

# THE 7 BUSINESSES THAT BENEFIT **MOST** FROM B2B ECOMMERCE

While manufacturers and distributors of all kinds have seen huge gains from online ordering, there are certain kinds of businesses that can't ignore the opportunities presented by B2B eCommerce. Here are the 7 types that see the biggest impact:

## **1** BUSINESSES THAT HAVE A WIDELY DISTRIBUTED CUSTOMER BASE.

Brands selling into independent and specialty retail often find themselves with a widely distributed customer base. While there are definite upsides to this niche distribution strategy, sales rep travel costs between faraway accounts often render these customer visits unprofitable. By giving customers the ability to order online, these brands are lowering the frequency of rep visits without sacrificing revenue.

## **2** BUSINESSES THAT CAN'T AFFORD A LARGE SALES TEAM.

Brands with resource constraints and smaller sales teams are increasing account coverage with B2B eCommerce. By giving their customers online ordering access, these businesses are able to focus their in-person sales efforts on new prospects and key accounts while ensuring that no revenue opportunity goes uncovered.

## **3** BUSINESSES THAT SELL FROM A HUGE CATALOG.

Businesses that sell thousands of products that come in an array of sizes, colors, or materials face specific challenges in the sales process, like cumbersome paper product catalogs and complex order forms. Customers are often unaware of the entire scope of the product line, and have to work harder to find what they want to buy. A good B2B eCommerce platform can clearly display catalogs of any size, allowing buyers to easily find the items they need and discover new products.

## **4** BUSINESSES THAT SELL TECHNICAL PRODUCTS.

A source of truth for your customer, B2B eCommerce portals not only offer 24/7 access to detailed product information, but can also house product education videos, training manuals, and merchandising guides. If your business sells more technical products, the ability for your buyers to research your products and get their questions answered is critical.

## **5** BUSINESSES THAT SELL INTERNATIONALLY.

Many brands selling across time zones must deal with cumbersome back-and-forth communication when it comes to answering product and order-related questions. This not only slows down the sales process, it is also a frustrating experience for the buyer. B2B eCommerce provides buyers with anytime access to product information and ordering, a self-serve approach that leads to faster sales, increased order frequency, and happier customers.

## **6 BUSINESSES THAT SELL PRODUCTS THAT ARE REORDERED FREQUENTLY.**

B2B eCommerce allows buyers to place orders on their own terms. Many brands have found that after implementing their B2B eCommerce portal, their ordering experience improves so drastically that customers actually order from them more--even in new product categories. The fact is, retailers and other B2B buyers prefer to do business with companies that prioritize their needs.

## **7 BUSINESSES THAT ARE RELIANT ON TRADE SHOWS.**

Brands that exhibit at trade shows are complementing their trade show sales and marketing efforts with B2B eCommerce. Not only does online ordering distribute revenue more evenly throughout the year--as reorders can be placed easily between shows--a B2B eCommerce portal can also be used as a post-show follow-up destination to drive new business.

As B2B eCommerce becomes more commonplace, online ordering is becoming less of an opportunity and more of a necessity. Businesses of all types -- particularly those listed above -- must implement this technology sooner than later to stay competitive in their respective markets.

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### **ABOUT HANDSHAKE**

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.

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