

Forget Reach, Start Selling: What E-Commerce Should Learn from Retail (Paperback)



Filesize: 6.62 MB

Reviews

This book will never be easy to start on looking at but quite entertaining to read. It is actually packed with wisdom and knowledge It is extremely difficult to leave it before concluding, once you begin to read the book.
(Ms. Missouri Satterfield DVM)

FORGET REACH, START SELLING: WHAT E-COMMERCE SHOULD LEARN FROM RETAIL (PAPERBACK)



Fivedolphins, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.E-commerce has conquered a lot of market share. Making profits, however, turns out to be hard for most companies. If price competition and high marketing costs squeeze your profits too, this book is for you. In our Onlife era, in which online and offline experiences confluence, consumers are overloaded with information. The key to success is found in customer centricity, customer flow, and individual attention. This creates a new potential for companies with a strong history in retail to win online as well. FORGET REACH, START SELLING starts by explaining why most companies find it so hard to make e-commerce sufficiently profitable. Ger van den Buijs uses well known retail sales strategies to explain what the strengths and weaknesses of e-commerce are. Due to the lack of differentiation, price is the only marketing instrument e-commerce currently has. The focus in e-commerce is to grow sales by expanding reach. This strategy backfires, because the total sum of digital marketing is overloading the customer. The cost of marketing is rising, while its effectivity is decreasing. As a consequence of the information overload, attention is a customer s most scarce resource. This requires new strategies. Ger van den Buijs hands you three new strategies. The direction of these strategies is first demonstrated in three showcase interviews with salespeople that managed to be successful in a time of hefty competition. The first strategy is Vocification , meaning: activating the voice of the customer inside your shop. There is proof that the information capabilities have three times more impact on the success of a site than the transactional capabilities. Onlife customers, however, want that information to be communicated in a personal, transparent, immediate, open and connected experience. Such an open...



[Read Forget Reach, Start Selling: What E-Commerce Should Learn from Retail \(Paperback\) Online](#)



[Download PDF Forget Reach, Start Selling: What E-Commerce Should Learn from Retail \(Paperback\)](#)

Related eBooks



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Download Book »](#)



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Download Book »](#)



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn't porn. Everyone always asks and some of our family thinks...

[Download Book »](#)



Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters!

ZONDERVAN, United States, 2014. Paperback. Book Condition: New. 211 x 137 mm. Language: English . Brand New Book. Rachel Macy Stafford's post The Day I Stopped Saying Hurry Up was a true phenomenon on...

[Download Book »](#)



13 Things Rich People Won't Tell You: 325+ Tried-And-True Secrets to Building Your Fortune No Matter What Your Salary (Hardback)

Reader's Digest Association, United States, 2013. Hardback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book. Did you read about the janitor who donated million dollars to his local...

[Download Book »](#)



The Truth about Same-Sex Marriage: 6 Things You Must Know about What's Really at Stake

Moody Press,U.S. Paperback / softback. Book Condition: new. BRAND NEW, The Truth about Same-Sex Marriage: 6 Things You Must Know about What's Really at Stake, Erwin W Lutzer, Is it really that big of a

[Download Book »](#)



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn DR Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who

[Download Book »](#)



eBook Millionaire: Your Complete Guide to Making Money Selling eBooks-Fast!

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Ebook Millionaire is a complete step by step guide to building a massive

[Download Book »](#)



Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. It is time for the digital talk. Today, kids are growing up in a wired world. Their

[Download Book »](#)



What Can You See? (Red A) NF

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, What Can You See? (Red A) NF, Kate McGough, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books

[Download Book »](#)