

# 3 KINDS OF BUSINESSES THAT **BENEFIT MOST** FROM B2B COMMERCE PLATFORMS

As technology-enabled omnichannel selling becomes more of the norm among manufacturers and distributors selling B2B, certain types of businesses are reaping the benefits of software platforms that aggregate their in-person and online selling channels.

There are **3 kinds of businesses that benefit most from implementing B2B Commerce platforms**— software that unites mobile ordering software for your sales reps and online ordering solutions for your customers.

# 1

## **BUSINESSES THAT ARE GROWING FAST.**

For businesses in a rapid growth phase, there comes a point where manual sales and ordering processes are no longer practical. These growing businesses realize the power of a B2B selling solution that merges their field sales and customer ordering channels and connects to their backend ERP system through a single integration point. It solves the problem of fragmented order data coming from disparate sources, and gives their customers the choice of ordering through a rep, a website, or a mobile app. It's also the best route to accommodate continued scale. For a great story of this concept in action, [check out our Spicely case study here.](#)

# 2

## **BUSINESSES THAT OPEN UP NEW ACCOUNTS IN-PERSON.**

For many businesses across manufacturing and distribution, the B2B sales rep continues to play a key role in securing new business. Whether it's because their product line needs to be experienced for the first time in-person or their reps do a lot of demos or product education, these businesses have reps that open a new account with the platform's mobile ordering solution and customers that place reorders with the platform's B2B eCommerce solution. Since the tech for your sales reps and your customers pulls from the same digital catalog, pricing, and inventory data— it creates a seamless customer experience regardless if your buyer is placing an order in-person or online.

# 3

## **BUSINESSES THAT HAVE SEGMENTED THEIR CUSTOMER BASE BY PROFITABILITY.**

Businesses that understand the profitability of their customer base at a granular level, factoring in both revenue and cost-to-serve, can use this information to determine which customers should be served in-person, and which should be served online. A B2B Commerce platform complete with technology for sales reps and customers include something for every customer segment— whether it's online ordering for customers that are too expensive to serve in-person, mobile apps to speed up ordering for customers that are placing orders several times a week, or technology for sales reps to enhance the conversations you have in-person with your most valuable customers.

If your business falls into any of the above 3 categories, contact Handshake to set up a 10-minute call.

We'll determine together if there's a fit!

Contact us at [info@handshake.com](mailto:info@handshake.com) or 855-532- 9044 (+1-646-434-2553 intl.).