



# How to Achieve Continuous eCommerce Sales Success

## IT STARTS WITH THE RIGHT ECOMMERCE CONSULTANT

To foster eCommerce growth, you need a consultant who understands the complexities of enterprise eCommerce and has the experience to provide expert solutions for every challenge you face.

Here are a few points to consider as you search for your consultant.

### KEY CHARACTERISTICS OF A HIGH-QUALITY ECOMMERCE CONSULTANT

#### ✓ Deep Understanding of eCommerce

The right eCommerce consultant knows much more than just how to build a website. They understand the business behind the website, including underlying challenges and industry trends.

#### ✓ Founded and Focused on eCommerce

Many companies promoting themselves as website developers are fundamentally marketing or design firms. With your business at stake, you can't afford to work with a generalist. Choose someone whose foundation is in eCommerce.

#### ✓ Enterprise-Level Experience

Enterprise retailers operate at a level of complexity that smaller retailers don't. They need professional-grade eCommerce partners who are familiar with their unique needs and challenges.

#### ✓ Mastery of Technology

Plenty of people can build websites. Many of them seem capable, and many of their websites look good. But you can't get a reliable and efficient eCommerce website that meets the demands of enterprise eCommerce from anyone who isn't an expert in the technology.

# PITFALLS TO AVOID WHEN CHOOSING AN ECOMMERCE CONSULTANT

## ✘ Getting Distracted by Design

The internet is full of beautiful websites that don't work well. Build your eCommerce site on the solid foundation of expert tech. The design is easily added.

## ✘ Failing to Discuss System Integration

You need to think about how your website will interact with the rest of your tech stack, such as your inventory management system. Ask prospective consultants about their experience with system integrations.

## ✘ An Order-Taker Attitude

Beware of eCommerce consultants who are just looking for you to tell them what to do. You want someone who can recommend the best way to get to where you want to be – and help you get there.

## ✘ A “Launch and Leave” Approach

Work with someone who happily provides ongoing services. You'll need the support

moving forward, since eCommerce websites need to be continually refined.

## ✘ The Cheap Option That Becomes Expensive

No one wants to overpay, but consider the long-term value of your choice when you choose an eCommerce consultant. What looks like a great deal up front can become costly over time. And one mistake from a developer could cost you far more than the cost of hiring the best.

## ✘ The Auto-Pilot Approach

Big players in this space may impress you, but consider this: Will you be just a number to them? Do they have a formula that they apply to every client? Will they pick up the phone when you need them?

You are a unique business with unique problems that need unique solutions. Find the consultant who understands that and can deliver.



## Free Consultation

Learn how eCommerce can work better for you.  
Talk to an expert.

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