

PROMOTIONAL COPY FOR:

Amazon Business: Defend Against; Partner; and Out-innovate

Attend this all-day seminar to:

1. Understand the full, 2020 threat of Amazon to legacy channel players.
2. See how Line-Item, Profit Analytics reveals the extent and vulnerability of the huge profit/loss cross-subsidies amongst both Customers and SKUs.
3. Learn how to fix the losers and dominate the winners to get the profits and agility you will need to:
 - a. Minimize the profitable SKU losses to Amazon
 - b. Know which customer sub-sets are: losers to fix; winners to be dominated and partnered with team-delivered, next-level, customer-centric service value
 - c. Invest in next-level web interfaces with different sub-sets of customers.
 - d. Know what products and dynamic pricing to use in reseller experiments with Amazon and potential vertical marketplaces that may emerge.
 - e. Get ready for selling in a world of Multimedia Pull Marketing.

Who Should Attend: Supplier management in charge of channel relationships as well as “the Amazon Strategy”. Distributor CEOs and any colleagues able to envision and embrace transformational necessities.

For more on the teacher, Bruce Merrifield, and the content of the course please go to ***the seminar web site*** where you can also register. If your company is a member of a sponsoring association or buying group, then fee discounts will apply.