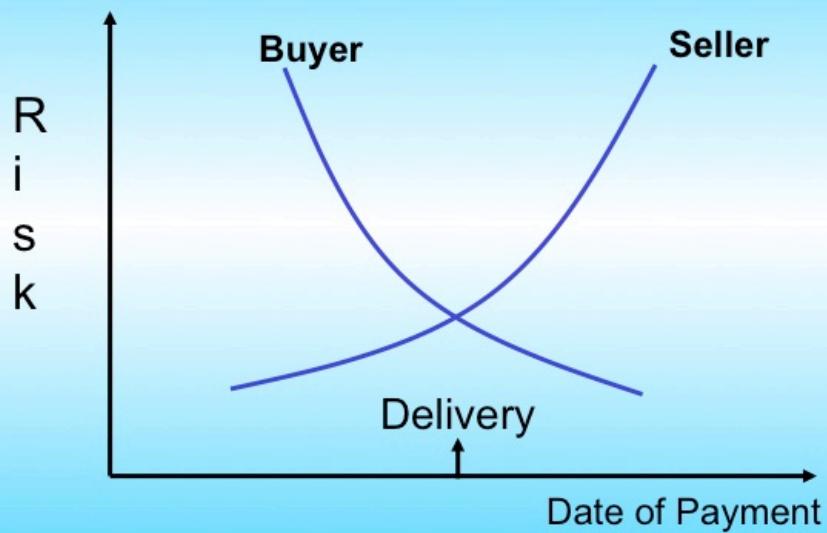


# Selling Pyramid



Prof. Dr. Tilo Hildebrandt

# Risk Aversion

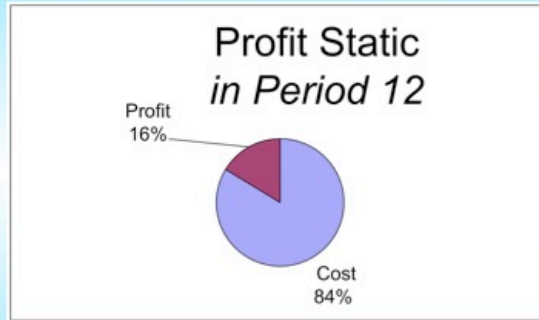


Prof. Dr. Tilo Hildebrandt

# Profit with Static Strategy

Circumstances unchanged

No advantage in risk handling. Every Sale treated like new customer.

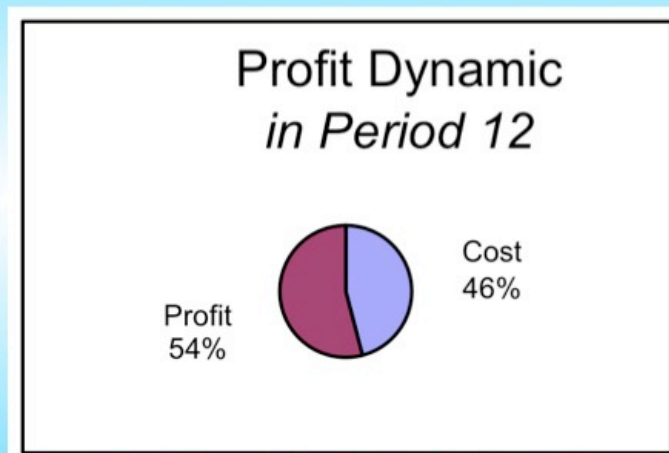


***Allocation of Gross Earnings to Cost and Profit***

Prof. Dr. Tilo Hildebrandt

# Profit Dynamically Maximized

Dynamic improvement in customer mix. Every 10th client buys again (regular customer).

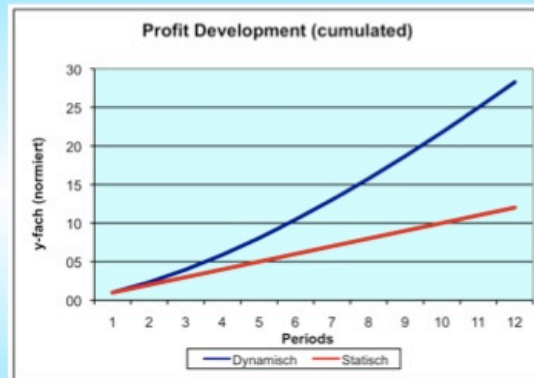


***Allocation of Gross Earnings to Profit and Costs***

Prof. Dr. Tilo Hildebrandt

# Profit Development

Comparing static and dynamic development, cumulated over 12 periods



*Profit Development Static and Dynamic*

Prof. Dr. Tilo Hildebrandt

## Thank You for Your Attention

The Future That is Given  
to Us, We Have to Create

Contact: Prof. Dr. Tilo Hildebrandt  
t.hildebrandt@shopmarketing.info  
+49 2255/949862

