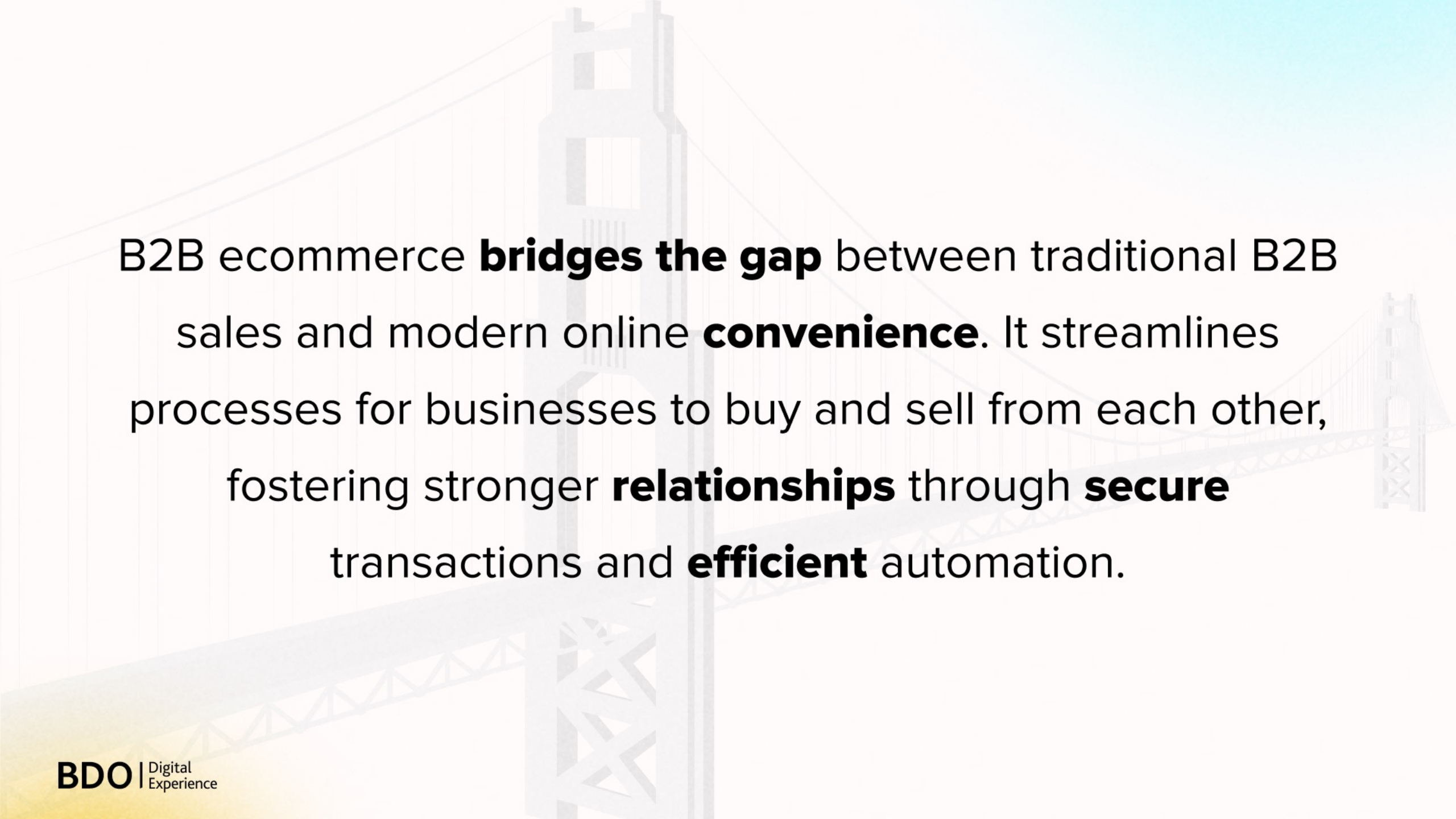


Grab a Plane

LIKE YOU
GRAB A
BANANA





B2B ecommerce **bridges the gap** between traditional B2B sales and modern online **convenience**. It streamlines processes for businesses to buy and sell from each other, fostering stronger **relationships** through **secure** transactions and **efficient** automation.

B2B IS GROWING ONLINE

B2B ecommerce is expected to reach \$26 trillion in 2024, compared to the **B2C ecommerce** market which is expected to reach \$4.77 trillion in 2024.

26 trillion \$
B2B e-commerce

4.77 trillion \$
B2C e-commerce

THE ART OF STAYING TOGETHER

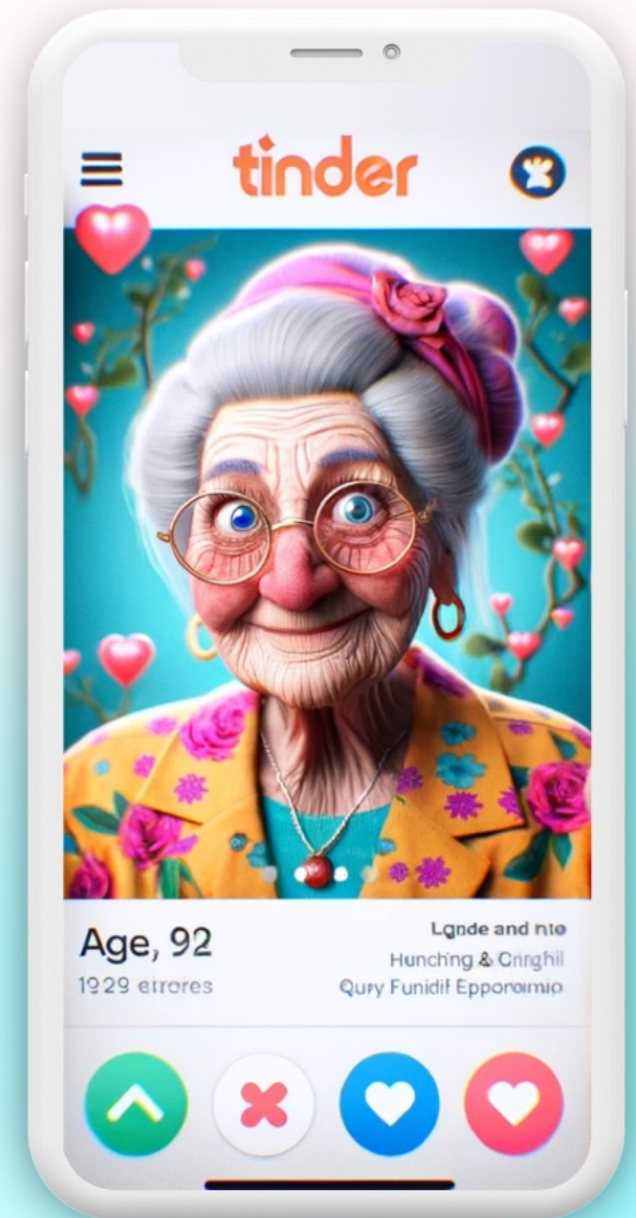
Building a Mansion, Not a Tent

Invest in loyalty program

Build trust and credibility

Wow your customers just like you would on a first date

The B2B loyalty program market is growing at a rapid pace, with an average annual growth rate of 10%.



SOLVING ANY BOTTLENECKS

Fast-track Onboarding

Eliminate unnecessary steps in the workflow

Always on marketing journeys

The Rule of Thirds channels



CUSTOMIZATION 2.0

Your Way is the Only way

UX that Fuels Discovery

Tailored Product Recommendations

VIP Design

Flex Price/ Product/ Order/ Permissions...

B2B companies that create a personalized shopping experience, sell 30% more than their competitors.



PATIENCE IS DEADLY

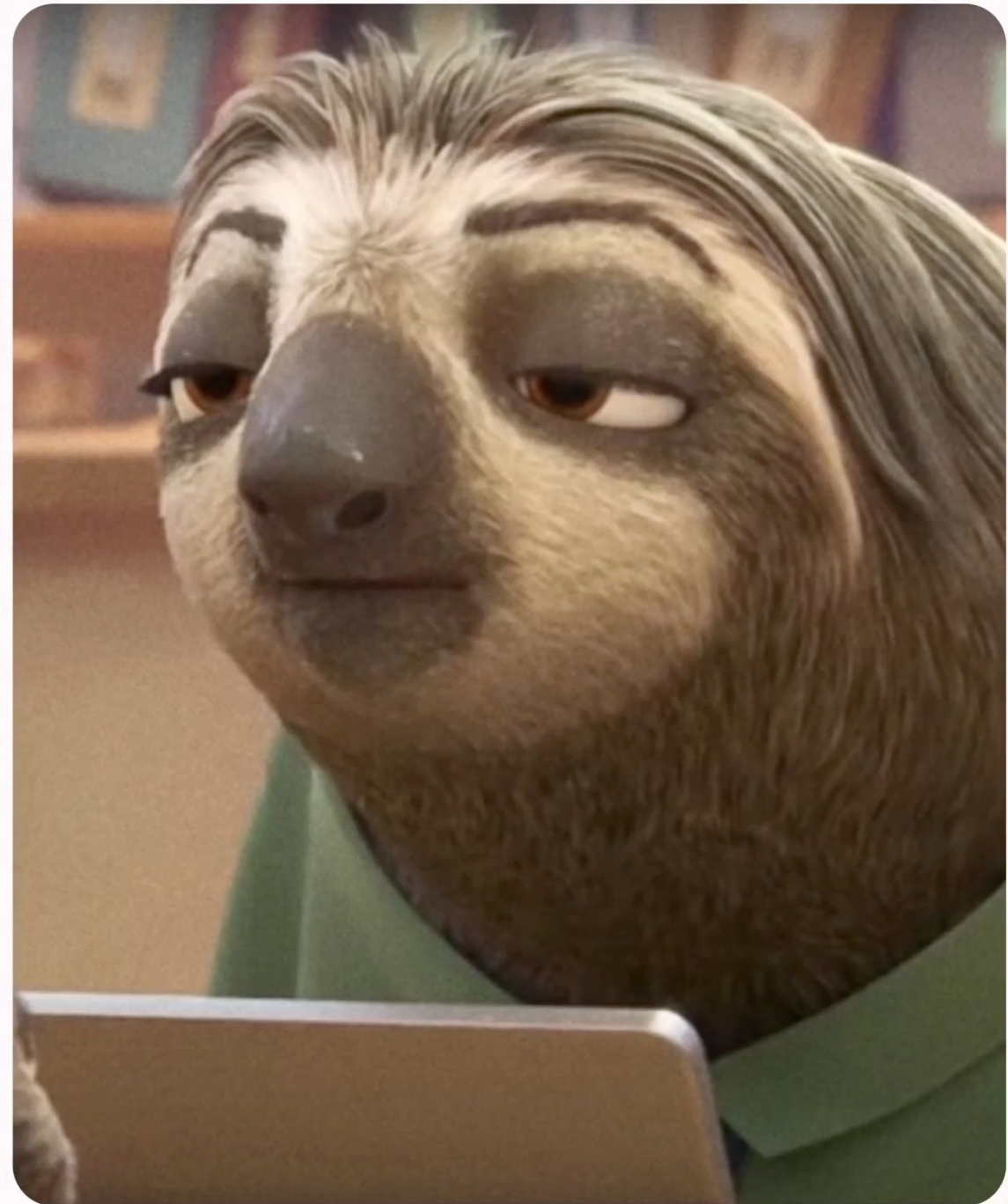
Website structure \neq org chart

Mobile Mindset

Clear Navigation & Personalized Search

73% of B2B buyers are millennials aged 25-40

42% of users decide whether to stay or leave a process in under 10 seconds



SHOW ME SOME DETAILS

The ultimate educational hub

Reviews & Ratings

Description that leaves no room for questions

Best in class images & video



PAY WITHOUT DRAMA

Adjust Promotions for B2BeCom

Multiple payment methods

Referral Economy

Frictionless Checkout

Ordering my way

83% will abandon if their preferred payment terms are not offered



CUSTOMER SERVICE LIKE ZAPPOS

Feedback loop

B2B reverse logistics

Be proactive, rather than reactive

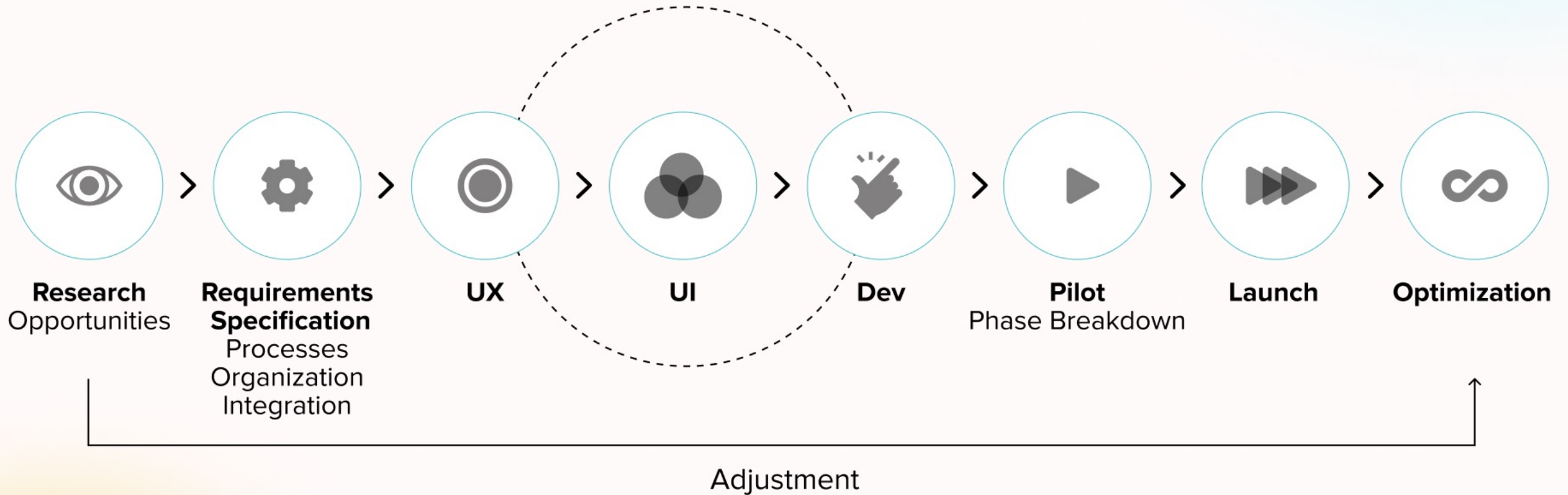


MASTERING THE PROCESS

Zoom Out

New Audience VS. Customers

Adjustment \ Onboarding



“You know you are running a modern sales team when selling feels more like the **relationship between a doctor and a patient** and less like a relationship between a salesperson and a prospect. It’s no longer about interrupting, pitching, and closing. It is about listening, diagnosing, and prescribing.”

Mark Roberge