

15

RULES FOR BETTER NEGOTIATION & SELLING

Simone Janson (ed.)

**Conduct conversation in every sales situation,
act confidently in sales, assess & win people,
convince customers with good communication**



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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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Selling on Amazon: Risks for Business Startups

// By Markus Fost

Here are now to be taken on the risks that start-ups should pay attention to when selling on Amazon Marketplace.

Risks in the strict sense

In addition to the opportunities mentioned, the Amazon Marketplace also carries a lot of risks, which the business founder most likely can not recognize at first glance. This often leads to problems that are threatened with existence.

To address these threats, the author will address the most serious risks within this chapter. A description of all existing risks "can not be guaranteed in this chapter for the reasons mentioned above.

Maximum price transparency

What is a blessing for customers can be a curse for the provider. It is clear that the Amazon Marketplace offers maximum price transparency compared to other sales channels.

The advantage that on the one hand numerous customers are attracted and that Amazon perceived as attractively priced marketplace automatically brings with it the disadvantage that the potential business start-up will hardly be able to sell an identical product at a higher price.

Competitive prices

In an online shop this is somewhat more possible, even in the stationary trade even common practice. Therefore, it is to be assumed that the salesperson immediately breaks the sales as soon as he is no longer in an exporting position with his product. The possibilities to deal with this problem were discussed.

However, the entrepreneur must be aware that the success depends decisively on the product selection and on the procurement sources. Thus business models have little chance of success if products can not be procured at competitive prices. The reason for this could be, for example, that existing competitors were already able to establish themselves with high quantities of waste.

Deficient differentiation strategies

By trading on the Amazon market, the founder of the business pays a certain risk, which applies to all marketplaces: a limited possibility of differentiation.

Due to the high standardization in the product presentation as well as the handling of transactions, the focus of the customer is almost exclusively on the product. The dealer remains behind and is hardly noticed.

Lack of branding

These factors, as well as the limited presentation possibilities of the product do not promote the establishment of a brand. If the entrepreneur starts out as a pure distributor without marketing proprietary developments, brand building is not quite as essential. In addition, every entrepreneur who sells exclusively through the Amazon Marketplace must be aware of this.

Thus, a strategy can be quite useful to use Amazon as the sole sales channel for the start-up of business, but later to supplement the business model with additional sales channels, such as an own online shop, a wholesale distribution or even a stationary trade. This also leads to a reduction in the dependency on Amazon.

Dependency on Amazon volume

If the entrepreneur's business model is based solely on distribution via the Amazon Marketplace, then it automatically enters into a strong dependency. With regard to future changes to the commission model or the general terms and conditions, the founder gives himself an actually incalculable risk.

For example, Amazon's Marketplace retailer is automatically subject to changes such as the obligation to respond to customer requests within 24 hours on 365 days a year.

Threatening exclusion

If the dealer does not stick to it, the exclusion from the Amazon sales platform threatens him. As long as this is pending, the entrepreneur must be able to ensure that all Amazon policies, as well as the given benchmarks, are adhered to in the customer statistics.

In practice this is quite feasible, provided the founder shows a professional organization and handling right from the start. Nevertheless, depending on the stock risk, the founder should consider whether the dependency should be reduced in the medium term by setting up additional sales channels.

High sales fees require high-margin products

Amazon's variable sales fees vary between 7 and 20 percent depending on the product group, see Figure q in the Appendix. There is also a fixed sales fee of EUR 0,99 per item sold. The latter fee does not apply if the "Power" sales tariff is chosen, which causes costs in the amount of EUR 39,00 per month.