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Customer Reactivation
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# **Cut Costs And Increase Profits Using Customer Reactivation Campaigns**

**LL Leslie** 

# **Cut Costs And Increase Profits Using Customer Reactivation Campaigns:**

The Channel Advantage Tim Furey, Lawrence Friedman, 2012-05-23 Channel innovation is separating market winners from market losers and not just in leading edge technology industries In a business world where industry players are selling practically the same products at essentially the same prices at about the same cost the only real source of sustainable competitive advantage is the sales channel how you sell not what you sell Selling becomes a question of how to connect products with customers via the best mix of sales channels the sales force value added partners distributors retail stores telemarketing and the Internet In short how companies sell has become as important as what they sell The Channel Advantage explains how leading companies develop strategies that integrate e commerce telemarketing sales forces and distributors to achieve superior sales performance and sustainable competitive advantage Timothy R Furey is chairman CEO and co founder of Oxford Associates a privately held consulting firm specializing in sales and market strategy e commerce channel integration and market research based in Bethesda Maryland Oxford has achieved an annual growth of more than forty percent since its creation in 1991 and was named one of America's 500 fastest growing private companies by Inc Magazine in 1997 Furey a pioneer in the use of hybrid sales and marketing strategies for blue chip companies works extensively with senior management leadership teams to develop and implement go to market growth strategies His clients include IBM American Express Marriott Xerox Fidelity Investments Bristol Myers Squibb and Johnson Johnson Under his leadership Oxford Associates has developed leading edge strategies business processes and systems for deploying and integrating multi channel sales and marketing systems They work to align products with the right customers via an appropriate mix of the Internet telesales distributors value added partners and traditional sales force 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