

GLOBAL WEBSHOP SALES BOOTCAMP

ECONOCOM

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Internal Use Only

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STRATEGIC OBJECTIVES

- ⊙ Market expansion
- ⊙ Revenue growth
- ⊙ Customer acquisition & retention
- ⊙ Enhanced customer experience
- ⊙ Global brand awareness
- ⊙ Operational efficiency





WEBSHOP SCOPE

- ⊙ All standard SKUs available via distri
- ⊙ Mainly hardware
- ⊙ B2B only (not consumer)
- ⊙ Based on existing technology (Magento)
- ⊙ New & existing customers
- ⊙ Order value max. 50K
- ⊙ No credit card payment (at this stage)
- ⊙ Prices only visible upon login

DEMO

RELEASE PLANNING





RELEASE PLANNING (NEXT STEPS)

- ⦿ Marketing strategy
- ⦿ Internal process alignment
- ⦿ Internal tests
- ⦿ Communication plan (internal & external)
- ⦿ Pricing strategy
- ⦿ Exception procedures
- ⦿ FAQ

FOLLOW-ON PROJECTS

- ⊙ Configurations (BTOs)
- ⊙ Bundles
- ⊙ EPS Services
- ⊙ Credit card payment
- ⊙ Track & trace
- ⊙ Public pricing



WE NEED YOU



- ⦿ How are you going to support?
- ⦿ How do we get clients to the shop?
- ⦿ Public pricing? WDYT?
- ⦿ Who likes to test?

Q&A

Thank You!

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