

Grow your business using Buy Now Pay Later

For B2B businesses who want
to make more money

Excellent 

 Trustpilot • 4,862 reviews



0203 778 0549

[Book a meeting](#)



360 million people used Buy Now Pay Later in 2022¹.

This is expected to hit **900 million** in 2027².

When surveyed, **22% of businesses** said they would not work with a supplier if they didn't offer **flexible payment terms**³.

Let's start with a quick intro

At iwoca, we've spent the last 10 years helping small, medium and large businesses to achieve their growth goals, all across the UK.

Our latest offering, iwocaPay, helps businesses to unlock more efficient cashflow and rapid growth by integrating Buy Now Pay Later (**BNPL**) into the B2B sales journey.

BNPL is very popular in the B2C space, but it's under utilised in the B2B space. That's why we're on a mission to show B2B businesses how BNPL can be used to remove manual admin around payment processes, increase order volumes and revenue, and get paid up front (in full) every time. Without any recourse, or any credit risk.

You should keep reading if you're:



a B2B business who is looking for **new ways to grow**



searching for ways to **modernise and streamline** your B2B customer journey



trying to find the best solution to **smooth out** your short-term and long-term **cashflow**



Introducing (drum roll, please) BNPL for businesses

Lara Gilman, Co-Lead of iwocaPay

“
Until now,
BNPL hasn’t
been widely
available
to trade
suppliers.”

Lara
iwocaPay

This is Buy Now Pay Later, but for B2B suppliers

We’re excited to introduce you to Buy Now Pay Later (**BNPL**) for your trade customers. You probably know all about BNPL in the B2C space. But there are loads of benefits that B2B suppliers are missing out on... simply because until now, this option hasn’t been widely available.

Buy Now Pay Later for B2B businesses is designed to help businesses get immediate access to funds, while simultaneously helping customers to spend more.

We’re building BNPL for your trade business, so you can offer better terms without the credit risk

Since 2012, iwoca has helped all types of businesses across the country – more than 50,000 of them. Whether they’re selling wholesale goods online or providing business training or consultancy, many came to us to help pay a bill or bridge a cashflow gap before getting paid. We wanted to make it easier to find us, so we created a solution where we could solve the cashflow problem at the point of transaction. Instead of



“

Being able to access our funds immediately, rather than chasing clients, has made a huge difference to our business.”

Sharon Pocock,
Kinder Pocock

offering payment terms to your trade customers, offer them iwocaPay and give them 90 days without taking on their credit risk. With iwocaPay, you and your trade customer get the right cashflow solution, with a lot less effort.

Grow your business with BNPL for B2B: empowering buyers to buy and sellers to sell

Some business owners use invoice financing to secure payment upfront and give them more control over their cashflow, but it's far from a perfect solution. Fees are often complex and can get expensive, and, in most invoice financing scenarios, the companies using it still take on the risk that their customers won't pay. This isn't the case with BNPL.

Whether you're thinking about adding BNPL to your ecommerce website, or you'd like to add a link to your invoices, this guide will walk you through some of the benefits. By the end, you'll have enough information to decide whether BNPL will be a valuable tool for your trade business.

Enjoy!

LARA GILMAN

“

There are loads of benefits to BNPL for B2B. But in this guide, we've boiled it down to the top 6 that will help your business the most.”

Lara, iwocaPay



“

**We're loving iwocaPay!
It has saved us hours
of time, and has even
helped us close sales.”**

Cameron Botteril,
The Entrepreneurs Circle

Want to skip the guide and
get started with iwocaPay?

Book a no strings conversation
with our team below.

[Book a call here](#)




Over the following pages, we'll cover:

6 ways you can use BNPL to grow your business

Want to speak to a real human about this stuff?

If you have any questions about using BNPL in your business, just get in touch with the team:

 0203 778 0549

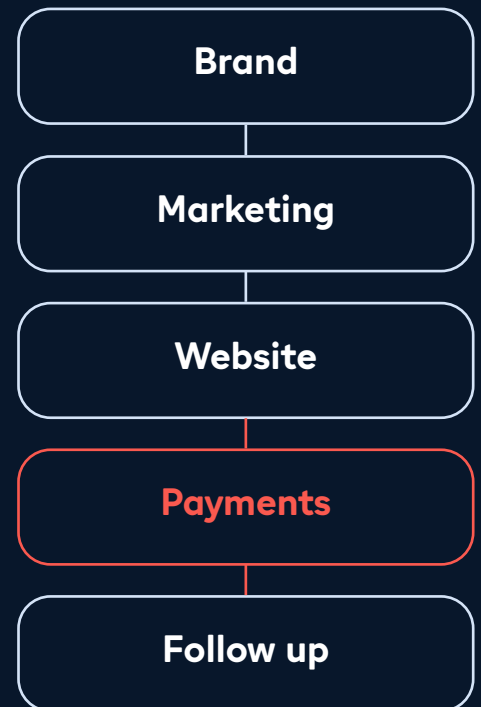
 sales@iwocapay.co.uk

- 1 Gain a serious competitive advantage**
and make flexible payment options one of your USPs
- 2 Use BNPL as a promotional tool**
to drive purchasing behaviour without discounting or taking on credit risk
- 3 Increase checkout conversion rates**
just by adding a BNPL option to your checkout or invoices
- 4 Scale your order volume and basket size**
by increasing your customers' purchasing power while protecting your margins
- 5 Expand your offering**
to include higher value products and packages that are more affordable to your customers
- 6 Work with more customers**
and expand into new market segments with confidence, without the credit risk



The average order value **increases** by a whopping **30%** when credit terms are offered¹.

You've crafted the **perfect** customer experience across every touchpoint. Why should your payments process be any different?



1. Use BNPL to gain a serious competitive advantage



Scan this to see how easy it is to pay with iwocaPay... and donate £2 to charity!

You've spent time, money and research making sure customers fall in love with your brand, services and products. So let's keep the momentum going. **Here are three more ways BNPL can help you to stand out from your competitors:**

1

It will simplify and modernise your payments page, giving your customers the smoothest possible experience, from start-to-finish. Use this to convert more shoppers into paying customers than your competitors.

2

Financing options make your high quality products more affordable. Give your customers quality items and services they just can't find anywhere else.

3

Offer your customers the flexibility to pay when it suits them. Your customers have cashflow to manage too. Become their preferred supplier of choice by offering payment terms that support their business model and growth plans.



Drive customer behaviour with BNPL



2. Use BNPL as a promotional tool

Want to shift more stock without offering discounts? Need to provide incentives for return customers? Fed up of reducing your margins to entice new markets? **By choosing a BNPL provider with customisable options**, you can effectively drive customer behaviour whenever you need it – without discounting or taking on credit risk.

Here are three steps you can take to drive behaviour using BNPL:

1

Identify the customer behaviours you want to encourage, eg. incentivising bulk-buys of a certain product, enticing return customers, or increasing basket values.

2

Be selective about products that qualify for BNPL - only apply this offer to the specific products and services you'd like to sell more of.

3

Create offers for interest-free payment terms and drive more sales by applying this to qualifying orders, eg. 30 days interest free payments on 90 day terms for basket values over £500.

Want to chat about using BNPL as a promotional tool (without affecting your margins)?

Get in touch here:

[Book a meeting](#)



17% of customers would abandon a transaction because of a long or convoluted checkout process¹.

See how much simpler we've made our process!



Number of clicks to pay:

3	iwocaPay
10	PayPal
20	Bank transfers
23	Card payments

3. Use BNPL to increase checkout conversion rates by up to 40%



Scan this to see how easy it is to pay with iwocaPay... and donate £2 to charity!

Our research shows that if you streamline, simplify and modernise your payments process, your conversion rates could increase by up to 40%⁽²⁾. Yes, really.

How? Well, if you work with iwocaPay:

1

We'll simplify and modernise your payments page, giving your customers the smoothest possible experience, from start-to-finish. Don't give your customers a reason to abandon their basket at the checkout!

2

We'll provide marketing support so that your customers know all about the financing options available to them. This lets your customers know that your top-of-the-range products and services are more affordable and accessible compared to your competitors.

3

We'll keep things transparent so your customers are always in control of their payments. That means upfront payment terms, with no hidden costs.



On average, businesses report **40% growth** in checkout conversion rates when they offer financing options¹.

Our survey said this is because:

“

Customers choose suppliers who offer financing options over suppliers who don't.”

“

By spreading the cost, customers can afford to buy more expensive products and services.”

“

Customers who have a great payment experience come back time and time again.”

“

Customers like the ability to spread the cost, without needing to use their credit card limits.”

4. Use BNPL to scale your order volume and basket size

- ✓ No subscription fees
- ✓ No setup costs
- ✓ No commitment

Talk to the team:

[Book a meeting](#)

Here's how you can achieve up to 40% growth in your checkout conversion rates using BNPL:

1

Find a BNPL provider. (Hint: we don't want to brag, but we're pretty good at this stuff).

2

Streamline your payment process – without customers having to faff with bank transfers or card details. Did you know you can reduce abandoned baskets by up to 17%, just by making your payment page simpler?⁽²⁾

3

Promote BNPL in your marketing materials and throughout the sales journey – so customers know to shop with you over your competitors. For example, **if you partner with us**, we'll send over a launch pack full of marketing assets that you can use right away, as well as giving you co-marketing and blog opportunities to boost your PR too.



The average order value **increases** by a whopping **30%** when credit terms are offered¹.

+30%

5. Use BNPL to expand your offering

“

Building relationships takes time, and offering discounts can impact profits.

We love that BNPL is free, flexible and quick to implement.”

Lara Gilman, iwocaPay

For businesses who are looking to **grow quickly**, increasing your average order value (**AOV**) is a **good metric for success**. You get more revenue from fewer sales – without having to splash out on marketing strategies to attract new customers.

While getting customers to buy more expensive products can be difficult, **there are a few tactics you can implement to help sweeten the deal:**

A

Build relationships and upsell to your existing customers.

Your existing customers are loyal, trusting and less sensitive to prices. As you prove great value over time, your return customers' average order values will likely increase.

B

Bundle products or services together and encourage customers to buy more to unlock savings and discounts. Give them additional products or services for free or discounted rates - allowing them to buy more products and increase their order value

OUR TOP PICK

C

Make bigger purchases more manageable by letting customers spread the cost with flexible payment terms. You get to keep your margins high, while your customers get to stay in control of their cashflow too. **(Hint: at iwocaPay, this is our favourite option!)**



6. Use BNPL to work with more customers

“

We love seeing how different businesses use BNPL to their advantage. There really is a use-case for everyone.”

Danni, iwocaPay

Want to see how BNPL can work for your unique business?

Talk to the team:



0203 778 0549



sales@iwocapay.co.uk

By offering BNPL and making your products and services **more affordable**, you'll not only open your doors to new customers, but your average order value could **increase by as much as 30%** too⁽¹⁾. Here's how 3 businesses used BNPL and iwocaPay to work with more customers:



Fridge Freezers Direct tackled the cost of living crisis for their B2B customers by **enabling BNPL on all their products; allowing business owners to invest in more expensive, but more efficient, appliances**. Their customers could spread the cost over 90 days, while saving on their energy bills from day one. Fridge Freezers Direct got more customers, and their AOV increased.



SuperPow! were about to start their first funding round for their app, and found a great consultancy to support them through the process. Their consultancy however, needed payment upfront. By working with iwocaPay, SuperPow! were able to spread their initial cost over 90 days – **giving them the flexibility to only pay the final amount once their financing had been secured**. SuperPow! got their funding, and their consultancy got a new client. Win win!



Hub Vélo specialises in stocking smaller, more premium bike brands that aren't found anywhere else in the country. **By adding financing options to their checkout**, their bikes became more affordable for their niche customers and stockists. Even better, as soon as they started getting instant access to their funds through iwocaPay, Hub Vélo were able to buy more stock... **which attracted even more customers**, and powered their rapid growth.



“

It's so easy to test
iwocaPay on your
checkout or invoices.
Get set up **in minutes**
and see if it feels right
for your business.”

iwocaPay team

- ✓ No code
- ✓ No subscription fees
- ✓ No setup costs
- ✓ No commitment

[Click here to book a call](#)



Case study

Meet David Bradley from Mint Consulting and Accounting



“
iwocaPay
enables me
to offer a
truly digital
experience to
my clients.”

David Bradley,
Mint Consulting and Accounting

Who is David Bradley?

David, founder and owner of tech-first accountancy firm Mint Consulting and Accounting, offers clients a truly digital experience. David uses Xero, Dext and other automation and accounting tech, **to spend less time on manual tasks**. That means he's got more time to focus on speaking with clients, understanding their current challenges and advising them on how to grow their businesses.

How to give your clients a competitive advantage

People often under-invest in the payment methods they offer, sticking to bank transfer and cash. “**Many small businesses don't understand the impact that not having an up-to-date payments tool has on their business**”, explains David. “iwocaPay is improving the way businesses get paid, but for my clients, it's the ability to offer flexible payment terms that's giving me an instant competitive advantage”.



Now it's your turn

Integrate iwocaPay into your customer experience.

Book a meeting with the team, and get the ball rolling today.



0203 778 0549

Or click to book a call

Addressing trade debt by turning invoices into checkouts

We know from Xero, that invoices with online payment options are paid **twice as fast** than their counterparts - yet 80% of B2B payments are made via bank transfer.

This slow, manual and disconnected payment method is costing businesses both time and money. In a world where we can have everything instantly with seamless experiences across the board, we should be able to **make payments painless** too.

By turning bank transfers into an online payments, iwocaPay is reducing the amount of trade debt, one invoice at a time.

Why David loves iwocaPay

With more millennials running businesses, the marketplace is changing and it's important that the Mint Consulting and Accounting brand reflects their tech lead offering. David uses iwocaPay internally to not only offer his clients an alternative way to pay, but more importantly, reflect the tech-based service David is selling.



“

Branding is essential for me. I didn't want to be the tech company who offers outdated payment methods.”

David Bradley,
Mint Consulting and Accounting



“

**If you're a business
providing goods or services
to other businesses, then
iwocaPay is a lifesaver!”**

Anastasia Ward
Fresh Law Ltd.

Want to see what
all the excitement is about?

[Book a meeting directly here](#)



Use BNPL to grow your business.

Here are your next steps:

✓

Complete!

Read through this guide to understand how Buy Now Pay Later would work for your business

2

Call us on 0203 778 0549 [\(or put a meeting in the diary here\)](#)

- Speak to a real human (an expert in BNPL, in fact)
- Ask questions
- Outline your goals
- Talk all things sales, finance and processes
- Get tailored advice to get BNPL working for your business
- Find out how easy it is to set up iwocaPay on your site

3

Set up with iwocaPay

- ✓ BNPL up and running within minutes
- ✓ A dedicated Account Manager for life (for you and your customers)
- ✓ Developer support to guarantee a seamless experience for your customers
- ✓ A set of custom invoice/order/quote templates for your offline journeys
- ✓ A set of custom co-branded marketing materials for your website and emails
- ✓ Full training for your sales admin personnel (onsite or remote)
- ✓ No lock-in contracts or hidden fees – leaving you in complete control

4

Enjoy growing your business

With lifelong iwocaPay support. Now that's what business should be about.

**Get in touch (no strings) and
see how we can help with your
business growth goals.**

Book a meeting directly here

Or find us on:



0203 778 0549



sales@iwocapay.co.uk



iwocapay.co.uk

Excellent 

 Trustpilot • 4,862 reviews

