

VARStreet launches guide to maximize profit in VAR Business

VARs are finding it difficult to grow their business with low margins. The ebook discusses how embracing digital technology can help improve profit margins.

BOSTON, MASSACHUSETTS, UNITED STATES, January 25, 2017 /EINPresswire.com/ -- Today many VAR companies are struggling to make good profits. Traditional selling approach adopted by various companies is primarily responsible for low margin. The ebook '[How to Maximize Profits in a Low Margin VAR business](#)' throws light on how technology can play an active role in improving sales and margins.

Every business can benefit from digital technology and VAR business is no exception. This ebook examines how transitioning from traditional methods of selling to one that is more suited to the modern, digital environment can work to increase VAR business.

This ebook discusses what areas of the business can be automated, how can VARs reach to more number of customers and strengthen relationships, so as to improve sales. Although there is no single way to succeed in VAR business, the ebook gives some precise and efficient solutions that can help optimize margins and enhance overall business revenue.

The ebook emphasizes that VARS need to embrace digitization and IT modernization in order to stay ahead of the competition. They can no longer stick to traditional approach to boost revenue, gross and net margins. Making use of the best possible technology available has become imperative for VARs to run their business in the most efficient and professional manner.

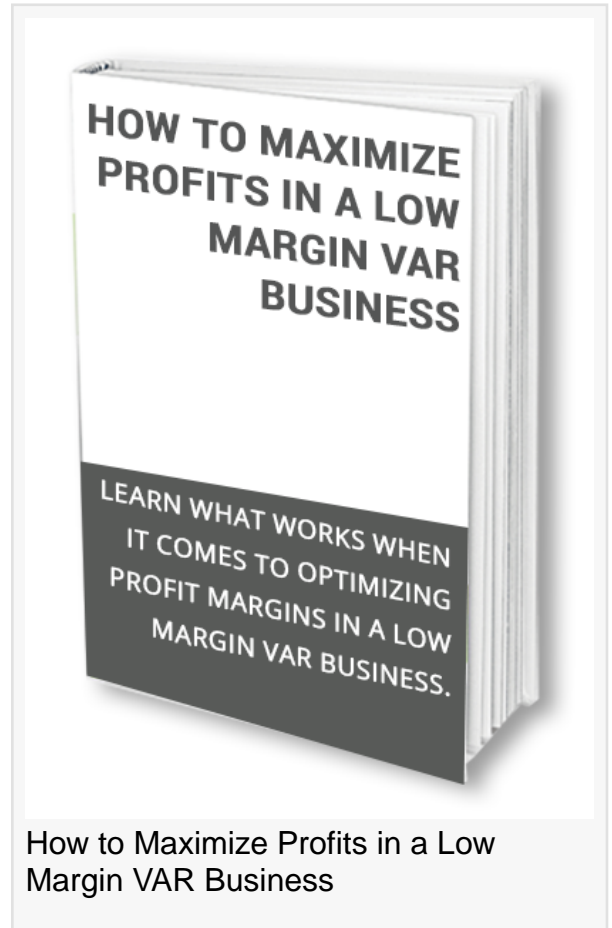
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About VARStreet

VARStreet Inc. offers innovative, professional, and customer-friendly e-Commerce and [sales quoting software](#) solutions for IT and office supplies VARs, system integrators and various other technology solution providers. VARStreet has been successfully serving its customers since 1999 and so far has done business with more than 3500 resellers and 15,000+ VAR users.

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How to Maximize Profits in a Low Margin VAR Business

This press release can be viewed online at: <http://www.einpresswire.com>

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