

# THE 7 MUST-HAVE FEATURES OF A B2B DIGITAL CATALOG

A sharp contrast to the static, heavy, and often outdated paper catalog, the modern-day B2B digital catalog has become commonplace in manufacturing and distribution. At its core, your digital catalog should represent your brand in its best light and give your customers and staff the information they need to buy and sell your products.

Here are the 7 most important features that every B2B digital catalog must include.

## 1 SUPPORT FOR ANY NUMBER OF SKUS

Your catalog should be able to support a product line of 5 or 5,000 products. If you're a business with plans to grow your product line over time, it's particularly important that you note any capacity constraints of your digital catalog vendor.

## 2 FLEXIBLE NAVIGATION

Whether you're selling one brand or distributing multiple, it's important that your digital catalog accommodate a browsing experience by brand, product category, season, or however you prefer to show your line.

## 3 SEARCH

As online consumers in their personal lives, your B2B buyers are accustomed to being able to easily search for the items they're looking to buy. At the very least, your buyers should be able to search by SKU or product name. At best, you should offer faceted search, a feature that allows you to bucket all your products by the specific attributes of your choice.

## 4 DYNAMIC PRICING AND PROMOTIONS

If you are like most manufacturers and distributors, your business utilizes a dynamic pricing strategy (also referred to as "tiered" pricing). It is critical that your catalog reflects the customer-specific pricing and promotions your buyers and/or reps expect. Otherwise, it will create additional work for your team to clear up any confusion.

## 5 CUSTOMER-SPECIFIC PRODUCT ASSORTMENTS

For some businesses, it's important that only certain customers have access to specific products in their line. Your B2B catalog should allow for these buyer-specific catalog views so you don't accidentally show products to customers that they are not eligible to buy.

## 6 CLEAR DISPLAY OF VARIANTS

If you're a company that sells SKUs that come in a variety of colors, sizes, styles or materials, it's important to be able to display this efficiently. This not only shows your customers the breadth of your offering, but allows them to more easily place high-volume orders.

## 7 DIGITAL ORDERING FUNCTIONALITY

Whether it's in the field with your sales reps on a mobile device or part of a B2B eCommerce portal for your customers, the B2B digital catalog is a powerful revenue-driving tool for your business. If you put in the work to set up your catalog, don't just let it sit around and look pretty.

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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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