

## THE B2B SALES JOURNEY

# GO DIGITAL OR GO HOME

Building a book of business in the world of B2B is difficult at any time and becomes even more pronounced as market conditions change, buyer expectations grow, and interactions become increasingly digital. The pandemic necessitated a swift move to online interactions and sales in 2020, but the move towards digital was always inevitable and now represents a hybrid, omni-channel environment for many.

No matter where you may be on your digital sales journey today, there is always opportunity to optimize. But to gauge progress you must monitor change. Change is most certainly a function of new tools, features, and functions but also a function of adoption, conversion and scale.

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### Three Essential Aspects to Gauge the Success of your Digital Sales Initiatives



#### ADOPTION & CONVERSION OF ECOMMERCE

- **Adoption Success:** What proportion of your customers are using eCommerce today compared to a year ago?
- **Conversion Success:** What is the breakdown of sales offline versus online compared to a year ago?



#### TOPLINE BENEFITS OF ECOMMERCE

- **Increase in dollar value of average order:** How does average order size (\$) compare for offline versus eCommerce purchases today versus a year ago?
- **Increase in volume (SKUs) of average order:** How does average order size (volume and # of SKUs) compare for offline versus eCommerce purchases today versus a year ago?



#### BOTTOM LINE BENEFITS OF ECOMMERCE

- **Reduction in FTEs to handle orders:** Have you been able to reduce staff that would have handled offline orders and by how much?
- **Reduction in other costs of sales:** What other costs, associated with sales, have you been able to reduce or eliminate?

