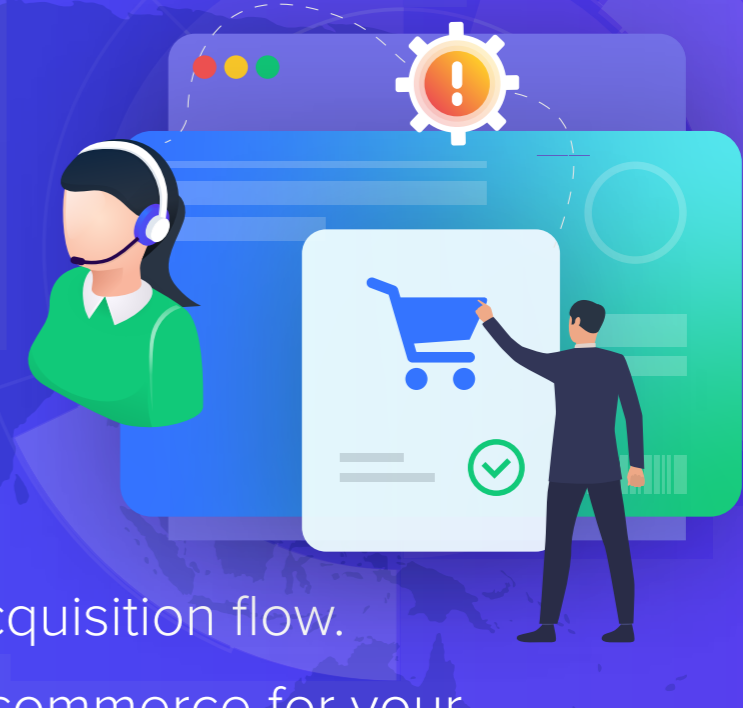


Solving the New Channel Conflict in B2B Sales

One of the greatest struggles for B2B companies is creating a single customer experience across all channels.

Traditionally, B2B companies use a mix of self-service and sales-assisted channels, but managing user transitions from one touchpoint to the other can make for an expensive acquisition flow. Discover how to address these challenges and simplify digital commerce for your business buyers within a direct sales context.

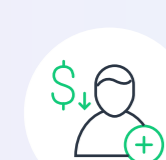


Particularities of sales channels



The Self-Service Side

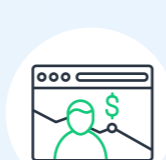
No-touch channel – human support is not needed during discovery or acquisition



Low cost of acquisition



Demo / Trials



Low Average Order Value (AOV)

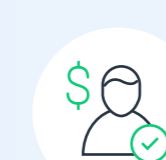


The Sales-Assisted Side

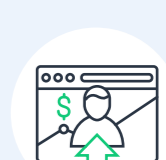
Touch channel – sales cannot conclude without sales support



High cost of acquisition



High conversion rate



High Average Order Value (AOV)

"New" conflicts due to siloed channels

Self-service and sales-assisted product catalogs are not in sync

Unclear reporting on deal source

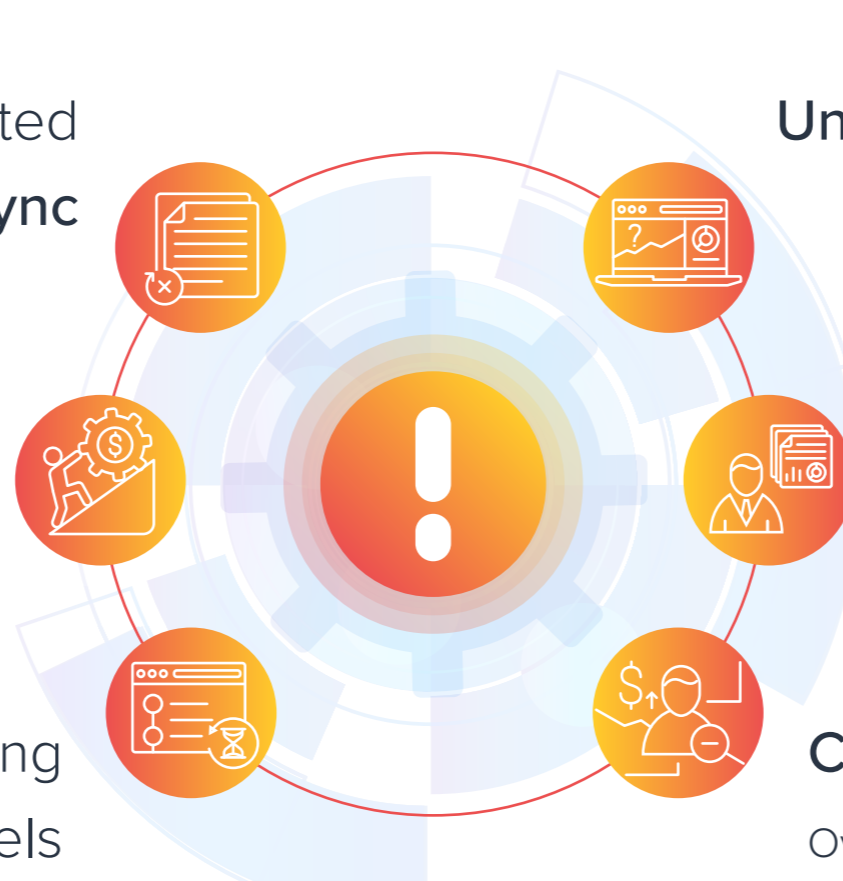
Hard-to-do non-standard deals for standard products

Heavy workload for sales team and lack of focus on relationships and outcome

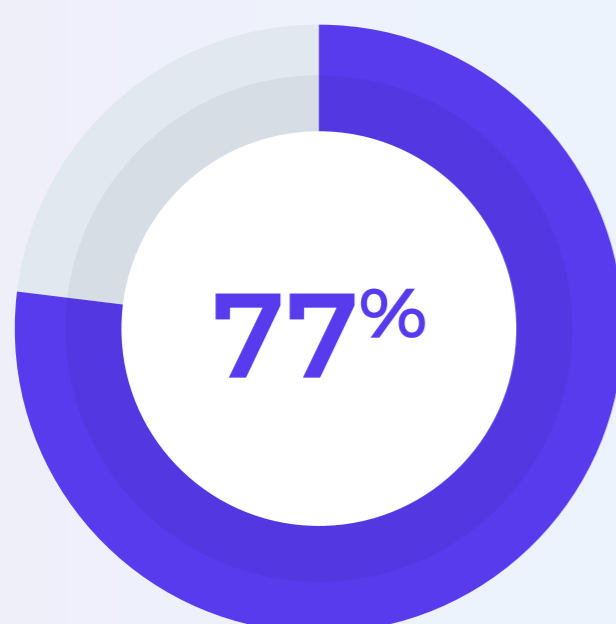
Loss of client history for nurturing flows when crossing channels

Channel cannibalization

Overlapping high-cost channels over low-value clients, and the other way round.



Customer experience is suffering

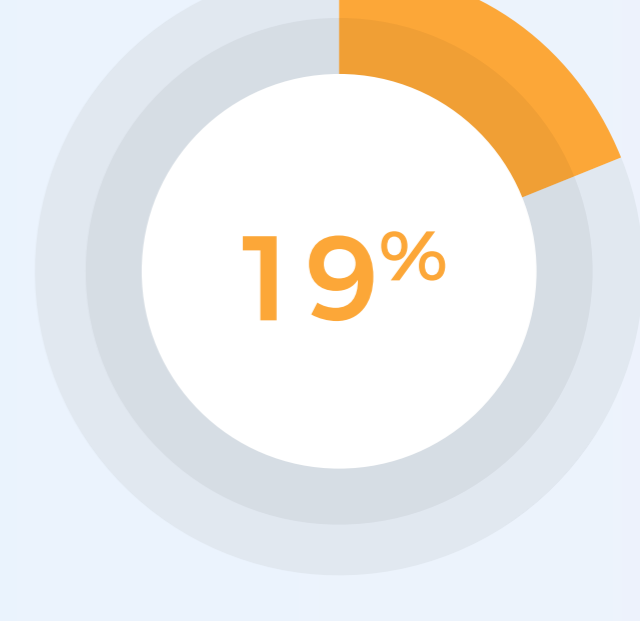


Purchase difficulty

77% of B2B buyers state that their latest purchase was very complex or difficult

Online Purchases

Only 19% of buyers claim they have the option to purchase online in B2B today

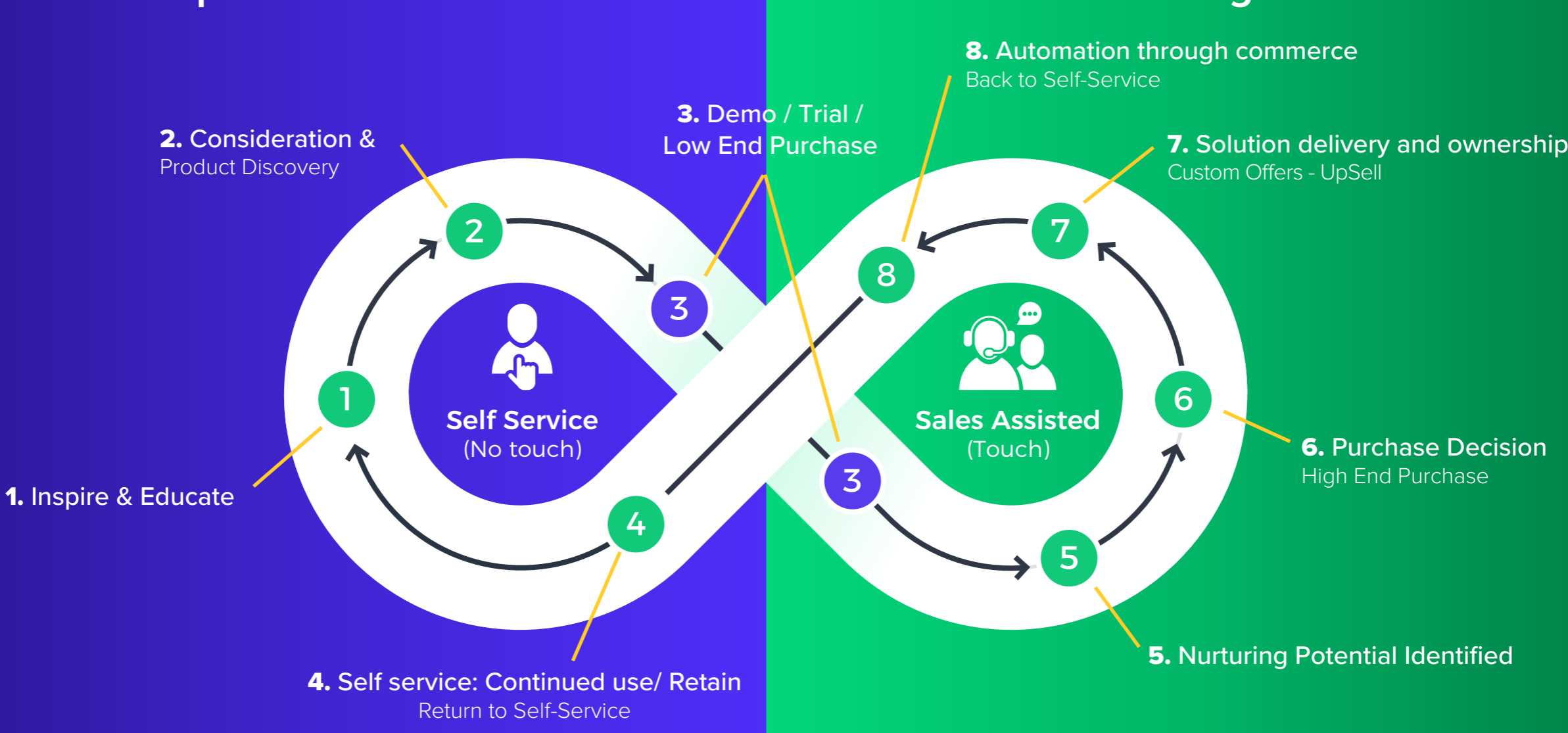


Empower B2B buyers through the sales infinity loop

Success in B2B sales implies balancing self-service aspects of the flow with sales-assisted steps.

Low Cost Acquisition

High Conversion Rate



Experience on the self-service side:

- 1. Inspiration – B2B buyer identifies what they want
- 2. Discovery – buyer finds a product that suits their needs
- 3. Low-end purchase/ trial/ demo – buyer explores or commits to a small purchase
- 4. Continued use – automated eCommerce journey which maximizes customer lifetime value

Experience on the sales-assisted side:

- 3. Customized Trial/demo
- 5. Client potential identification – sales engages interested shopper
- 6. Purchase decision – sales helps shopper to maximize conversion
- 7. Delivery & ownership – solution is provided and the client empowered to use it
- 8. Back to self-service – client returns to automated flows.

The path to synergy

This flexible approach drives your long-tail through commerce automation, letting the direct sales team focus on those large deals that require more attention and serving them better with additional tools such as CPQ, integrated with your commerce, payments, and subscription billing engines.

Most importantly, it helps customers seamlessly switch from sales-assisted to self-service and the other way round, as they progress through the client journey and their needs change.



Get More Insights into Global Commerce

For more in-depth info, strategies, tips and tricks and tools to use when growing your eCommerce business at a global level, check out our Resources page.

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