

5 REASONS YOU CAN'T WAIT ON B2B ECOMMERCE

1

YOUR COMPETITORS ARE OFFERING IT.

In 2018, the [majority of manufacturers and distributors](#) have B2B eCommerce in place, establishing B2B eCommerce as a table stakes option in wholesale customer ordering. B2B suppliers that don't yet offer online ordering are now standing out as behind-the-times.

2

YOUR CUSTOMERS PREFER IT.

Rampant growth in consumer eCommerce has led to higher expectations for digital ordering in B2B. In 2018, it's now the case that [79% of B2B buyers](#) prefer placing orders online. With new-found, self-serve access to a digital catalog, inventory levels, and past order history, can you really blame them?

3

YOU'LL DRIVE BIGGER SALES ORDERS.

Data shows that B2B buyers that can order online are [more valuable overall](#), so if you want to grow revenue, you'll need to give your customers the option to place orders online.

4

YOU'LL CUT OPERATING COSTS.

B2B eCommerce removes the need for unnecessary data entry, and countless back-and-forth emails, phone calls, faxes and Excel spreadsheets from your customers. Once your customers can place orders online, you can deploy your human resources to more strategic work like marketing, account management, and top-rate customer service.

5

YOUR COMPETITORS WILL STEAL YOUR BUSINESS.

In a post-Amazon world of overnight shipping and seamless ordering on web and mobile apps, a laser-focus on your customer is king. If you aren't easy to do business with, your customers will start ordering from a competitor that is.



To learn more about implementing Handshake's B2B eCommerce website and mobile apps so your customers can easily place online orders, contact Handshake today at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).