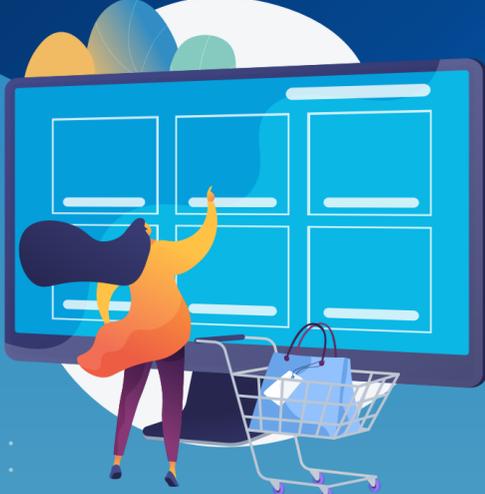


# How Wholesale Distributors Like You Can B2C-ify Your B2B Site

6 proven ecommerce tactics so buyers prefer YOUR site

**80%** of B2B buyers are making their buying decisions based on their Customer Experience (CX) with their vendor sites, **are you ready for prime time?**

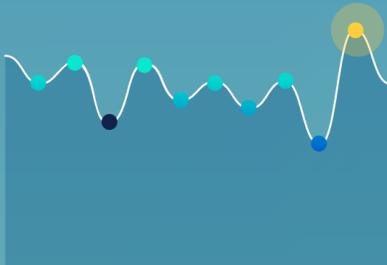


## 1 REAL-TIME IS SUBLIME:

Buyers want to see your real-time inventory and have chat bots answer their questions right now.

## 2 REACTIVE IS ATTRACTIVE

Your prices must reflect real-time market fluctuations.



## 3 POACH THAT NETFLIX APPROACH

Deploy a recommender algorithm to suggest other products for your customers based on their past purchases, like Netflix and Spotify do with streaming choices.

(One Illinois distributor did so and experienced a **20% increase** in average order values!)

## 4 DEPLOY TIERS OF JOY

Display your customers' savings or rebate differences between Tier 1, 2 and 3 spends

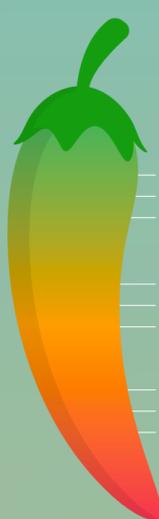


## 5 THE ONE-CLICK SCHTICK:

**69%** of B2B buyers surveyed wanted a one-click checkout option, just like Amazon's.

## 6 GOOD MOBILE FOR HIGHER SCOVILLE:

**72%** of B2B purchasers are hot for a good mobile experience when they're researching and shopping.



### MILD:

- Bell Pepper: 0
- Banana Peppers: 0 – 500
- Shishito Peppers: 50 – 200

### HOT:

- Valentina Hot Sauce Red Label: 900
- Ancho Peppers: 1,000 – 2,000
- Poblano Peppers: 1,000 – 2,000

### FIERY:

- Tabasco Hot Sauce: 2,000 – 5,000
- Huy Fong Sriracha Hot Sauce: 2,200
- Guajillo Peppers: 2,500 – 5,000



## BONUS TIP:

Incentivize your customers to post reviews. A recent study said the number one thing buyers care about is review content. Ask them to post reviews on your site plus Reddit, Quora, LinkedIn, and anywhere your potential buyers are doing online research. **Now you're ready for prime time!**

6 Tips to Boost B2B Wholesale Distribution Profitability

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