

Enabling your customers to order remotely



Wholesale distributors rely on strong customer relationships. Making personal connections and delivering great service have long been hallmarks of the sector. But maintaining these relationships will require different tactics during the COVID-19 pandemic. The ability to serve customers digitally is the key to maintaining business viability.

Embracing a digital strategy will serve your customers through these uncertain times while setting your business up to compete in the marketplace long-term.

Here are six tips for digital transformation:

1

Multiple, easy ways to order and reorder

Distributors benefit from offering their customers the ability to place and [pay](#) for orders 24/7 while minimizing physical contact. But not all eCommerce vendors offer order flexibility. Look for a vendor that provides multiple ways to order and reorder. Your webstore should also offer an intuitive mobile app that supports the unique needs of B2B ordering/reordering.



“The greatest return on eCommerce is allowing the customer to put their own orders in for immediate processing. That steps up our game in customer service.”

— SHARON DOSS DIRECTOR OF INTERNET SALES & MARKETING AT TAP OF KANSAS

2

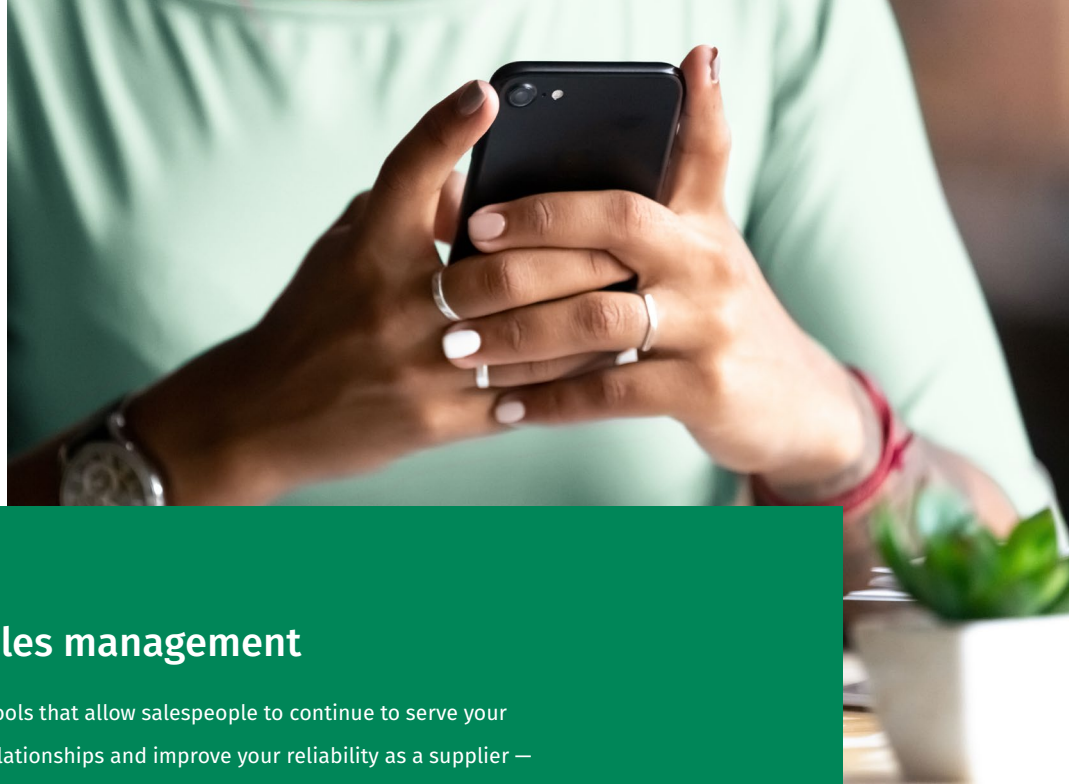
Turnkey solution

Look for a platform that can be easily customized for the unique needs of your business, supports your existing functionality, serves B2B and B2C customers, and is easy to manage.

3

Flexible promotions and discounting

During crises when supplies are less predictable, it is useful to be able to promote inventory that is in stock or in demand. Offering discounts and pricing incentives can help.



4

Remote sales management

Distributors need tools that allow salespeople to continue to serve your customers, build relationships and improve your reliability as a supplier — even while they work from home or limit their in-person interactions.

5

Product information management (PIM)

A robust PIM is key. PIM is the framework you will use to drive product content on your webstore and it will help you deliver a more intuitive experience for your customers. An advanced PIM makes it easy for your buyers to find what they need 24/7 without help from a sales rep.

6

Find a partner you can trust

Second Phase has more than 16 years of experience in wholesale B2B eCommerce and we are the preferred platform of IMARK, North America's premier buying group. We strive to be a partner that listens. We provide every customer with a Client Success Manager and regularly roll out end-customer enhancements that are unique to your business. When we give you outstanding support you can deliver an outstanding customer experience.

Please contact your Second Phase representative to get started.



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