

# From Legacy to Innovation: Modernizing B2B Selling Experiences

B2B buyer expectations are changing faster than ever before. With a new generation of buyers and employees entering the workforce, competitive pressures, commoditization, and technological advancements are reshaping the B2B buying journey. Traditional B2B selling methods like phone orders, email orders, print catalogs, and manual order processing are becoming obsolete. Companies that fail to modernize their selling experiences risk falling behind more agile and forward-thinking competitors.

**MODERNIZING ANY ASPECT** of the business, particularly selling experiences, is a big undertaking. There are hurdles to overcome from navigating operational complexities and updating legacy systems to fostering a culture of innovation and growth. However, to deliver the modern experiences that customers now expect, companies need to rethink how they engage with buyers. Modern B2B selling experiences transform how customers interact with the brand throughout the entire customer lifecycle, utilizing the latest trends in technology and customer experience to create engaging, efficient buying journeys.

What's more, the economic consequences of failing to modernize are severe: diminished customer satisfaction, reduced market share, and hits to the bottom line. Modernization may be cumbersome, but it is necessary for today's digital world.

Zaelab leverages best-of-breed technologies, innovative experiences, and strategic insights to help B2B companies streamline and simplify complexities. In this piece, we'll explore what it means to modernize B2B selling experiences, why it's crucial for B2B, and how Zaelab can partner with you to drive meaningful growth and transformation.

# The Evolution of B2B Selling Experiences

B2B selling has undergone a dramatic transformation over the past few decades. From the early days of basic digital systems to today's sophisticated, customer-centric platforms, the journey of B2B selling is marked by these stages:

1970-2000

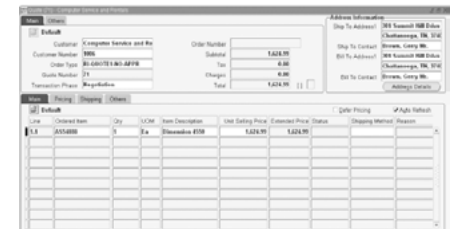
## The Era of Green Screen Systems



B2B selling began with the introduction of green screen systems. These rudimentary systems allowed for basic order entry and inventory management but offered little in terms of user experience or interactivity. Transactions were simply that—transactional—lacking any personalization or engagement. Despite their limitations, green screens marked the beginning of digital transformation in B2B commerce, paving the way for more advanced technologies.

2000-2010

## Introduction and Adoption of ERP Systems



The next major leap in B2B selling experiences utilized Enterprise Resource Planning (ERP) systems. These systems provided a more integrated approach to managing various business processes, from supply chain management to customer relationship management. While ERP systems brought a higher degree of automation and efficiency, they were primarily designed for internal users and lacked intuitive, user-friendly interfaces.

2010-2025

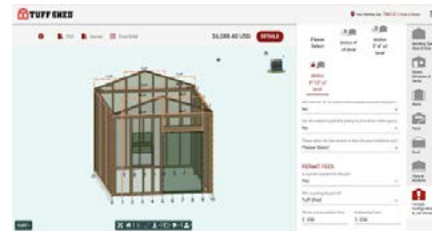
## Emergence of eCommerce Portals



Soon came a significant shift as eCommerce portals became prevalent in B2B selling. These platforms offered advanced functionalities, including online product catalogs, self-service ordering, and integrated payment systems. Despite improvements, many eCommerce portals still fell short of delivering truly personalized experiences, being clunky and difficult to navigate.

2025 & Beyond

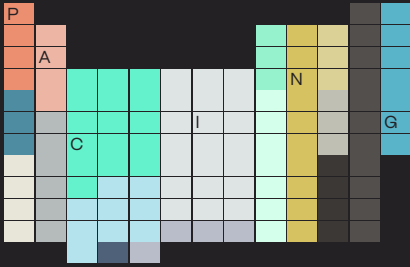
## The Shift Towards Modern B2B Selling Experiences



The future of B2B selling is in creating immersive, integrated, and highly personalized experiences. Modern B2B selling experiences use artificial intelligence, machine learning, and advanced data analytics, to provide buyers with tailored recommendations, real-time support, and streamlined purchasing processes. These experiences are designed to be intuitive, collaborative, and engaging, transforming how businesses interact with customers throughout the entire buying journey.

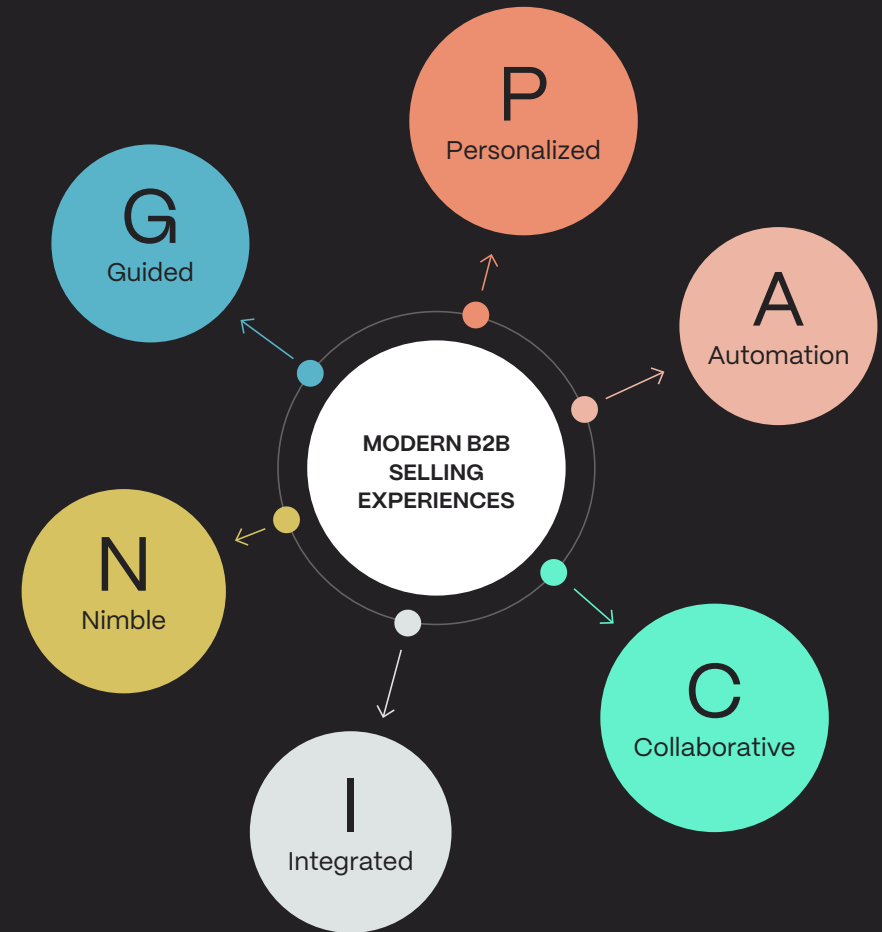
As B2B buyers' expectations evolve, companies clinging to legacy portals and outdated selling experiences will struggle. Older systems lack the flexibility, scalability, and user-centric features necessary to meet modern buyers' needs. This can lead to frustrating customer interactions, ultimately decreasing buyer satisfaction and loyalty. Legacy systems cannot leverage data insights effectively, resulting in missed opportunities for upselling and cross-selling. Maintaining and operating these outdated systems can be costly and resource-intensive, diverting valuable resources away from more strategic initiatives that could drive business success.

The question is, how can B2B move beyond legacy systems and adopt innovative, immersive, and integrated solutions that modernize their selling experiences?



# Core Components of a Modern B2B Selling Experience

At Zaelab, we package essential modernized selling components in the acronym PACING—Personalized, Automated, Collaborative, Integrated, Nimble, and Guided. Each aspect of PACING plays a vital role in creating a modern, efficient, and engaging B2B selling experience. Let's explore each of these components and understand why they are so relevant in transforming B2B commerce.



P

Personalized

## Personalized

In B2B, the significance of personalization differs from the typical B2C approach. While B2C personalization focuses on targeting products, pricing, or promotions to individual users based on past purchases or interests, B2B personalization caters to the diverse needs of multiple personas interacting with the site. These personas can include engineers, procurement teams, buyers, and end users, each with distinct experience requirements and specific problems to solve.

The good news is that B2B companies are often better positioned to deliver personalized experiences because they typically have access to a wealth of informative data about their accounts. Unlike B2C companies, which can struggle to obtain relevant customer data, B2B companies usually have detailed insights into their customers' past purchases, current needs, and potential future requirements. This rich data enables B2B to create highly personalized experiences that are relevant and predictive, helping to anticipate and meet the specific needs of each persona involved in the purchasing process.

A

Automation

## Automated

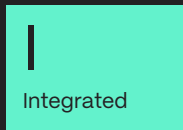
In complex B2B organizations, users often spend hours navigating B2B commerce or CPQ (Configure, Price, Quote) systems. By automating repetitive tasks within these environments, companies can streamline processes and enhance user efficiency. Automating these time-consuming activities not only improves the overall user experience but also frees up valuable time for users to focus on higher-value tasks, making automation a key driver of success in B2B operations.

C

Collaborative

## Collaborative

In B2B organizations, many communication touchpoints still rely on legacy channels like email and phone. Buying cycles involve numerous stakeholders, including sales teams, product engineers, and multiple representatives from the customer's side. This creates an opportunity for B2B organizations to revolutionize the sales process by introducing collaborative experiences through messaging, notifications, and more. By fostering real-time collaboration, B2B companies can enhance efficiency and drive more effective outcomes.



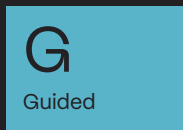
## Integrated

The complexity in B2B organizations—pricing, inventory, account management, and workflows—can often hinder improving the selling experience. However, modern B2B selling experiences unify and simplify the customer journey by integrating data from various systems without exposing customers to the underlying intricacies. This approach ensures that, despite the complex backend operations, the customer experience remains intuitive and user-friendly.



## Nimble

Speed, performance, and a flexible, intuitive experience are essential for B2B buyers. It's imperative to deliver a user experience that feels fast and straightforward. The ability to rapidly deploy and test new capabilities drives optimization and ensures adoption among clients. This agility allows B2B organizations to continuously refine their offerings and meet the evolving needs of their customers.



## Guided

Guiding users to solve their problems is increasingly important in B2B sales. Without imagery, traditional search methods fall short, and purchasing decisions are driven by product attributes and technical specifications. As demographics shift and experienced employees retire, guided selling experiences can help newer buyers navigate toward the right solutions or products. These guided experiences ensure that even those less familiar with the intricacies of the products can make informed decisions, leading to better outcomes for both the buyer and the seller.

# Why B2B Companies Can't Afford to Ignore Modernization

B2B buyers now demand intuitive, fast, and personalized digital experiences that mirror the convenience and ease of use they experience in their personal lives. By not offering dynamic and engaging buying experiences, B2B will face these consequences of inaction:

## **Losing Competitive Edge**

Companies that rely on outdated selling methods will be surpassed by competitors who have adopted modern, digital-first strategies. These competitors can offer more personalized buying experiences that attract and retain customers.

## **Decreased Customer Satisfaction**

Outdated systems lead to frustrating and inefficient buying experiences. This can result in a loss of customer loyalty, as clients may choose to work with companies that provide more user-friendly digital interactions.

## **Missed Revenue Opportunities**

Legacy systems typically lack the advanced capabilities needed to leverage data insights effectively for upselling and cross-selling. This means missed opportunities for generating additional revenue from existing customers.

## **Higher Operational Costs**

Maintaining and operating outdated systems can be costly and resource-intensive. These systems require significant upkeep, which diverts valuable resources away from strategic initiatives.



# The Economic Impact of Modernized B2B Selling Experiences



Modernizing B2B selling experiences generates a profound economic impact on a company's bottom line. Consider this cost difference between processing orders manually versus digitally: while a manual order can cost as much as \$8 to process, a digital order can cost as little as \$1. That's a \$7 savings per order. Now, do the math—if your company processes 100,000 orders a year, you're looking at a potential savings of \$700,000 annually. This demonstrates just one of the many financial advantages of adopting modern selling strategies, which not only streamline operations but also significantly boost profitability.

By reducing reliance on manual, labor-intensive tasks, modern B2B selling experiences significantly improve productivity. Automation and digital tools allow businesses to handle more

transactions with fewer resources, reducing operational costs and freeing up employees to focus on more strategic, value-added activities. This shift lowers costs while improving efficiency across the board, enabling B2B to operate more effectively and respond more quickly to market changes.

In addition to reducing costs, modernizing selling experiences also drives revenue growth. Digital tools and platforms provide enhanced data analytics capabilities, allowing businesses to better understand customer behavior and preferences. This enables more targeted marketing efforts, improved upselling and cross-selling opportunities, and the ability to personalize customer interactions at scale. All these factors contribute to increased sales and higher customer lifetime value.

# The Modernized B2B Selling Experience Powered by Zaelab

Zaelab is at the forefront of modernizing B2B selling experiences, partnering with leading technology providers and clients to transform how B2B businesses engage with their customers across every stage of the buying journey. Zaelab enables companies to create compelling, efficient, and seamless digital experiences that set them apart from their competitors.



## **Tuff Shed Elevates Customer Experience with Zaelab**

Tuff Shed, a leader in customizable sheds, partnered with Zaelab to overcome challenges with its outdated CPQ system, which struggled with customization complexities and was costly to maintain. Zaelab implemented a modern Salesforce CPQ solution, supported by Logik.io and Threekit, streamlining operations and providing an interactive, immersive customer experience. This transformation enabled Tuff Shed to efficiently manage configurations, reduce costs, and enhance market competitiveness.



## **Panduit Enhances Guided Selling with Zaelab**

Panduit, traditionally known for cabling, faced significant challenges with customer awareness and sales team proficiency when expanding into Electrical Power Systems, including UPS and PDU products. To address this, Zaelab implemented a guided selling solution, integrated with Logik.io and tailored using a hybrid approach with React and Angular frameworks. This solution helped sales reps and distributors provide targeted product recommendations, enhancing customer understanding and cross-sell opportunities. In less than a year, Panduit launched a scalable solution, significantly improving conversion rates, user adoption, and customer satisfaction.

Zaelab ensures the delivery of a modern B2B selling experience by providing a full spectrum of capabilities, each designed to enhance different aspects of the customer journey:



### **Content and Experience Management**

Zaelab creates engaging customer journeys by delivering personalized content and experiences that resonate with B2B buyers, ensuring that each interaction is meaningful and relevant.



### **Commerce Solutions**

Leveraging powerful and scalable eCommerce platforms, Zaelab enables companies to provide robust online shopping experiences that can handle high volumes and complex transactions with ease.



### **CPQ Implementation**

Simplifying the pricing and quoting process for complex products, Zaelab's CPQ solutions help B2B quickly generate accurate quotes, reducing friction in the buying process and speeding up sales cycles.



### **Guided Selling and Search**

By implementing advanced search capabilities and guided selling tools, Zaelab helps customers effortlessly find the right products or solutions, improving their overall shopping experience and increasing conversion rates.



### **Pricing and Promotions Management**

Zaelab's dynamic pricing strategies allow companies to stay competitive in a fast-changing market, offering tailored promotions that attract and retain customers.



### **Product and Order Management**

Streamlining backend operations is key in supporting modern selling experiences. Zaelab's product and order management technology partners and solutions can optimize inventory and order fulfillment processes, reducing delays and enhancing customer satisfaction.



### **Service and Support**

To maintain high levels of customer satisfaction, Zaelab helps B2B adopt robust customer support capabilities, ensuring that any issues are quickly resolved and customers are always supported.



### **Data and Marketing**

Zaelab's solutions provide in-depth analytics and insights that enable targeted marketing efforts, helping B2B make informed decisions to optimize their strategies for better outcomes.

# Start Modernizing Your B2B Selling Experiences Now

Companies like Tuff Shed and Panduit have already seen the transformative impact of embracing modern, customer-centric solutions. From overcoming complex customization challenges to enhancing product awareness and guided selling, these companies have significantly improved their operational efficiency, customer satisfaction, and market competitiveness.

As customer expectations continue to grow for fast, intuitive, and personalized digital interactions, now is the time for B2B companies to take action and evolve their selling experiences to stay relevant and competitive.

Partner with Zaelab today to begin your journey toward modernizing your B2B selling experiences.



**Evan Klein**  
CEO, Zaelab

