



Simone Janson (ed.)

# NEGOTIATE BETTER & LEARN TO SELL REALLY WELL

Assess & convince people, success in sales, win new customers & clients confidently, practice sales talks & situations the right way

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[Appendix to the book extension: tips and practical examples for the interactive knowledge journey](#)

# Negotiate Better & Learn to Sell really well

incl. Bonus

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# **Introduction: Premium information & heavily discounted travel deals - you'll find all this as a bonus in this book**

Dear readers,

glad we could convince you of the newest, revised and improved 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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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: Killer success factors in eCommerce**

*// By Markus Fost*

As part of this text, the success factors in eCommerce according to the models of e-business experts Prof. Dr. Gerrit Heinemann from the Niederrhein University explains. Heinemann derives eight key success factors from his model, which he describes as 8S success factors in eCommerce.

## **8S success factors according to Heinemann in detail**

With the help of several years of analyzes of consulting projects, business and experience reports and publications which directly or indirectly related to eCommerce, Heinemann summarized his results in these success factors.

If one considers the 8S success factors of Heinemann in connection with the Amazon volume, the XNUMXS success factors, it can again be stated that already five success factors are guaranteed by the Amazon concept.

## **The benefits of Amazon**

Doubtless, the Amazon Shop offers its customers a unique attracting force with a profiled performance promise. In addition, many Amazon communities already exist.

Recently, Amazon is even active in social networks such as Facebook. A more comfortable self-service as Amazon offers, you have to search in eCommerce long.

## **Search algorithm and supply chain**

The search algorithm supported by Amazon A9 provides an unprecedented performance. In terms of security standards and security reputation, Amazon is also a leader in the industry.

Amazon won several awards for its excellence in the system and supply chain. This is also a core competency of the largest German eCommerce provider.

## **The biggest success factor is Amazon itself**

Looking closely at Heinemann's 8S success factors, it is clear that the Marketplace retailer already has a high potential for success through the use of the Amazon Marketplace sales channel alone.