



Managing your B2B Buyer Customers' Experiences

Understanding the mid-market B2B Suppliers

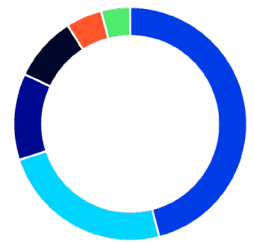
To better understand B2B buyer purchase channels, credit granting and payments experiences for North American mid-market B2B suppliers, Windward Strategy conducted a survey for TreviPay pulling from a sample of several industries.



Channels

Zooming in on the purchases by channel, the survey shows eCommerce portals are the main starting point for B2B purchases. Nearly half of the purchases are initiated here for many B2B suppliers. Having a well-represented eCommerce channel is critical to a supplier's sales strategy.

eCommerce channel	46%
Telephone, e-mail, fax, sales rep	24%
Distributors/indirect	12%
3rd-party marketplace	9%
EDI/auto e-ordering	5%
In store	4%



Not Sure	33%
Less than 25%	11%
26-50%	22%
51-75%	33%

Approval Rates

One third of decision makers within the supplier channel often don't have visibility into what percentage of their prospects can get approved for credit. B2B suppliers report the ideal scenario is to have 50-75% of prospects approved, a rate which only one-third of the suppliers indicated they have.

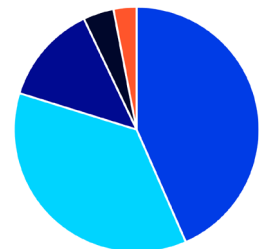
Payment Methods

Many mid-market B2B suppliers indicated large corporate clients, as well as small business customers, expect to be able to pay by card.

As a result, credit cards make up close to half of incoming payments, especially when it comes to eCommerce purchases. Pay by card can be an expensive method of payment for B2B suppliers, as noted in our [More Payment Options means More Purchases report](#).

The second most preferred method of payment is EFT, followed by check, commercial accounts through a third party, and, finally, cash.

Card	43%
EFT (ACH, wire)	36%
Check	13%
Comm'l acct thru 3rd party	4%
Cash	3%



By understanding the diverse and unique requirements of B2B sellers, TreviPay's global B2B payments and invoicing network enables enterprises to provide payments choice and convenience, open new markets and automate accounts receivables.

Want to learn more about how **TreviPay** can help your business offer trade credit and increase approval rates? **Contact us** today.