



Tips for Transforming Your B2B Commerce Model

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B2B customers are changing the world of eCommerce. Some call it the “Amazon Effect,” but today’s B2B buyers are used to stunning digital experiences before, during, and long after the moment of sale. They expect seamless, omnichannel experiences, accurate and detailed product inventory information, one-click purchasing, and 24/7 self-service access.

How do you bring this to life for your organization? Key areas of focus include building and executing an omnichannel strategy, modifying sales models, and integrating content and commerce.



Your Omnichannel Strategy for B2B

Fragmented shopping experiences are a big turn-off for today's digital-savvy customers. The path to purchase is no longer linear and offline. Today's B2B buyers are comfortable with self-serve and full-service buying online and offline.

A "hybrid" omnichannel buying experience is preferable. This option allows B2B buyers to quickly get answers from self-service processes, via chat bots, email, knowledge repositories (FAQ), and click-to-call. For purchases that require more consultation or custom configuration, they can contact a sales rep with access to configure price quote, quote-to-cash, and sales-enablement technologies that expedite full-service sales.

Modifying Sales Models for B2B Commerce

As B2B buyers increasingly look to digital channels, commerce sales models are shifting, and now include:

1. Self-service B2B commerce sites to improve the pre-sales process
2. Direct-to-consumer selling for B2B companies that want to own and effectively manage the customer relationship
3. Manufacturers integrating web presence, call centers, warehouses, and distribution centers with eCommerce
4. Distributors using eCommerce to become the trusted source for product research, purchase, and post-purchase support

As a digital commerce professional, you must work with your leadership teams to develop strategies for self-service commerce sites that align with B2B sales processes.

Why Content and Commerce Matter for B2B


Experiential commerce is one way to optimize digital channels for B2B engagement. This commerce model promotes collaboration across the enterprise. A single user interface designed for the back office— commerce, marketing, and merchandising— blends catalog, assortments, and corresponding B2B entitlements with digital assets in a new authoring environment.

B2B enterprises that focus on merging content and commerce solutions are experiencing benefits including:

1. Satisfying or exceeding customer expectations by providing relevant information
2. Reducing service costs and increasing efficiencies
3. Improving support for traditional field sales with sales enablement technologies (i.e., configure price quote, quote-to-cash, and more)
4. Expanding support for consultative selling using commerce technologies to better understand customers' problems

To integrate content and commerce successfully, you need a digital strategy that aligns your future (or desired) business strategy to:

- Place the buyer at the center of all related business processes
- Disrupt the current processes to drive cost and service efficiencies
- Free sales reps to become account managers and drive more business from existing accounts



The seamless blending of brand, content, community, and eCommerce results in increased visitor traffic and engagement, greater brand awareness, improved SEO, higher sales, and improved customer loyalty.

The whole process starts with knowing your customer. This knowledge feeds into your business strategy and objectives. Finally, choose the technology that supports your strategy. The technology will move your business forward, but your customers remain the guiding principle.

As Magento's 2017 Best B2B Implementation winner, Perficient's full-service digital commerce agency provides creative and technology expertise to help the world's leading enterprises digitally transform.