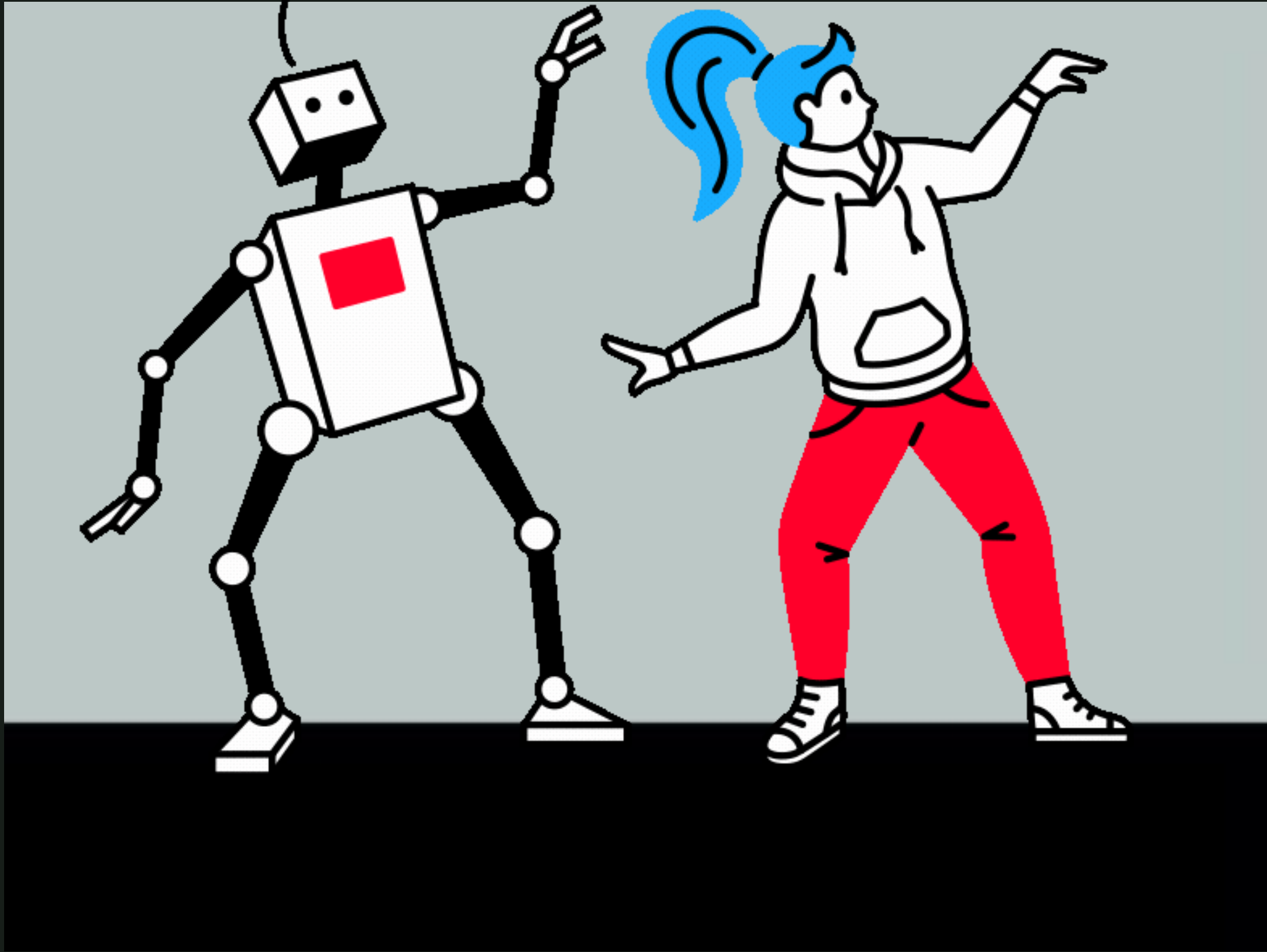




BEYOND THE TRANSACTION: REIMAGINING B2B ECOMMERCE WITH PACIFIC OPTICS



BEN COLEMAN
GENERAL MANAGER COMMERCIAL AND ECOMMERCE, PACIFIC OPTICS



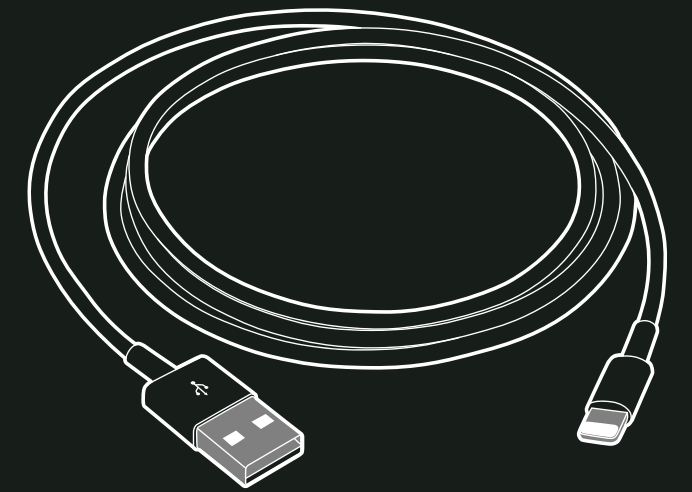
**IT'S
NEARLY
4PM**

**YOU
KNOW THE
MOVES**





DISSH



B2C- RETAIL
B2B - WHOLESALE

B2B- WHOLESALE
AND
MANUFACTURING

B2C-RETAIL

B2B- WHOLESALE,
LICENSING, DISTRIBUTION
B2C



TO GO BEYOND THE TRANSACTION

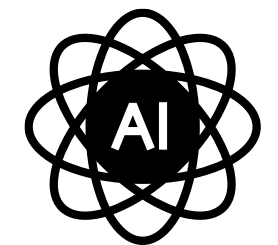
WE HAVE TO

WALK IN THE CUSTOMERS' SHOES

B2B

=

P2P



P2P



WHAT DO WE DO

01

What adds value to the customer?

02

Who's and What's this for, anyway?

THE ROLE OF B2B

OUCH!!!!

03

Where are the bumps in the road for the customer?

04

We are bringing sexy back! Well maybe not back but to B2B

OH YEAH!!!!

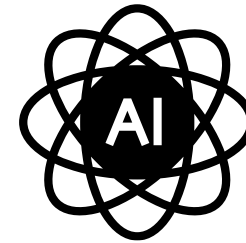
GO FORTH

05

Where to from here...

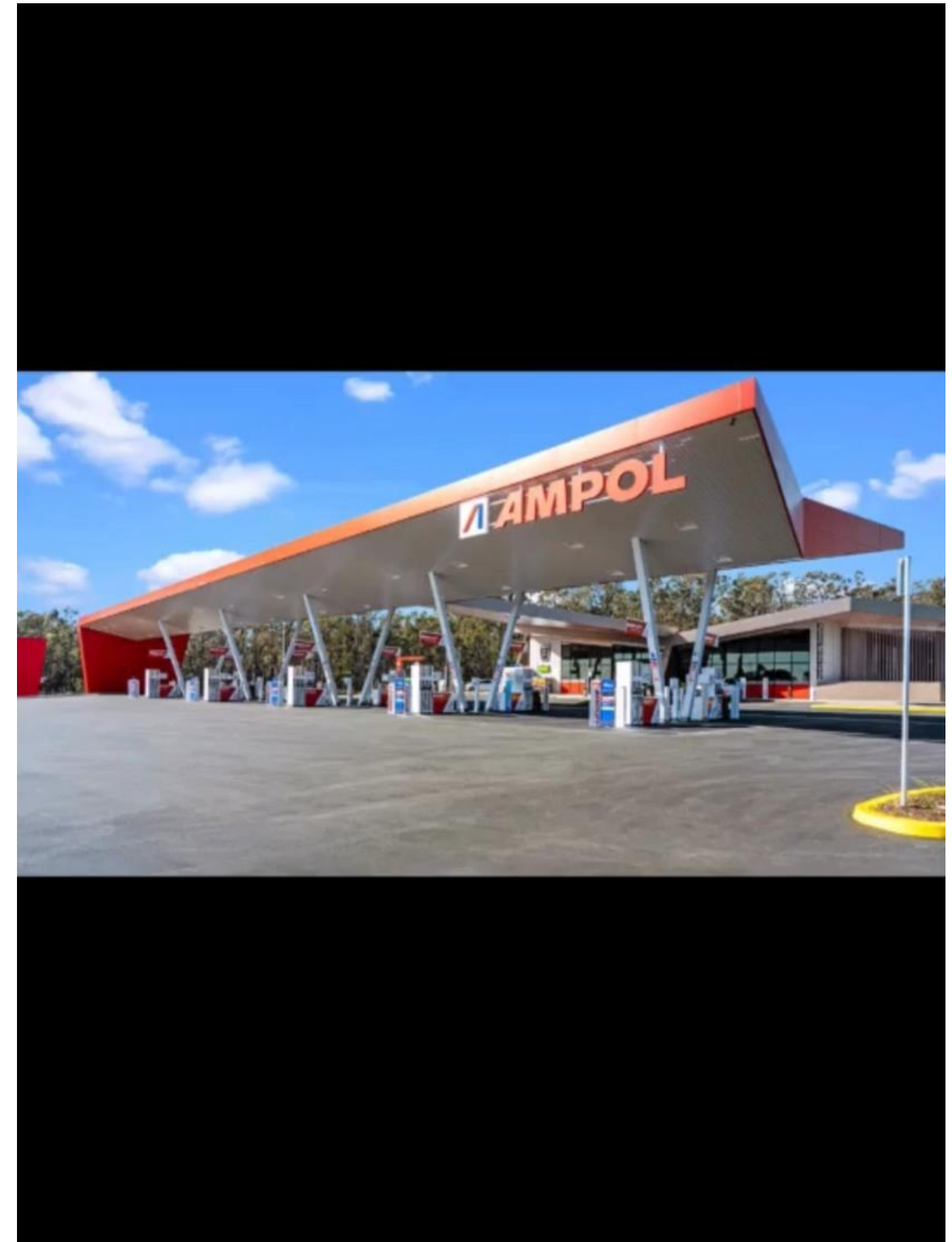
WHAT DO WE DO

- SERVICE 6000 + SERVICE STATIONS ON A MAXIMUM 8 WEEK CYCLE
SERVICE 3000 + PHARMACIES, TOURIST LOCATIONS, GIFT STORES ,FASHION STORES
6 WEEK CYCLE
- LIVE SUPPLY PRODUCT AS NEEDED DIRECT FROM ROAMING WAREHOUSES (VANS) AND DIRECT FROM DC
- PROVIDE INTEGRATED LIVE STOCK FEED AND SURVEY SITES
- EXECUTE TO A PLANNED LAYOUT
- INVOICE AND PROCESS RETURNS ON THE SPOT
- PROVIDE POST PURCHASE CARE TO THE SITE AND THE CONSUMER



WHERE WE ADD VALUE

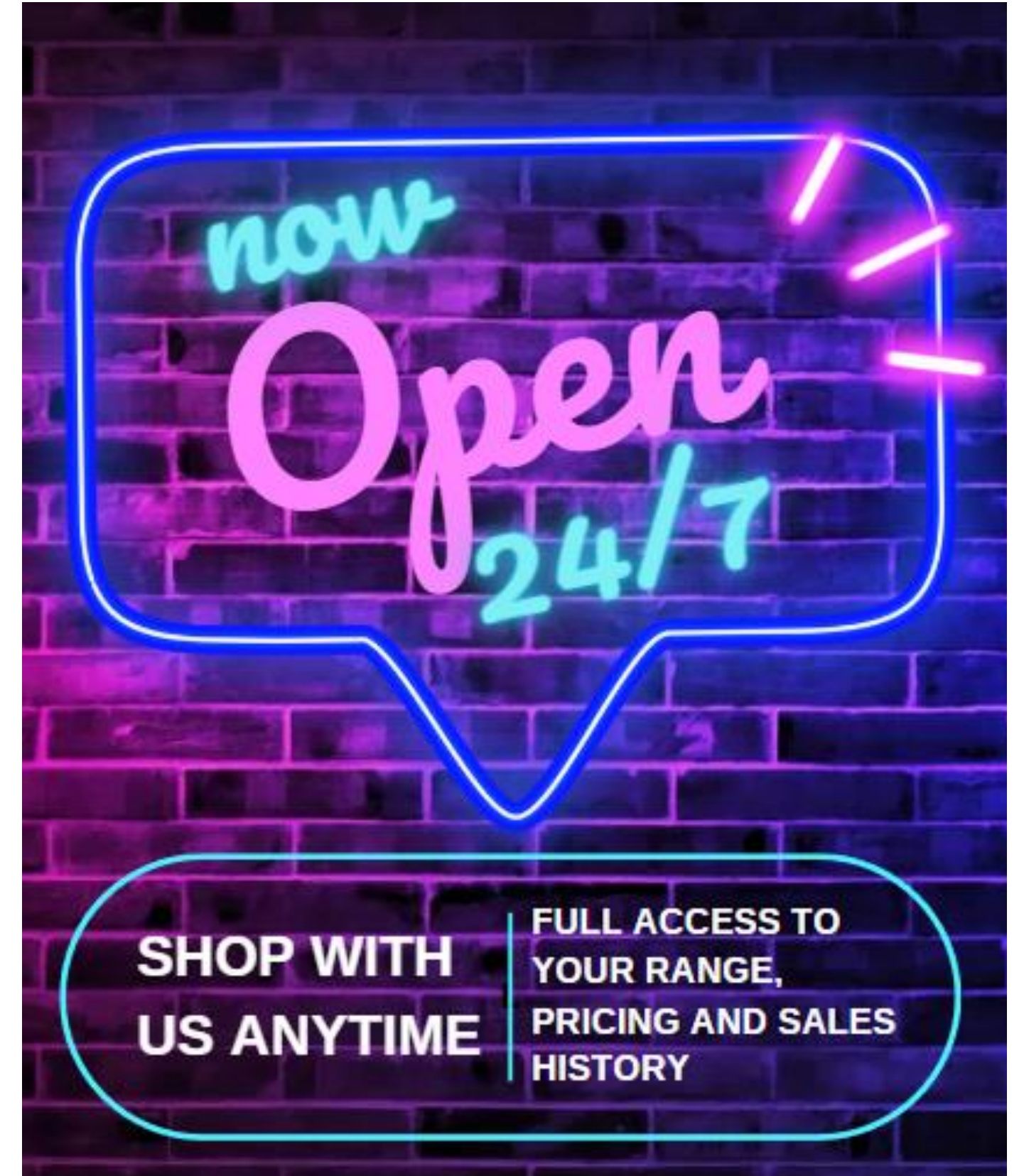
- FAMILIAR FACE, RAPPORT , TRUST
- INVENTORY REQUIREMENT
- TECHNICAL KNOWLEDGE AND EXPERTISE
- CATEGORY LAYOUT ,FIT FOR DEMOGRAPHIC (PLANOGRAM)
- LIVE CREDIT AND INVOICE- ACCOUNT REC



HOW DO WE DELIVER THE SAME VALUE? ROLE OF ECOM B2B?

**SUPPLEMENTARY/
COMPLIMENTARY
SERVICE**

**SOLE WAY TO DO
BUSINESS**



OUCHHHHHH!!!!



**WHERE DO
CUSTOMERS FIND
FRICTION?**

**HOW DO WE MAKE A
SMOOTH ROAD?**

P.A.C.T

If you remember YMCA remember another 4 letter acronym



PAYMENT

ATTRACTION

**CATEGORY/
PRODUCT
UNDERSTANDING**

TIME

PAYMENT

CORPORATE

- Cash flow management and integrated systems
- Account reconciliation at scale
- Terms on payment

MSO

- Cash flow management
- Require ease in reconciliation
- May have terms
- Balancing inventory management and payments

INDEPENDENT/ SOLE TRADER

- Cash balancing
- Funding challenges
- Balancing all facets of business
- Unlikely to have favorable terms

SOLUTIONS & CONSIDERATIONS

- Integrated payment flow from physical and e-commerce transaction/ trading terms account
- Credit fall back

- Integrated payment flow from physical and e-commerce transaction trading terms
- Credit card / alternative payment method for flexibility

- Afterpay/ Zip Pay/ SNPL
- Credit Card
- Direct Debit
- Trading Terms account

Mitigate Risk

ATTRACTION

PURCHASE INTENT

- Do we understand why the customer is buying this?
- What can we do to help appeal to the deeper why?

IS THERE ENOUGH INFO

- After the initial compulsion, have we given enough info to help decide.

SOLUTIONS & CONSIDERATIONS

- Empathy Mapping
- Customer research and Surveys
- Talk with your top customers

P2P

- FABG
- Features Advantages Benefits Grabber (tied to intent ideally)
- Social Proof / Testimonial



CATEGORY/ PRODUCT UNDERSTANDING

WHAT IS THE PRIORITY?

- What are the most important things to know?
- What drives the results?

HOW SHAREABLE IS INFO?

- Can they teach their team and the customers?
- How can we quickly share knowledge?

HOW DOES IT FIT ME?

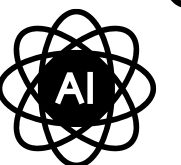
- How can I customise the category/ range to my business?

SOLUTIONS & CONSIDERATIONS

- B2C common Best Sellers
- Prebuilt Templates (orders of the Key Drivers)
- Provide insights to UPSPW

- Training Materials and category insights
- Bite size bits (who watches reels?)

- Small, Medium, Large Curation
- Seasonal Offers
- Talk to customer/ survey customers
- AI generated offers



P2P

TIME

CONVENIENCE

- How do we make it painless?
- How do we make it efficient?
- Can I order and deal with you how i want?

COMMUNICATION ON TIMEFRAMES

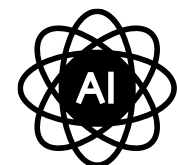
- How long does it take to get there?
- How often do I need to order?

SOLUTIONS & CONSIDERATIONS

- Favourite Orders
- Your Rep's Recommendation
- Subscription Reordering
- EDI and data integration (team often in other time zones)

- Automation on prompting behaviour ie order, new range etc
- internal prompts for customer service
- internal prompts when abnormal actions

P2P



P.A.C.T

If you remember YMCA remember another 4 letter acronym



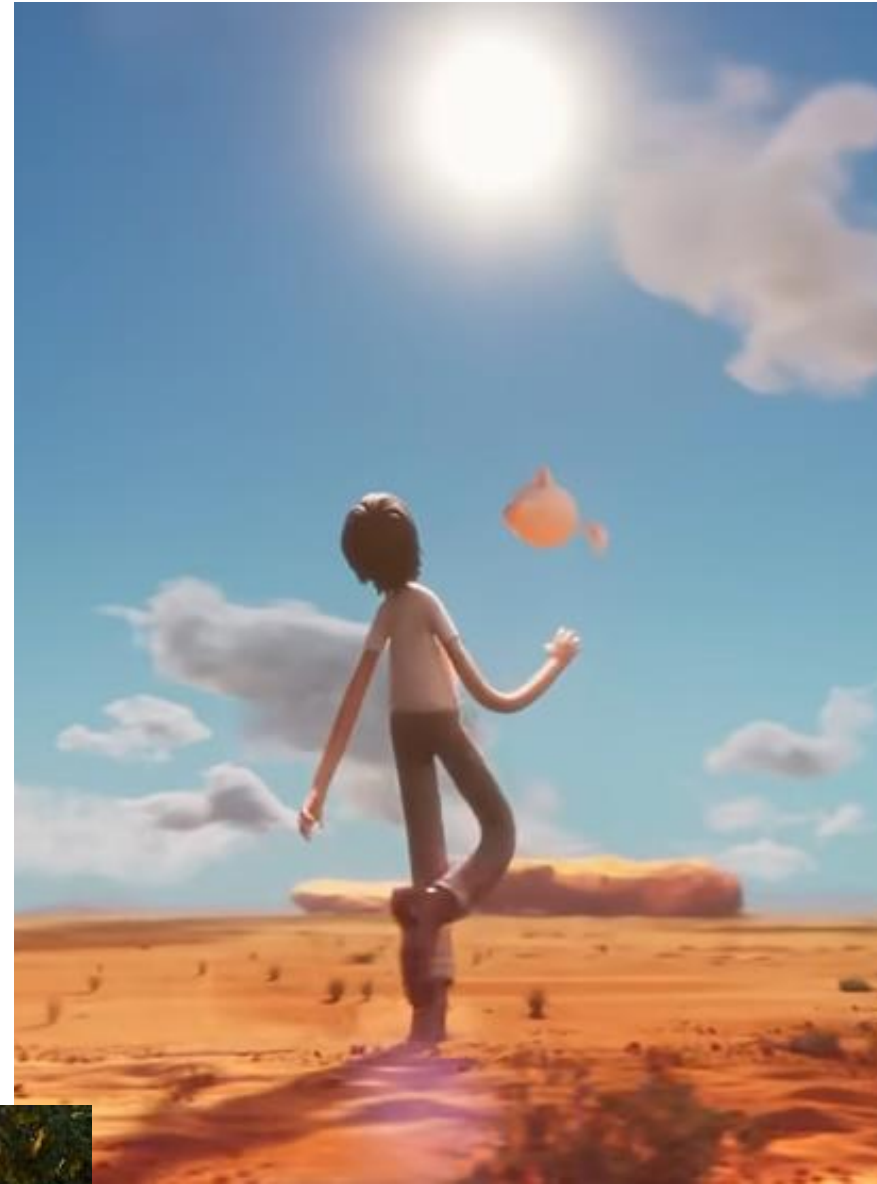
PAYMENT

ATTRACTION

**CATEGORY/
PRODUCT
UNDERSTANDING**

TIME

**OH YEAH!!!
IMAGINE A
B2B WORLD
LIKE B2C**



B2B

VS

B2C

Home / Phone Accessories / Sync Cable / Rugged USB-A to USB-C Cable

Sync Cable



WalknTalk

Rugged USB-A to USB-C Cable

Product Code: PWR-CAC

Barcode 9321670021364

Description Rugged USB-A to USB-C Cable

Height 160 Length 75 Width 22 Weight 90

ZOOM



HOME / SHOP ALL / CABLES / RUGGED CHARGING CABLES & CHARGERS / RUGGED KEVLAR USB A TO USB C CABLE



WALKNTALK

RUGGED KEVLAR USB A TO USB C CABLE

\$30.00

★★★★★ 6 reviews

Quantity:

- 1 +

In stock

Add to cart

Pay with PayPal

More payment options

Free shipping Australia wide on orders over \$50

At a glance

Conquer. Charge. Stay Connected.

This rugged cable is forged to stand up to the challenge. Built with the grit of 10x stronger materials, from its Kevlar core to its armoured braiding, it stands defiant to drops, dust, and whatever else your journey or worksite throws your way. Enjoy relentless power. WalknTalk Rugged cable is designed to bend, not break. No tangled messes, no frayed ends. Just uninterrupted energy fuelling your everyday.

Features:

- Kevlar reinforced
- 10x stronger
- Military grade
- 1.8m length

Device Compatibility

If your phone is an iPhone 15 / 16, Samsung or Android with a USB-C connector and have a USB-A output, this cable will be compatible with your phone.

Warranty & Guides

TRAD B2B VS NEW B2B

COLLECTION OVERVIEW



NEW COLLECTION

40% MARGIN
CONTACT YOUR LOCAL REP



**Hey Team Mystery
Boutique,**

**Your customers are
loving this vibe,
We want to welcome
you all to the
country club. Check
out your VIP invite
below**



ADMIT ONE

WHAT'S NEXT?

DISCUSS OR DECIDE WHAT YOUR KEY VALUE DELIVERY IS?

WHERE DOES B2B E-COMMERCE SIT?

JUMP INTO YOUR CUSTOMERS SHOES



MAKE THE P.A.C.T. SMOOTH

BRING SOME FUN AND EXCITEMENT TO B2B MARKETING AND TRADE MARKETING

WHAT'S IN IT FOR YOU?

GREATER BREADTH OF RANGE AND \$ VALUE

5-10% INCREASE IN REVENUE (MCKINSEY)

20-30% INCREASE IN BREADTH OF RANGE (FORRESTER RESEARCH)

World-wide 56% of B2B revenue is from digital channel up from 32% in 2020 (Shopify Report)

GREAT CUSTOMER INTIMACY

CUSTOMERS ARE 67% LESS LIKELY TO SWITCH

CUSTOMER ADVOCACY AND SUPPORT AS HIGH AS 71% (ACCENTURE)

68% of businesses aren't harnessing the power of their data to understand their customers at a deeper level. (Accenture)

PATHWAY TO EXPAND YOUR BUSINESS AND OFFERING

OTHER OPPORTUNITIES

What other goods or services could you offer: Insurance? Consumables? Media? Robots? Dropship Compatible?



BE CLEAR: DELIVER YOUR VALUE

DON'T FORGET THE PACT

ENTERTAIN AND DELIGHT

BUILD THE FUTURE OF B2B

THANK YOU



BEN COLEMAN

GENERAL MANAGER COMMERCIAL AND ECOMMERCE, PACIFIC OPTICS