Revision Exercise: Sentence Variety, Sentence Combining

Rewrite the following passage, intended for a general audience.  Correct its over-simple sentence structure by combining ideas and clarifying logical connections. Change the sentence structure as you like but include all the major ideas of the original.  How do your revisions change the writer's voice?

 Many marketers put customers to work.  This represents a saving.  The work used to be done by employees, and they had to be paid.  Customers carry merchandise home themselves.  They use their own cars and pick up appliances and furniture and even building supplies and these things used to be delivered.  Customers serve themselves in groceries and restaurants.  They are their own tellers in banks.  They assemble barbecues and toys and pump gas.  Many items are now sold by mail.  More every year are sold over the Internet.  This saves merchandisers even more.  Customers serve themselves in these transactions.  They supply their own sales pitch.  They fill in their own order forms.  They provide their own store settings.  They pay for delivery.  The merchandiser's role is reduced.  The merchandiser merely links customers and suppliers.