

5 PROBLEMS SOLVED BY B2B ECOMMERCE

Whether it's the common hiccups associated with growing a wholesale business or new problems that have arisen due to the digital age, all manufacturers and distributors selling B2B are facing particular operational and strategic challenges in 2019.

It turns out that B2B eCommerce is not only about being modern and keeping up with your competitors. **It's also the solution to the 5 common problems faced by suppliers below.**



1 PROBLEM: YOUR COMPANY CAN'T KEEP UP WITH THE FLOW OF ORDERS.

Suppliers that are receiving more orders than they can feasibly enter into their ERP or accounting system place a huge burden on their sales reps, customer service teams and data entry personnel. Ultimately, the gap in time between when an order is submitted and processed is felt by buyers who have to wait that much longer to get your products on their shelves.

THE SOLUTION

B2B eCommerce automates the order management process, allowing buyers to place orders directly from you online. Orders are then synced to your back office systems, speeding up fulfillment and reducing—or eliminating—data entry strain. As your order management process becomes more seamless, you'll be better equipped to take more orders and, subsequently, increase profits. What's more, your staff will be able to move away from data entry and towards more strategic work that drives the business forward.

2 PROBLEM: YOUR BUYERS NEED AN EASY WAY TO PLACE ORDERS WHILE ON-THE-GO.

Many buyers, especially retailers, are just too busy to sit down at their desks and place orders from you. Most of the time, retail staff are running around the sales floor restocking items or helping customers. Unfortunately, taking time to order from your brand is not a top priority, so it's important to make it as possible for them to order throughout the day, whenever they get a moment.

THE SOLUTION

To save time, retailers need to be able to place orders shelf-side as they're walking sales floors, restocking shelves and taking inventory, and a mobile B2B eCommerce app with offline functionality and barcode scanning capabilities makes this possible. That way, retail staff can easily draft orders and scan to add products, no matter what else they're doing or how strong their WiFi signal is.

3 PROBLEM: YOUR CUSTOMERS AREN'T SEEING ENOUGH OF YOUR PRODUCT LINE.

If you're like most manufacturers and distributors, you probably have some products that your buyers aren't aware of. Whether your paper catalog is just too big to browse or your sales reps only have finite time to introduce a subset of your products, the bottom line is that unless these products are highly visible and discoverable at the time your buyers place their orders, they just won't sell.

THE SOLUTION

B2B eCommerce portals display your products in an image-rich digital interface, so your slow-movers are no longer buried within thick paper catalogs, Excel spreadsheets, and PDF binders. This eye-catching feature, coupled with the ability to browse product categories and apply filters, leads to unparalleled product discoverability. See how leading eyewear distributor Walman Optical was able to grow their average order value using Handshake's B2B portal.

4 PROBLEM: YOUR BUSINESS IS READY TO SCALE, BUT YOUR ORDERING PROCESS IS NOT.

Your business may be growing, but if your capability to handle the inflow of orders coming in doesn't grow with your business, the inefficiencies that arise from manual ordering processes will take you off a path to success. Ultimately, slow fulfillment times, overworked staff, and bad customer service experiences that result from inadequate order processes will bring your growth to a screeching halt.

THE SOLUTION

Implementing B2B eCommerce, however, will streamline order submission and truly set your business up for the best outcome. When buyers can order at their convenience without needing back-and-forth interaction with your sales and customer service teams, you'll exponentially increase your capacity to accept new orders.

5 PROBLEM: SOME OF YOUR CUSTOMERS HAVE STOPPED ORDERING FROM YOU.

In this day and age, B2B customers are increasingly choosing to order exclusively from suppliers that make it easy to order from them. What do you do when certain accounts go dark and stop placing their wholesale orders through you?

THE SOLUTION

B2B eCommerce makes old-school ordering methods—like calling, faxing, emailing, and texting in orders—obsolete. The ease of use of B2B eCommerce portals is so appealing, in contrast to other methods, that implementing online ordering actually brings these customers back. In fact, when Buff launched their B2B portal with Handshake, [they saw dozens of dormant accounts start ordering again](#) in just two months!

If you're ready to overcome wholesale challenges and increase revenue with B2B eCommerce, [sign up for a 10-minute call with one of our experts](#). Handshake has [helped hundreds of suppliers throughout the years—your business could be next!](#)