BUSINESS TO BUSINESS

2X

B2B CUSTOMERS SPEND TWICE AS MUCH AS DIY

BUSINESSES NEED TO

SPEND MONEY

TO

MAKE MONEY

$ $ $ $ $ $ $ $ $ $

MORE B2B = MORE SALES

STORES WITH >15% B2B
AVERAGE $4,000 MORE SALES
PER DAY, MONDAY–FRIDAY

MULTI-FAMILY PROPERTY MANAGEMENT

$1.3 BILLION

LEVERAGE EXISTING INVESTMENTS

Staff + Building + Inventory

B2B has **less seasonality** and sales are **more consistent** year round

THIS HELPS YOU WEATHERPROOF YOUR BUSINESS

BUSINESSES PREFER TO BUY FROM PEOPLE WHO THEY

TRUST

& LEARN THEIR BUSINESS

GET READY

Ready PREPARATION

Building a B2B Culture

- The B2B Mindset
- Making the Commitment

Operational Needs & Considerations

- Business Customer Segmentation
- Account Management
- Reporting
- Pricing Policy

GET SET >

Set LEARN & PRACTICE

In-Store Activities

> Associate Focus

> B2B Champion Activities

> Role Play

Outside Sales

> Sales Call Preparation

> Conducting a Sales Call

> Role Play

GO

It's Go Time EXECUTE

Repeatable In-Store Activities

- ☐ Lead Generation
- ☐ Coach & Observe
- ☐ Communicate

Repeatable Outside Sales Activities

- ☐ Visit Top Customers
- ☐ Lead Follow-Up
- ☐ Prospecting