SIX SUPERPOWERS
B2B Sellers Need

B2B commerce is digitizing faster than a speeding bullet, as tech-savvy buyers expect a blockbuster purchasing process. CoreMedia Content Cloud, the world's most agile CMS and flexible DXP, together with our eCommerce partners, give your team the superpowers they need to create a B2B customer experience that is truly epic.

1] SELL LIKE YOU'RE RIGHT IN THE ROOM

B2B selling is a highly-involved process that requires the ability to produce detailed, customized demos for specialized products—and update them instantly—in order to land the deal. But when face-to-face meetings are impossible, the ability to create powerful new digital experiences quickly is critical.

2] CENTRALIZE ALL PRODUCT ASSETS

B2B product catalogs can be ginormous, with thousands of different items from multiple manufacturers. Out-of-the-box commerce platforms provide limited functionality for managing the volume of rich media associated with these products (images, PDPs, videos, etc.) but the need to keep all digital assets organized and centralized is essential.

3] PERSONALIZE FOR EVERY BUYER

Business contracts are complicated, with each customer likely to have individual pricing agreements, discount structures, promotional deals and payment terms. There may also be contractual and compliance issues to be considered. Companies need a best-of-breed tool to navigate this tricky terrain and deliver the correct shopping experience to every buyer.

4] SPEAK TO PROSPECTS IN THEIR LANGUAGE

Doing business today means going global. And that means communicating in the language of your prospects. But can your CMS publish content in multiple languages instantly? Increase reach and expand into new markets by combining global publishing with an ability to build localized sites with regionalized content and products.

5] UPDATE CONTENT INSTANTLY

If superheroes can leap tall buildings in a single bound, your editors need the ability to update content with a single click. With the right tools in place, even small B2B marketing teams can punch above their weight and keep enterprise-level content current across all brands, regions, channels and campaigns.

6] CONVERT OMNICHANNEL BUYERS

Business buyers are accessing your site in dozens in different ways. But can you deliver an amazing customer experience across every device and channel? Companies need an enterprise solution that allows B2B buyers to place orders and receive updates anytime, anywhere.

Get these superpowers for yourself! Contact CoreMedia to learn how. Your cape is waiting.

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