

"Vision is the art of seeing the invisible. Leadership is the capacity to translate vision into reality."

WHY CONSUMERS LIKE INTERNET SHOPPING

First: I write this article at the risk of the reader perceiving bias that might result from my professional business relationship with Amazon. In reality I have had a professional business relationship with Amazon since their initial penetration into the mobile electronics business. We all have...

That said; my wife Rae Anne (not a typo, we are Ray & Rae Anne) often proof reads these articles. When she read some of the Amazon press releases and some of the comments made in reply she made the following observations...

"I love Amazon. Its so much better than the aggravation of visiting a store. Especially if the item I want is special or technical or complicated. When I go to the store, even a small store, they make me feel stupid or worse they are stupid. When I ask questions they make a face and just read the little sign on the product. Or they have to go get another person to help me, which takes 10-15 minutes or longer. On Amazon I can go directly to the reviews and get real information from real people who have experience with that product. I can see almost all similar and competing products and related reviews in a few seconds." It might be useful to review the January 2014 issue "How Amazon Did It".

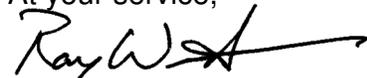
My wife is 58 and not particularly familiar with the computer. She often attends a women's gym called Curves. Lots of 50-60-70 year old ladies. She is friends with many of these ladies. Rae Anne continued, "...all of the Curves ladies use Amazon too. They say they feel much more comfortable on Amazon with all of their education gathering and purchasing of stuff. Me too, I want to buy everything on Amazon."

If you think business is war, like I do, then I contend it is a wise idea to at minimum conduct a kind of "friends survey". Ask people who are likely to match your typical customer profile, the following three questions. Ask without "leading" the person.

1. Do you buy from Amazon? If yes, proceed...
2. Do you trust Amazon? If yes, proceed...
3. Do you find the information at Amazon you need to make an informed buying decision? If yes, proceed...
4. Does that information come from the Amazon product page, user reviews, forums, and/or third party resellers?

The answers to these questions should provide you with the information necessary to do battle with Amazon. I contend, part of that strategy should include taking the opportunity to make the Amazon installer referral consumers into your customers and your advocates.

At your service,



Ray Windsor