



Quotation & Offer Management

B2B clients often seek interactions with a sales agent to discuss orders and agree on a discount price. As a matter of fact:

*70% of B2B buyers still want to interact with sales reps [and] 38% of buyers find interacting with a sales rep superior to gathering information on their own.”**

Therefore, it's a necessity for B2B online shops to offer an essential tool for entering purchasing negotiations. To meet the needs of your customers, Spryker has introduced a Quotation & Offer Management feature, also known as Request for Quote (RFQ).

How it Works

The screenshot shows the Spryker B2B demo interface for a Quotation & Offer Management (RFQ) form. The form is titled "Quote Request" and includes a search bar, a "Confirm" button, and a "Logout" button. The form is divided into several sections:

- PURCHASE ORDER NUMBER:** A field for the purchase order number and a "DO NOT SHIP LATER THAN" field with a date format "yyyy-mm-dd".
- NOTES:** A text area containing the notes "give me a better price" and "here is a better price".
- Item Details:** A list of items with their descriptions, prices, and quantities. The first item is "Rectangular table, rectangular tubing - 800 x 800 mm - Beech, natural / brown" with a price of €163.08 and a quantity of 90. The second item is "office active vertebral disc swivel chair; backrest height 600 mm - point-asynchronous mechanism, sliding seat - without armrests, gray" with a price of €200.40 and a quantity of 2.
- Summary:** A section titled "Your Order" showing a 10% discount for all orders above €650.00, a subtotal of €650.00, a tax of €93.40, and a grand total of €743.40.

* According to a Showpad survey 2018

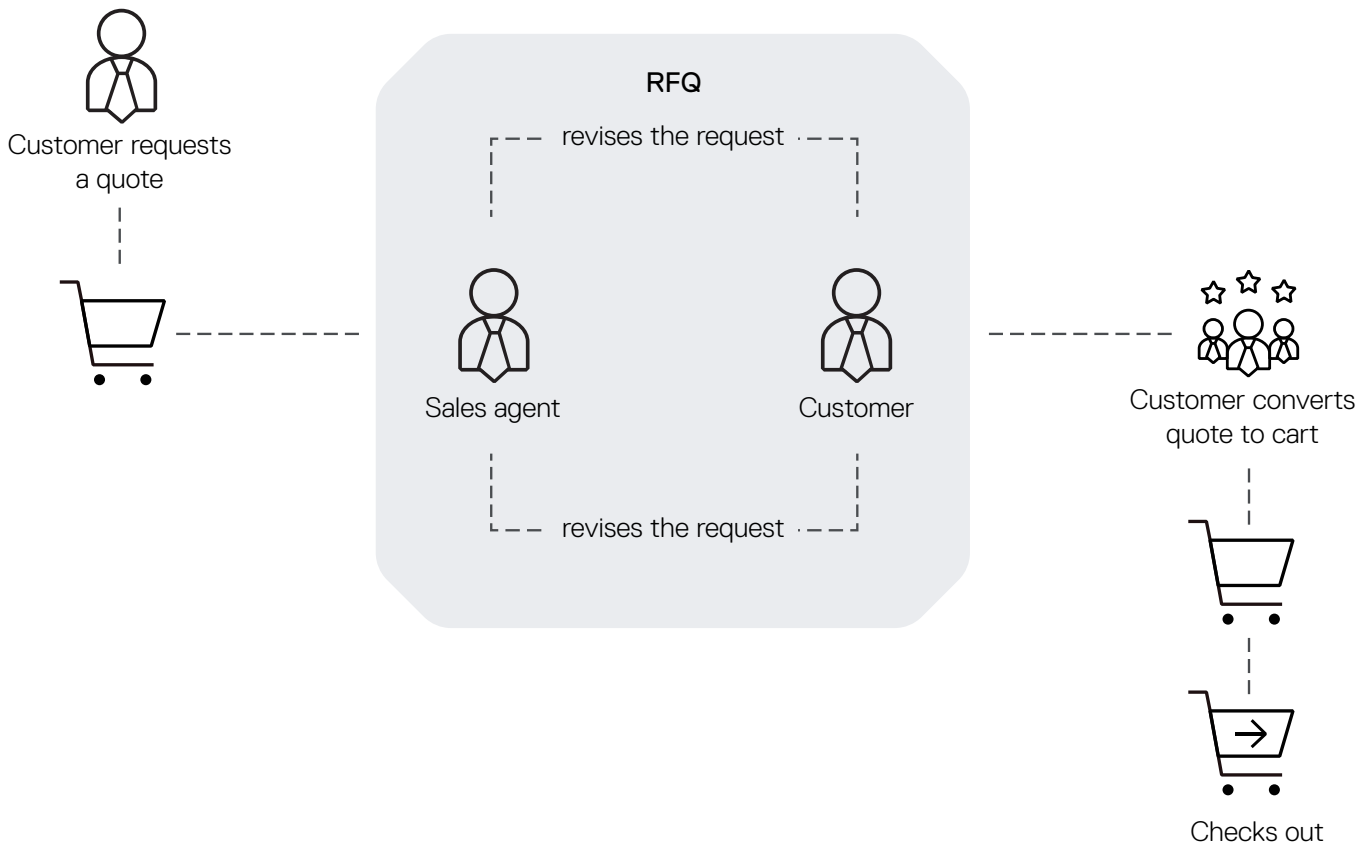
The Spryker OS Quotation & Offer Management feature is flexible and can map several use cases.

In the majority of cases, customers have a **Cart** with items and turn it into a **Quote Request**, which is sent to the sales agent. They are waiting for a better offer regarding the price. It's also possible to make a change to the item selection of the cart and replace certain items with better fitting products or of higher quality. New products can also be added to the cart.

An alternative use case would be when a customer and sales agent had an offline communication and the sales agent prepares a special offer on the **buyer's behalf** using the agent assist functionality.

In every case, the sales agent and customer can have several rounds of negotiation to create the best possible deal for both sides. A **comment** section provides additional room for conversations. A **Valid Till** field enables the sales agent to make limited offers and 'take it or leave it' deals. All conversations and offers are saved to ensure the best transparency in the end about all the details of the deal.

The Highlights



Spryker Features & Products Support

Our **Quotation & Offer Management** feature is part of the B2B Suite and supports all functionality of the price engine and product capabilities, such as

- Volume Prices
- Customer Specific Prices
- Measuring and Packaging units
- Product Options

Opportunities When Using Quotation & Offer Management

Quotation & Offer Management is not just a default feature every B2B online store should have, it actually helps to expand your service offering and maps out new customer journeys. Additional opportunities and improved customer service will help to grow your business.



Keep price-sensitive customers:

For companies looking to expand, depending on personal relationships to sell products may be something of the past. It's very easy to see how Mark, a tech-savvy Millennial, who starts a new position as a B2B Buyer, will be aware that comprehensive price comparisons are just a click away and won't be afraid to switch suppliers. Using the RFQs you can actively intervene and prevent customers from changing their suppliers based on slight price differences.



Enhance customer loyalty and increase conversion rates:

Mark is not the only one challenging established B2B procurement practices. More than half of all B2B Buyers are younger than 34 years old and are eager to replicate a B2C shopping experience. At first glance, this might seem hard to achieve, as B2B procurement is often perceived as rigid. Though, it's possible to provide a customized shopping experience with individualized prices and items, as well as the possibility to enter several negotiation rounds, that caters to the special needs of B2B businesses.



Create custom sales inquiries:

B2B businesses are required to procure a variety of items, often with complexities that exceed the expertise of individual B2B buyers like Mark. Due to the nature of B2B procurement, he will appreciate professional and competent assistance. Whether he needs machinery and tools that meet certain specs or specialized items, he will be grateful for knowledgeable sales agents that can review and edit orders or create new ones based on briefings.



Connect to IoT devices:

Office work can get hectic and the need for RFQs can often arise on the spot. The ease of requesting a quote can be increased by setting up smart devices, like voice assistants. Once up and running, Mark can comfortably manage his requests remotely.



Raise the average shopping cart value:

The Spryker Quotation & Offer Management feature is not just improving customer satisfaction, it helps sales agents too by creating countless Upsell and Cross-Sell opportunities. Adding complementary items for a discounted price will encourage Mark to purchase more.



Add services to the quote:

Imagine Company A not only selling complicated machinery, but also maintenance services. Once the machine is in need of repair a customer can send it in and get a quote for the service and spare parts that are needed. A negotiation can ensue to discuss the chosen parts and the total price.



Map a B2B2C flow:

RfQs are not just a necessity for B2B businesses but can include a B2C business. Mark, this time as a B2C end customer, can request the repair of his car. His repair workshop, as a service provider, prepares a cart with SKUs of the needed spare parts and sends an RFQ to the supplier asking for a better price. The negotiation only takes place between supplier and service provider. In the end, Mark receives an invoice with the negotiated final prices.

