



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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Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®

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Negotiate Better & Learn to Sell really well

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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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Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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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: 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.

If the latter ensures that the other three success factors are ensured, a high probability of success for the entrepreneur is no longer an obstacle.

Important: A good sourcing concept

The task of the retailer is primarily to look after an excellent sourcing concept, as possible purchasing shortcomings can hardly be absorbed by the remaining value chain.

At this point it is indispensable for the dealer to have good, fail-safe sources of supply. In addition, the retailer should try to customize the customer approach.

The use of CRM systems

For this purpose, the use of a specially optimized for online retailers CRM system is recommended. In order not to push yourself into an absolute dependency of the Amazon Marketplace, it is recommended to establish parallel to the business with Amazon also a separate source of sales.

Only in this way is it possible in the medium or long term to achieve a brand image based on the strategic success factors of Wirtz. This development of an independent brand in eCommerce is certainly a lengthy and time-consuming process, which is associated with non-negligible cost.

However, it is recommended that part of the cash flow, which can be generated with the Amazon Marketplace in a relatively short time, to invest in the development of a separate brand, if a sustained commitment to the market is desired.

8S success factor	Description
Shop-Attraction and Selling-Preposition	Unique attractiveness of the e-shop and a clearly profiled performance promise
Social-Targeting and Societing	Extensive use of communities and social networks
Service and search solutions	Excellent and fast self-service, service, and search solutions
Singular-focused-Customization and Personalization	Maximum possible individualization and personalization of the customer approach
System and Supply Chain Excellence	System and supply chain excellence
Security standards and reputation	Best possible security standards and reputation
Supplement- and Support-Channel-Strategy	Complement the online lead channel with supporting sales and communication channels
Sourcing Concept and Strategic Alliances	Sourcing concept and strategic alliance partnerships