

3 WAYS TO PERSONALIZE YOUR B2B DIGITAL CATALOG

Creating a top-notch B2B digital catalog is about making sure that it can be easily tailored to your individual customers. This personalization element is a huge part of what makes B2B digital catalogs so powerful.

It may be the case that your customers only purchase certain brands or lines from your catalog. You may also have different pricing tiers or discounting systems for each customer. Your reps may also want to see the items that each customer tends to purchase most. Whether it's the catalog your reps are selling from in the field or the products your customers are browsing online, **your B2B digital catalog should be personalized in the following way:**

1 CUSTOMER-SPECIFIC PRODUCT ASSORTMENTS

Your digital catalog solution should allow you to filter and customize your catalog for each of your customers, so that you can ensure that those customers only see the products they are eligible to purchase. This will prevent customers from becoming overwhelmed with too much choice, while also keeping them focused on relevant products.



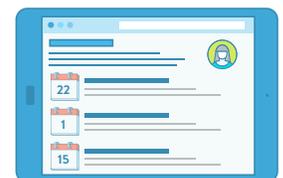
2 CUSTOMER-SPECIFIC PRICING

If you have several pricing tiers for your customers or any customer-specific discounts, your digital catalog should be able to display the pricing relevant to that particular customer. This way, your reps won't have to memorize complex pricing rules and your customers won't have to call you to confirm pricing is correct. Most importantly, accurate, customer-specific pricing also significantly speeds up fulfillment times, as orders are less prone to errors.



3 ORDER HISTORY & TOP PRODUCTS

If you have layered ordering functionality on top of your catalog, it's useful to provide a customer's order history and most frequently ordered items to your reps and customers. This allows for quick duplication of past orders and upsell or cross-sell opportunities according to buyer preferences.



Have questions about getting started with a personalized B2B catalog, or want to make your existing catalog more customer-specific? Contact us at info@handshake.com or 855-532- 9044 (+1-646-434-2553 intl.).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.