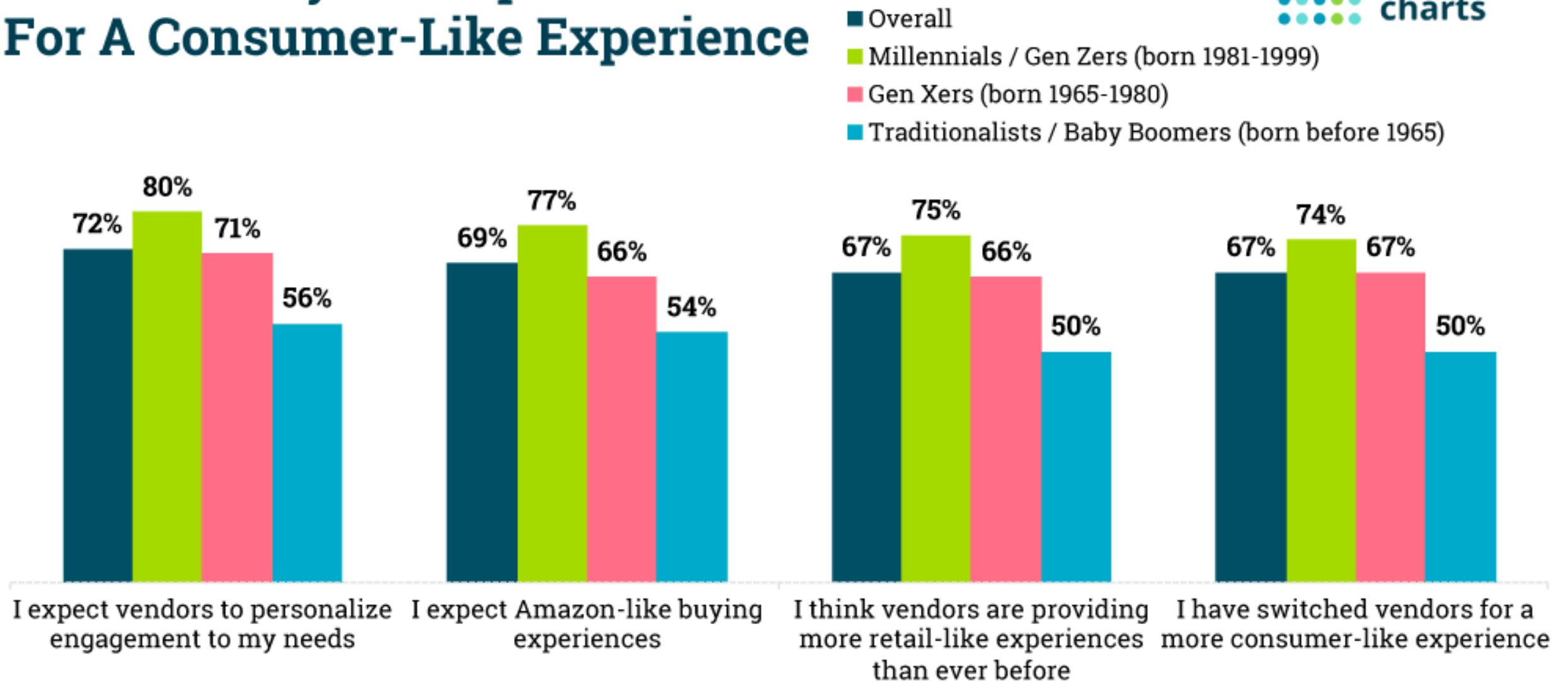


# B2B & Wholesale WooCommerce

# Whats in store for the future of **B2B** and **Wholesale** **Ecommerce**

# Business Buyers' Expectations For A Consumer-Like Experience



Published on MarketingCharts.com in June 2018 | Data Source: Salesforce Research

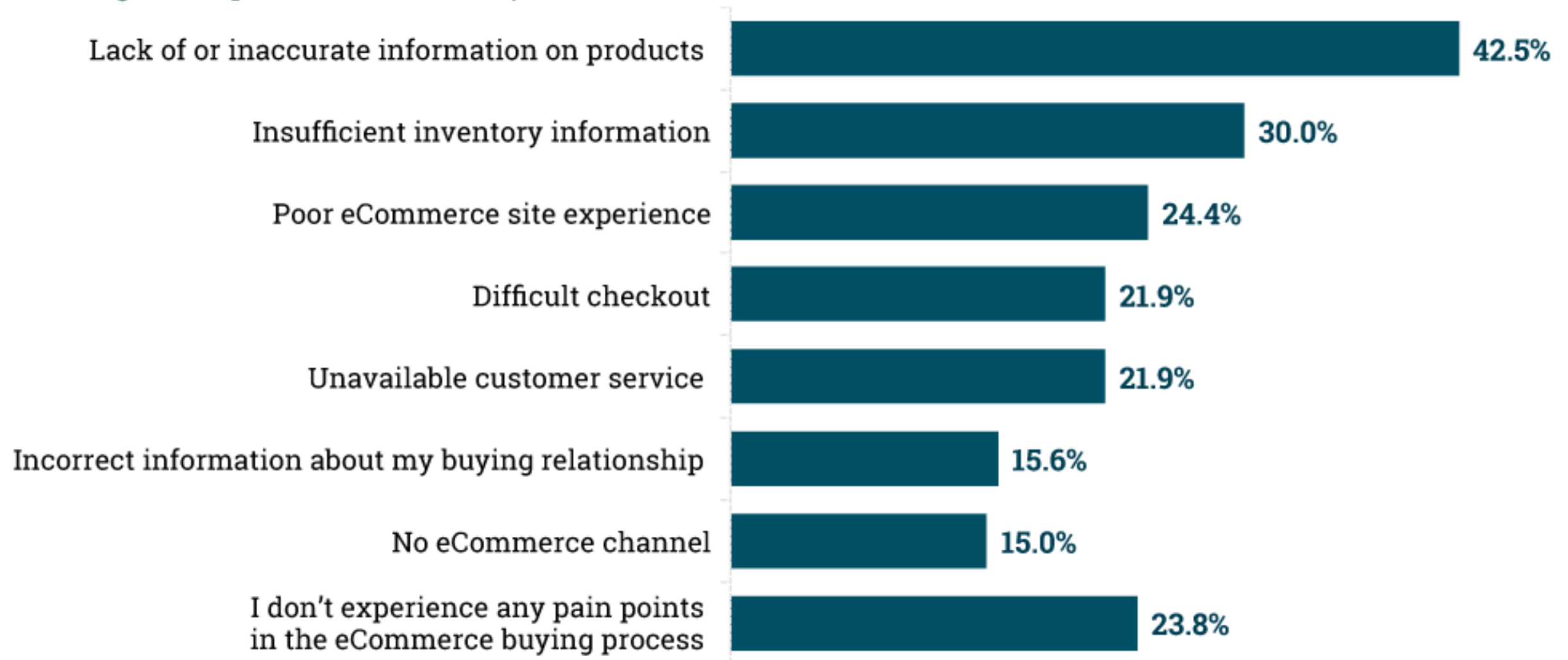
Based on business buyer respondents (33% share) from a global survey of 6,723 consumers and business buyers

Business buyers are defined as "those reporting on their interactions with companies when purchasing on behalf of their employers"

Nearly **3 out of 4** will **switch vendors** for a better experience!

# Pain Points in the B2B E-Commerce Buying Process

(According to B2B procurement officers)



Published on MarketingCharts.com in May 2018 | Data Source: Avionos

Based on a survey of 160 B2B procurement officers who are manager level or above at companies with at least \$100 million in revenues.

Q: "What pain points do you currently experience in the eCommerce buying process? Select all that apply."

# Missing or Inaccurate Information on Products

**Insufficient inventory  
information.**

Find Closest Warehouse By ZIP



Search

Warehouse (Code) Will Call	Inv Qty	Add Qty	
Jasper, IN (032GT) Third Party Carriers Only	12 In Stock	1	Add
Arlington, TX (053DX) Third Party Carriers Only	25+ In Stock	1	Add
Hammond, IN (068IX) Third Party Carriers Only	25+ In Stock	1	Add
East Hanover, NJ (072NX) Third Party Carriers Only	15 In Stock	1	Add
Houston, TX (065HX) Third Party Carriers Only	6 In Stock	1	Add
Denver, CO (062CX) Third Party Carriers Only	5 In Stock	1	Add
Newport, MN (069MX) Third Party Carriers Only	2 In Stock	1	Add
Ontario, CA (070LX) Third Party Carriers Only	1 In Stock	1	Add

General	SKU	<input type="text"/>	?
Inventory	Manage stock?	<input checked="" type="checkbox"/> <i>Enable stock management at product level</i>	
Shipping	Stock quantity	<input type="text" value="38"/>	?
Linked Products	Allow backorders?	<input type="text" value="Do not allow"/>	?
Attributes			
Advanced	Sold individually	<input type="checkbox"/> <i>Enable this to only allow one of this item to be bought in a single order</i>	
Add-ons	Warehouse: Default Warehouse	<input type="text" value="10"/>	?
	Warehouse: Corporate Office Stockroom	<input type="text" value="5"/>	?
	Warehouse: Fort Worth Store	<input type="text" value="2"/>	?
	Warehouse: Dallas Stockroom	<input type="text" value="0"/>	?
	Warehouse: Portland Warehouse	<input type="text" value="6"/>	?
	Warehouse: London Warehouse	<input type="text" value="3"/>	?
	Warehouse: India	<input type="text" value="10"/>	?

## MYWORKS Multi Warehouse & Order Routing



# Poor Ecommerce Site Experience.

# Tshirts

A short category description

Sort by popularity

Showing all 4 results

Search results: "tshirts"

No products were found matching your selection.

0 Results

tshirts

Recent Posts

MIRROR MIRROR MUSIC

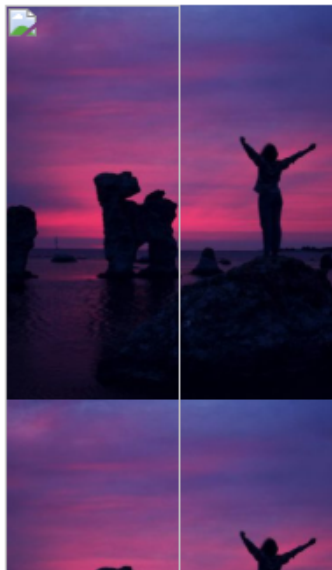
BROWSE MUSIC

PLAYLISTS



Hop

DISCOVER  
HOPEFUL



Hopeful Future



Street Fashion

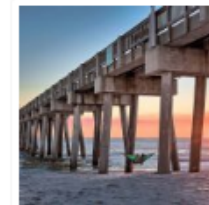
Hope  
Hopes  
Hopeful  
Hip Hop

press enter to search **Hop...**

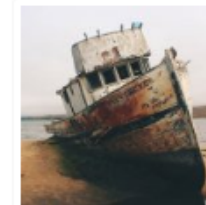
Suggested Terms



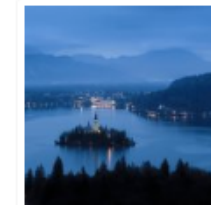
Our Final Hope



Just A Little ...

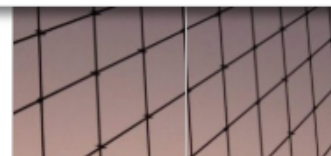


Hope for a Bro...

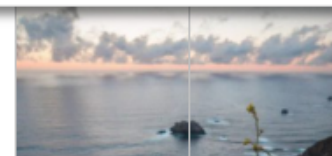


Hopes And Drea...

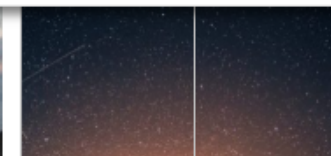
Sample Results



It Hurts 2 Know



Somewhere Else

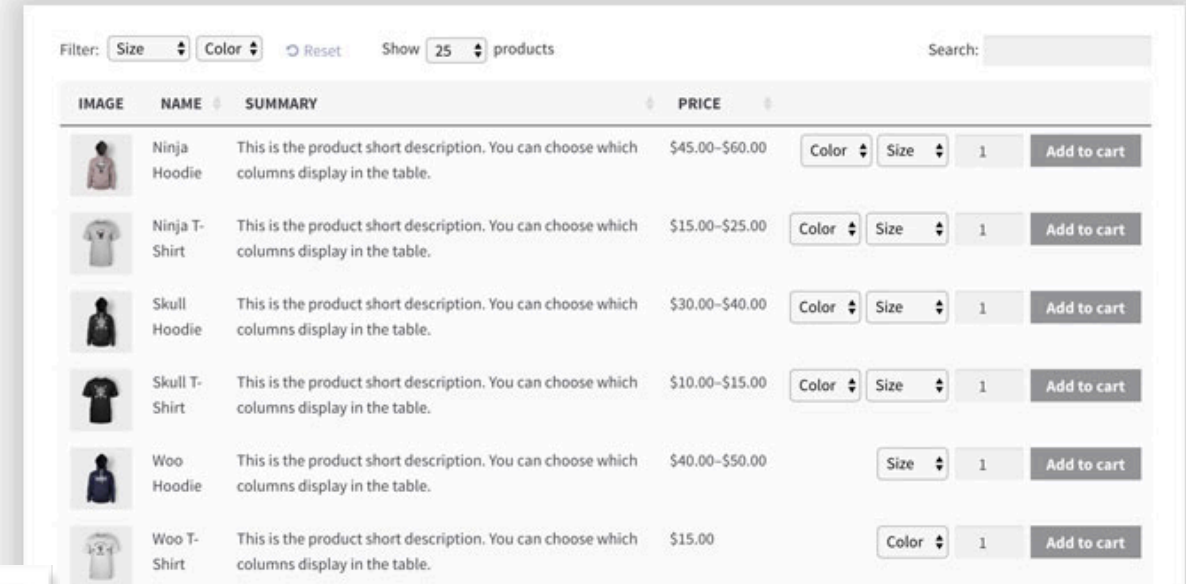
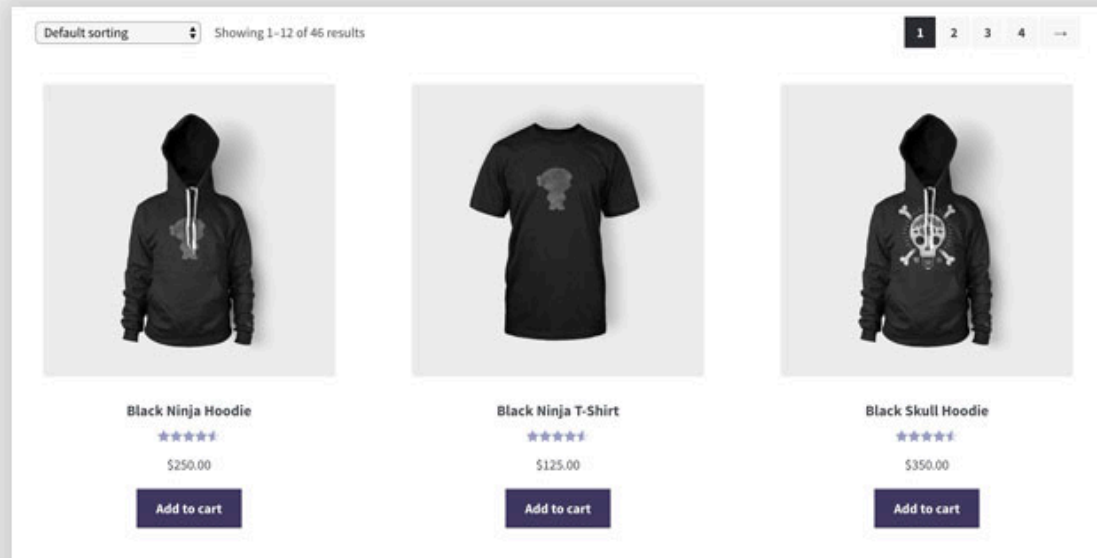


Limitless

# Standard Shop Format



# WooCommerce Order Form



## Bulk Order

PRODUCT

QUANTITY

wp

**WP Menu Cart Pro + Custom CSS - \$29.95**

**WP Menu Cart Custom CSS - \$15.00**

**Variation #146715 of WP Menu Cart Pro - \$19.95**

**WP Menu Cart Pro - \$19.95**

**Variation #146714 of WP Menu Cart Pro - \$54.95**

Total Price:

Add Row

## Bulk Order

PRODUCT

QUANTITY

PRICE

WP Menu Cart Pro + Custom CSS - \$29.95

Enter Quantity

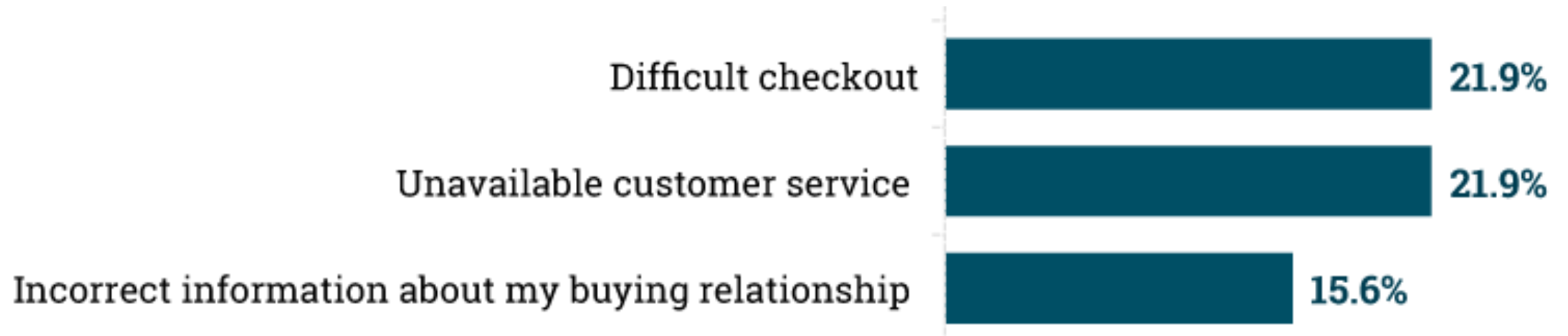
\$0.00

Total Price:

\$0.00

Add Row

Add To Cart



# **Incorrect Information** About My Buying Relationship

## **Causes**

**Difficult Checkout**

**Requiring**

**Unavailable** Customer Service

# **Use WordPress Roles to Manage Buyer Relationships**

**ROLES & CAPABILITIES**



**WooCommerce**  
**Dynamic Pricing**

**ROLES & CAPABILITIES**



**Catalog *Visibility* Options**



## ROLES & CAPABILITIES

# Role-Based Payment / Shipping Methods

**Whats left to be done?**

# Procurement Systems

**End.**