

Reach more markets and customers with ISS

Hold on to your hats because technology is no longer trying to just define what e-commerce is but how it will work for specific business needs. It is no longer being used primarily to sell simple items but rather more complex products and systems. Forrester Research reported in April 1999 that B2B e-commerce sales reached \$43.1 billion in 1998 and is expected to rise to \$109.3 billion by the end of 1999. They further predict that worldwide Internet sales will reach \$3.2 trillion by 2003. Current e-commerce is based mostly on shopping cart technology. Amazon.com is a tremendous success of this type of approach.

The next level of e-commerce to be addressed is when there is a required analysis of product complexity where many feature selections interact to affect the end function. This is then combined with need complexity where a customer's current and future situation must be evaluated. Professional sales people have been the only way in the past to address this. Products or systems such as this are usually high profit, high technology items.

Internet Selling Systems (ISS) are being developed to manage complex sales. This incorporates questions and concerns that are normally covered by a sales force and channels the customer to a solution. Up-selling and cross-selling opportunities are easily addressed during the process. Customers are carefully informed about your product and their decision increasing their potential to purchase. In effect your sales force is working 24 hours a day worldwide.

An ISS offers users an opportunity to evaluate and specify complex products without assistance thus freeing up experts for higher value added activities. Sales quotes take less time and are more accurate. Distribution costs are reduced through less handling and order correctness. If it is easy to do business with you, your customers will come back again.

Implementation of an ISS requires preparation, communication, input, and commitment from your entire company. You are essentially taking the skills, knowledge, and personality of your key people and emulating them in your system. These people are not however being replaced by the ISS. It is a tool to allow them to reach more customers and address more situations. As your product, market, competitors, and technology advance, these people are required to keep your system relevant to your customer's requirements. The current trend in e-business is to blend virtual and physical distribution channels. An ISS can be a valuable resource, but people sometimes just want to talk to people.

Simplification is the key for a successful ISS. Whether it is designed as an inside out system for use by salespeople and well informed customers or distributors or as an outside in system channeled to all customers, it is important that it does not intimidate or confuse the user. It must also be informative enough that it does not insult the intelligence of the average user. It must help the user navigate through complex needs or products with ease in a seamless flow. It must also be an interactive and engaging experience.

Dont try to reinvent the wheel. There are a number of companies that today provide commercial ISS software packages. The bugs have been worked out and your time to market is much faster. It is vitally important however to work with a company capable of implementing your transition.

Psssst!!



Have you heard any
Sales Success
Secrets?



Ask Possibles



Obtain Solutions to Difficult Sales Situations

Feature question:

I am seeking to hire someone to fill a sales position but I am torn between my modest budget and the desire for a higher cost professional that will hit the ground running.

Prepare an Investment/Return Analysis Skilled people cost more due to the fact you do not have to teach them the basics. They also usually have established relationships that allow them to create new accounts for you or network quickly.

Experience versus Accomplishments versus Skills. Don't choose someone just because they have already done that same thing before. The trouble with accomplishments is that they happened in the past and they did them for someone else. There is not any guarantee that they will deliver again.

Skills are the best guarantee. The most important thing to consider is what the person is really good at. Think of accomplishments as the hard proof of skills. Skill is ultimately what counts.

These skills become an asset to your company that can be advertised and used in situations such as justification for capital acquisitions. Find a way to hire the professional.

Good Selling,

Possibles

Strive to be Professional

Good Selling,

\$ales \$uccess \$ecrets

Learn More [\\$ales \\$uccess \\$ecrets](#) at our website



(c) Copyright 2000 -2002 Group Professionals

www.groupprofessionals.com