

MANUFACTURING INDUSTRY:

Transforming Business with **B2B Commerce**

Exploring how B2B commerce can help manufacturers overcome challenges, increase efficiency, and stay competitive in the global market



The drive toward digital sales that accelerated during the global COVID-19 pandemic continues. And as a result, B2B sales will never be the same. What was once physical and manual — in-person sales calls, manual order processing, swinging by a distribution branch for an order pick-up — has shifted to B2B marketplaces, websites, apps, and more. The fastest-growing B2B sales channel is ecommerce. In this paper, we will explore how B2B commerce can help manufacturers overcome challenges, increase efficiency, and stay competitive in the global market.

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Industry's Growth in Digital Sales Amid Supply Chain Disruption

Despite widespread supply chain disruption, companies are ramping up their physical and digital assembly lines — and their efforts have paid off. **In 2021, U.S. manufacturers grew their combined digital sales 12.9% to \$4.104 trillion, up from \$3.634 trillion in 2020.** The growth rate for B2B ecommerce sales last year was 1.46 times greater than the growth in all manufacturing sales and 1.43 times bigger than the increase in all electronic sales. B2B ecommerce sales totaled 9% of total manufacturing in 2021. Electronic sales now account for 68% of all 2021 manufacturing sales.

The financial outlook for the manufacturing industry is generally positive, as many indicators point to continued growth in the sector. Factors such as increasing consumer demand and low unemployment are expected to drive growth in the industry. Additionally, advancements in technology and automation are also expected to boost productivity and efficiency in the sector, leading to increased profitability for companies. Overall, the outlook for the manufacturing industry is positive, but it is important to monitor these potential challenges to ensure that the industry continues to thrive.

B2B Commerce Storefronts: Streamlining Purchasing and Improving Efficiency for Discrete and Process Manufacturers

Discrete manufacturing and process manufacturing are two different methods of production. Discrete manufacturing produces individual items, while process manufacturing produces a continuous flow of products. A B2B commerce storefront can benefit both by streamlining purchasing, improving inventory management, negotiating better pricing and discounts, and enhancing customer experience through a centralized platform and real-time inventory visibility.

B2B commerce storefronts provide manufacturers with a platform for managing their purchasing process, reducing manual processes and increasing efficiency. They also offer real-time inventory visibility and the ability to negotiate pricing and discounts directly with suppliers, reducing costs and increasing profitability. A seamless ordering process can also enhance customer satisfaction.

“The implementation of MyCoke.com led to a 15% increase in average order size, a 85% reduction in cost per order, and a 6% increase in profit per outlet.”



Case Study: Coca-Cola

The Coca-Cola Company, a premier provider of beverages distributed across over 200 countries and territories globally, had a need to streamline their procurement process for their business customers. To achieve this goal, they formed a strategic alliance with **6Street Digital** and developed **MyCoke.com**, a B2B website utilizing Salesforce B2B Commerce (CCRZ), Sales Cloud, Service Cloud, and Pardot. This platform allows Coca-Cola's business customers to efficiently manage their orders through self-service capabilities. Custom development and integration with backend services outside of Salesforce were also implemented to meet the unique needs of the company.

The results of this partnership were outstanding. The implementation of MyCoke.com led to a 15% increase in average order size, a 85% reduction in cost per order, and a 6%

increase in profit per outlet. These results demonstrate the effectiveness of the solution and the importance of choosing the right partner for a project. The strategic alliance between **6Street Digital** and Coca-Cola allowed for the successful implementation of a B2B website that not only met the company's needs but also resulted in significant improvements in their procurement process.

“L'Oréal saw improved B2B revenue and more efficient sales reps”



Case Study: L'Oréal

L'Oréal is a French cosmetics company that is the largest in the world and specializes in hair color, skin care, sun protection, makeup, perfume, and hair care. The company teamed up with **6street Digital** to upgrade its B2B Commerce storefront, offering free products and discounted orders for employees. The implementation included full ERP integration, custom checkout, complex shipping logic, and personalized product tags and discounts.

Thanks to the Salesforce B2B Commerce implementation, L'Oréal saw improved B2B revenue and more efficient sales reps. The company is now focused on strengthening its relationship with beauty professionals, like salons and stylists, through its B2B Commerce platform. This allows L'Oréal to become a comprehensive one-stop-shop for beauty professionals, offering everything from luxury hair masks to eco-friendly salon tools in a virtual marketplace.

Navigating the Challenges and Opportunities

While legacy technology is one obstacle on the path to B2B ecommerce, the business' organization, culture, manual processes, and workforce enablement can compound issues. However, the benefits of B2B digital commerce are significant. According to data, 65% of B2B buyers prefer to research products online and 86% prefer to reorder online instead of speaking to a sales representative. B2B digital commerce is a new sales channel for many organizations, and by implementing a specific strategy for getting started or expanding

online, manufacturers can overcome these obstacles and reap the benefits of ecommerce.

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Analysts say that acting on a specific strategy for getting started or expanding online — versus thinking about prioritizing digital commerce and transformation — will determine the manufacturing winners and losers going forward. With the right approach, manufacturers can increase efficiency, reach new customers, and stay competitive in the global market. By understanding the preferences of their customers, manufacturers can make the necessary changes to their organization, culture, manual processes and workforce enablement to ensure that they are able to meet the needs of the customers. This will help them to stay competitive in the digital market.

Secrets to a Successful B2B Commerce Rollout: 5 Key Factors to Consider

As more and more companies shift towards digital sales, B2B commerce has become increasingly important for manufacturers to stay competitive in the global market. However, implementing a successful B2B commerce strategy can be challenging. Here are five key considerations for a successful B2B commerce implementation:

1. Understand your target market

One of the most important considerations for a successful B2B commerce implementation is understanding your target market. This includes identifying your target customer segments, understanding their needs and preferences, and tailoring your B2B commerce strategy to meet those needs. By understanding your target market, you can ensure that your B2B commerce platform is tailored to their specific needs.

2. Invest in the right technology

Another key consideration for a successful B2B commerce implementation is investing in the right technology. This includes selecting a B2B commerce platform that is easy to use, secure, and scalable. Additionally, it is important to choose a platform that integrates with your existing systems and processes, such as your inventory management and shipping systems. By investing in the right technology, you can ensure that your B2B commerce platform is efficient and effective.

3. Streamline your processes

A successful B2B commerce implementation requires streamlined processes. This includes automating manual processes, such as order processing and shipping, to increase efficiency and reduce the chances of errors. Additionally, it is important to make sure that your B2B commerce platform integrates with your existing systems and processes, such as your inventory management and shipping systems. By streamlining your processes, you can ensure that your B2B commerce platform will help reduce costs.

4. Empower your workforce

Another key consideration for a successful B2B commerce implementation is empowering your workforce. This includes providing training and resources to your employees so that they can effectively use the B2B commerce platform. Additionally, it is important to make sure that your employees are aware of the benefits of B2B commerce and how it can help the company. By empowering your workforce, you can ensure that your B2B commerce platform is fully utilized and effective, which will increase the chances of success.

5. Focus on customer service

A successful B2B commerce implementation requires a focus on customer service. This includes making sure that your B2B commerce platform is easy to navigate, has a user-friendly interface, and provides a seamless ordering process. Additionally, it is important to ensure that your customers have access to customer service representatives who can assist them with any questions or concerns. By focusing on customer service, you can ensure that your customers are satisfied and will continue to use your B2B commerce platform.

A successful B2B commerce implementation requires a combination of understanding your target market, investing in the right technology, streamlining your processes, empowering your workforce, and focusing on customer service. By considering these key factors, manufacturers can increase efficiency, reach new customers, and stay competitive in the global market.

Choosing The Right Partner For Your Business

Choosing the right Salesforce consultant for your Commerce solution is crucial for the success of your business. A Salesforce consultant with experience and expertise in Digital Commerce can help you optimize your sales and marketing strategies, improve customer engagement, and streamline your operations. They can also provide valuable insights into the latest industry trends and best practices, and help you customize your solution to meet the unique needs of your business. Additionally, a skilled consultant can ensure that your implementation is seamless, and that your team is fully trained on how to use the platform effectively. Overall, a well-chosen Salesforce consultant can help you maximize the return on your investment and achieve your business goals.



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At **6Street Digital**, we are a certified Salesforce consulting company with a wealth of experience in creating successful B2B commerce solutions. Since our foundation in 2012, we have completed over 100 successful commerce solutions for some of the largest manufacturing companies in the world, all while receiving a 5 out of 5 customer satisfaction score. Our team of experts are certified in Salesforce and have in-depth knowledge of B2B commerce best practices.

When you hire **6Street Digital**, you can expect a B2B Commerce Solution that is tailored to your specific business needs. We work closely with our clients to understand their unique requirements and objectives, we then we use our expertise to create a solution that streamlines operations, improves customer experience, and increases sales. Our team will help you to gain more visibility and control over your B2B commerce operations, and optimize your sales and customer service teams to enable them to sell more effectively. We pride ourselves in delivering solutions that are not just functional but also scalable and flexible, so that they can adapt to the changing business environment and grow with you.