THE NEXT GREAT

PRODUCTIVITY

REVOLUTION

How Digital Enablement Will Forever Change
The Way We Look At B2B Selling.
If you want your B2B business to stay relevant and grow with the future economy, transformation is the name of the game. You must be able to adapt and refine every part of your selling strategy on a dime, from production to payments.
DIGITAL ENABLEMENT IS THE ONLY VIABLE PLAN FOR TOMORROW’S B2B.

If you are reading this, then you have already begun the process of digital enablement for your business. But a modern-looking website is just the beginning. As the global marketplace continues to evolve, a truly sophisticated and profitable B2B business will only be possible by using the latest digital tools.

Going digital not only creates the most personalized experience yet for B2B customers, it allows a total streamlining of your ability to service these customers with the creativity, utility, and support required to expand business beyond retail.

Let’s take a look at how the digital revolution transforms yesterday’s limits and turns them into tomorrow’s opportunities, leveraging your new B2B plan into revolutionary profits.
TRANSFORMING YOUR SALES TEAM

○ YESTERDAY
  Dense and un-trackable paper logs for every account’s pricing.

○ TOMORROW
  Logic engine calculates, displays, and tracks pricing for you.

○ YESTERDAY
  Waiting for leads to spontaneously call.

○ TOMORROW
  Next-level lead generation and management with targeted outreach/advertising/social for qualified B2B leads.

○ YESTERDAY
  Individually compose promotional email content.

○ TOMORROW
  Automate elaborate messaging systems based upon customer account profile and behavior, and generate highly relevant sales material for every customer.

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TRANSFORMING YOUR CUSTOMER EXPERIENCE

❖ YESTERDAY
A scattered and inconsistent brand experience depending upon which venue consumers interact with and at what volume they purchase.

❖ TOMORROW
A highly unified customer experience across all stores, devices, and time of day, with up-to-the-minute visibility of inventory, pricing, and shipping, to make your brand truly competitive in the B2B marketplace.

❖ YESTERDAY
Wholesale customers require time-consuming walk-through of every order to ensure current pricing and kit configuration.

❖ TOMORROW
Self-service at the B2B level empowers wholesale customers to increase their own efficiency while you reduce burden on support staff.

❖ YESTERDAY
“Casual” catalog shopping lacks the urgency to close sales.

❖ TOMORROW
Highly targeted conversion funnels ensure that every customer account receives the most compelling sales pitch possible relative to their exact needs and potential.
TRANSFORMING YOUR CREATIVE TEAM

“A digitally enabled business allows entrepreneurs at every level to have true global reach and sweeping impact. What once required a massive staff of managers, sales, designers, and engineers can now all be handled easily and efficiently from any laptop, anywhere in the world.”

Yesterday
Devote massive man-hours to creation of site and marketing content that is separate from retail materials.

Tomorrow
Use streamlined digital tools to create fast, easy, and beautiful images, video, and copy for every type of customer, including wholesale.

Yesterday
One-size-fits-all content which fails to target individual customer needs.

Tomorrow
Highly personalized, interactive content which is optimized for conversions based upon unique attributes and demands of the B2B customer.

Yesterday
Managing organization of content across all channels for all customers is a logistical nightmare.

Tomorrow
Simplified admin of content allows for utterly flexible display of all materials depending upon specific rules, on all devices and via all channels.
TRANSFORMING YOUR ERP

**YESTERDAY**
Raw production materials must be purchased long in advance of hard data on exact production needs, often resulting in over-buying or shortfalls.

**TOMORROW**
Relay live data year-round from sales to manufacturing to accounting to ensure precision budgeting and no downtime.

**YESTERDAY**
Oversight of production is demanding and labor-intensive, requiring endless communication between departments and a large support staff.

**TOMORROW**
New unified data pathways make sophisticated ERP possible for large scale product manufacturing, from a simple admin which can be staffed by an army of one.

**YESTERDAY**
Fulfillment of orders relies upon time-consuming and fallible oversight and coordination with multiple departments.

**TOMORROW**
Automated fulfillment systems pull relevant data about every order, then communicate seamlessly with warehouse, shipper, and customer.
TRANSFORMING YOUR PAYMENTS

Yesterday
Security of customer data is the key vulnerability for any business, with common data breaches responsible for untold loss of revenue.

Tomorrow
Digital payment systems provide cutting edge key-based encryption for all payment data, ensuring customer trust.

Yesterday
Limited options and non-optimized checkout for users on different browsers and devices.

Tomorrow
Total support for all devices guarantees maximum versatility and easy, glitch-free transactions for customer payments, which is more important than ever when processing large scale orders.

Yesterday
Coordination of pricing, volume discounts, account balance, special shipping and tax rates creates complex oversight and is confusing for customers.

Tomorrow
Demanding global B2B audiences receive instant quotes and account updates with relevant, reliable information that fosters sales.
THE FUTURE OF B2B ECOMMERCE:

TINY INFRASTRUCTURE, GLOBAL REACH.

A digitally enabled business allows entrepreneurs at every level to have true global reach and sweeping impact. What once required a massive staff of managers, sales, designers, and engineers can now all be handled easily and efficiently from any laptop, anywhere in the world. With the right tools, a winning B2B strategy is now possible for every business.

Not only will your wholesale clients appreciate the saving to their time and bottom line that digital enablement guarantees, but ultimately the end consumer will benefit the most, with the best possible pricing, quality, and convenience we all can provide. This is a winning strategy and the ultimate reason to transform your business model with the latest ecommerce tools.
CALL TO ACTION?
HOW ABOUT A CALL TO REVOLUTION.

Digital enablement via a rock-solid ecommerce platform is the way forward for next-level B2B business.

When faced with the choice of *yesterday* vs. *tomorrow* always choose *tomorrow* Miva’s B2B experts are standing by to discuss a comprehensive strategy unique to your business and your customers.

To learn more, visit [miva.com](http://miva.com) or call 800.608.MIVA