

IDIS 344 Section 502

Homework #1

Article: "The Highest E-Commerce Hurdle Isn't Technology"

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E-Commerce has had an enormous climb in the past ten years, and it is here to stay. While this new form of customer interaction has many benefits, it brings about hurdles that must be addressed before full implementation. The largest of these hurdles is internal acceptance and support from employees. When a new system is implemented, employees naturally are untrusting. In order for an online service to succeed, it needs the support of the "sales leadership, outside team, and inside team" (gunderson). When polled, over 50% of the sales team of an internal distributor did not encourage customers to buy online. If lacking support, a company's e-commerce venture will never flourish.

Specific concerns of the employee's must be addressed. First, the fear of being replaced by online sales must be given perspective. The sales team must understand that they will still have the same clients and contacts, and that the online software will free them up to handle customer relations and service even more personally. This change could take ordinary sales people and allow them to spend their time solving problems and finding answers for customers. Because of this, the e-commerce could make the sales team more valuable, not less. Another fear for employees is that they will not receive commission from online sales. If a system is in place that allows for e-commerce commission, sales reps will be less apprehensive to recommend online services to their clients.

Because there are many reasons why employees could be apprehensive about e-commerce, leadership must cast a clear vision for the service. With this perspective shift, I believe members of the sales team

could begin to support the use of online services. Sales reps will begin to see that online sales will open their schedule and allow for priorities to be placed on relationships and problem solving.

[https://www.mdm.com/blogs/14-distribution-sales-marketing/post/39537-the-highest-e-commerce-hurdle-isnt-technology?utm\\_source=hs\\_email&utm\\_medium=email&utm\\_content=69512841&\\_hsenc=p2ANqtz-9pMlcTdOis1EsrY6k3r0vyyv2-Poh8kleHn2qJGyqiR1OicegVMK1BZSc6r2yYp0GyKJcryK1kinyc235sDnznh-XLwQ&\\_hsmi=69512841](https://www.mdm.com/blogs/14-distribution-sales-marketing/post/39537-the-highest-e-commerce-hurdle-isnt-technology?utm_source=hs_email&utm_medium=email&utm_content=69512841&_hsenc=p2ANqtz-9pMlcTdOis1EsrY6k3r0vyyv2-Poh8kleHn2qJGyqiR1OicegVMK1BZSc6r2yYp0GyKJcryK1kinyc235sDnznh-XLwQ&_hsmi=69512841)