment
	note, facture (à payer) => bill (accounting)
	objectif de vente => sales target
	offre => supply, offer (proposition)

offre spéciale => special offer
ordre => order
ordre du jour => agenda
paiement => payment
paiement comptant à la commande => cash with order (CWO)
paiement comptant à la livraison => cash on delivery (COD)
paiement anticipé => early payment
panneau publicitaire => advertising board, billboard, hoarding (GB)
part de marché => market share
passif => liabilities
peine, condamnation => penalty
perte => loss
placement d'un produit => product placement
plan d'affaires => business plan
point de vente => outlet
part de marché => market share
promotion => promotion
passif => liabilities
P.D.G. => a Chief Executive Officer (C.E.O.)
producteur => the producer
prix => price
personnel => staff
perte => loss
paiement => payment
produit => product
production => production
planning / l'horaire => schedule
point de vente => outlet
pour solde de tout compte => in full settlement
prévision de ventes => sales forecasts
prime => free gift
prix à l'unité => unit price
prix final => final price
promotion => promotion
promotion des ventes => sales promotion
publipostage direct => direct mailing
quota des ventes => sales quota
rabais, remise => price reduction
rachat d'entreprise => takeover, acquisition
rapport => report
rapport qualité prix => value for money
rayon, département, service => department
relations d'affaires => business connections
réseau commercial => commercial network
réduction, remise => discount, reduction
registre de commerce => trade register
renouvellement => turnover
rentabilité => profitability
remboursement => refund
résultat => result
recettes => revenue
risque => risk
recouvrement de créance => debt collection
remise sur quantité => quantity discount
renforcement d'équipe => empowerment
représentant => commercial traveller, sales representative
responsabilité => responsibility
retour d'information => feedback
réunion de l'équipe des ventes => sales conference
salaire => salary
salon => exhibition
secteur de ventes => sales territory
service après-vente => after-sales service
siège social => head office
solvable => solvent
société => company
société à responsabilité limitée => limited liability company
solde => balance
soldes => sales

solvable => solvent
soutien => support
statuts => articles of association
service après-vente (SAV) => after-sales service
statuts => Articles of Association
soutien => support
syndicat => trade union
stock => stock
Taxe sur la Valeur Ajoutée => Value Added Tax (VAT)
tendance => trend
transport => transport
vendeur => seller
ventes => sales
vente directe => direct marketing
veille économique => business intelligence
veille concurrentielle => competitive intelligence