

# THE TOP REVENUE GAINS OF B2B ECOMMERCE



Manufacturers and distributors today are turning to B2B eCommerce not only to improve their customer experiences, but also to drive major revenue growth. **Here are the top revenue gains your business can expect after implementing a SaaS B2B eCommerce solution.**



## HIGHER AVERAGE ORDER VALUE

Businesses that implement online ordering see average order value increase for two reasons. First, the upsell opportunity is greater when your buyers have full access to your product line, as they can easily research and discover products they might not have previously been shown or ordered otherwise. Second, brands who provide a superior customer experience in the form of fast, convenient online ordering have found that their customers prefer to order from them over competitors, and in turn, order from them across more product categories.



## MORE FREQUENT ORDERS

Buyers who can place orders online often do so at a higher frequency when compared to offline channels because they no longer need to wait to place an order during a scheduled sales rep visit, trade show, or even during business hours. Instead, whenever inventory is running low, they can easily place an order online at their convenience, 24 hours a day, 7 days a week.



## MORE VALUABLE CUSTOMERS

Traditionally, manufacturing and distribution has been dominated by a single channel--in-person sales. The introduction of B2B eCommerce, however, has transformed wholesale into an omnichannel selling environment. According to Forrester, 60% of B2B companies report that their B2B customers order more overall when those customers interact with multiple channels.<sup>1</sup> In order to increase the lifetime value of your customers, therefore, it is critical to give them access to an online ordering platform.



## MORE STRATEGIC REPS

Many companies find that once B2B eCommerce is in place, their reps are able to transition from serving as transactional order takers to trusted advisors that add more value to customer conversations, talking with buyers about how to increase margin, phase purchases, and understand the competitive landscape. Reps that serve a more advisory capacity also have a stronger ability to upsell and cross-sell your customers, as they are able to make more informed product recommendations.

<sup>1</sup> Forrester, [http://blogs.forrester.com/andy\\_hoar/15-04-02-us\\_b2b\\_ecommerce\\_to\\_reach\\_11\\_trillion\\_by\\_2020?](http://blogs.forrester.com/andy_hoar/15-04-02-us_b2b_ecommerce_to_reach_11_trillion_by_2020?)

## ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online.

