

INCREASE REVENUE & MAKE MORE MONEY IN SALES



Simone Janson (ed.)

**Success with the right strategy, win people as new
customers, negotiate & convince confidently, use
brilliant rhetoric & psychology**

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Imprint

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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/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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So you see: from cost savings to access to knowledge and education, to the opportunity to experience and live your own successes, to inspiration for entrepreneurial activities, and the possibility to earn money with our publishing house - reading our books can provide you with financial benefits in various ways.

Selling on Amazon: opportunities for entrepreneurs

// By Markus Fost

Here are opportunities to be addressed, which offers the Amazon Marketplace the founders. Since the description of all existing opportunities would go beyond the scope of the text, those that are among the most important from the author's experiences and assessments are treated.

Low investment

The founder of a commercial enterprise is a good opportunity with the Amazon Marketplace to realize this project successfully, due to the fact that the use of the market place hardly fixed costs arise.

Amazon calculates for the professional "Power" seller rate only EUR 39,00 / month, all other commissions are variable and are based solely on the sales on the platform. Thus, the founder needs neither a complex IT equipment, nor has its own online store bought / programmed and advertised.

All you need is a PC with Internet access, which also offers side-by-side founders the opportunity to push ahead with the Amazon Marketplace. Amazon provides a shipping processing system with the Seller Central platform. Only a simple invoicing billing system is required, ideally with an interface to financial accounting. Such systems can be purchased for a few hundred euros.

Thus, the Amazon Marketplace offers compared to its own online shop or even a stationary trade, an attractive sales platform without having to make large investments or be bound in the longer term to horrendous fixed costs. This allows the potential start-up entrepreneur the chance to test the market with a specially developed product or business idea.

High customer acceptance by Amazon

Another opportunity offers the existence founder the high acceptance of Amazon with the customers. Their conservatively calculated sales forecast worldwide amounted to approximately 35 billion EUR, which means approximately 3,85 billion EUR turnover for Amazon Germany. This equates to 2011 sales growth of approximately 35 percent for approximately 37,3 million listed items in the Amazon range.

Solely these impressive figures underpin the high acceptance of Amazon in Germany and worldwide. Amazon is a point of contact for millions of Germans when it comes to the procurement of consumer goods or "problem solutions" of all kinds.

Because the company is strictly committed to the fact that the retailers comply with the Amazon guidelines to provide the customer with the first-class service, they enjoy almost as much confidence as Amazon Direct Delivery. Another advantage for the founder of the company is the fact that Amazon, in addition to the classic e-commerce sales channel, is also the leader in M-Commerce sales and provides free apps for mobile devices, which are equally accepted by customers.

Range: About 105 million active customers in Europe

Another opportunity the founder of the Amazon market is experiencing is the enormous reach of customers. In Germany alone, Amazon had 2010 millions of active customers in the year 2011 and is therefore the undisputed number 1 of the online shops in Germany, according to the online shopping survey of ENIGMA GfK from the year 2011.

Assuming annual 10 percent customer growth, Amazon reached approximately 2012 million active customers in Germany in 2012. Extrapolated to the whole of Europe currently about 105 million active customers of Amazon are expected to be managed. An entrepreneur who uses the Marketplace as a sales channel and owns a European sales account thus directly faces some 105 million potential customers.

Operate local - Distribute global

Amazon has consolidated its European marketplaces. It is thus possible for the entrepreneur to create and manage product offers for all marketplaces in Germany, France, the UK, Italy and Spain from his local location. Amazon supplies these markets to customers all over Europe.

In countries that do not have their own market place, higher shipping costs may be incurred for the customer, but Amazon and / or the volume dealers also deliver abroad. This gives the trader the opportunity to offer his product portfolio to a broad customer base across Europe. However, this can also exclude the supply of individual countries or concentrate exclusively on the home market.

Customer-friendly service infrastructure

The entrepreneur benefits from a customer-friendly service infrastructure offered by Amazon. The transaction processes are easy for the customer. This is the 1-Click® order method. In addition, there are numerous self-service functionalities, which enable the customer, for example, to make returns completely independent without having to rely on a service employee from Amazon.

Furthermore, Amazon is extremely accommodating in claims and returns matters, offering customers extended returns over 4 weeks without giving any reason. For the customer, this results in a purchase without risk. This customer-friendly service