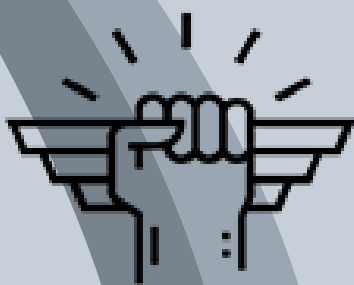


# 5 EXPECTATIONS

## From a B2B Buyer's Perspective

THE PANDEMIC CHANGED EVERYTHING, INCLUDING ECOMMERCE EXPECTATIONS

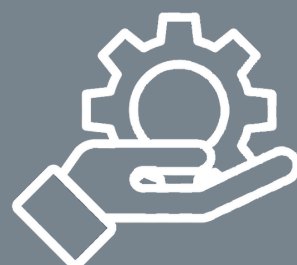


### KNOWLEDGE

Gaining knowledge from your customers' buying patterns is important. As your webstore evolves (and it should), use that knowledge to make your site easier for your customers to navigate and eventually to do business with you.

### ACCURACY

Accurate information on your website goes a long way in keeping loyal customers. Your customers rely on you to present them with the information they need to make commitments internally to their organizations. B2B buyers expect accurate information.



### CONVENIENCE

B2B buyers have similar expectations as B2C consumers. Their “ease of use” experience, from product visibility, pricing, and the check-out process, will shape their view of doing business with you.

### TAILORED

The B2B buyer has evolved and now expects a tailored buying experience that fits their profile and needs. Payment terms, delivery options, appropriate product recommendations; all need to be unique to the individual user.



### CONFIDENCE

Your site needs to build confidence that a buyer can put their trust into. The more you deliver on what is projected, the stronger their commitment to you will be.

By incorporating these five expectations into your eCommerce thought process, you will solidify the relationship with your B2B buyers, and in turn, they'll do business with you time and time again.