

3 CONSIDERATIONS FOR YOUR MOVE TOWARD MORE

than traditional methods. For one, e-commerce gives buyers a clear picture of inventory, providing them with immediate insights into what's available, something that's especially important as supply chain issues continue to plague the

business (B2B) e-commerce experiences can not only give buyers a clear picture of what options are available to them, but also offer personalized recommendations based on past purchases and searches.

2. D M e W Le

Contractors have always had to wear many hats. However, with the COVID-19 pandemic leading to worker shortages and


concerns, bandwidth is even more scarce today. Compounding things further, persistent global supply chain issues and rising material costs are forcing many teams into a situation where

that 70% of B2B decision makers say they are open to making new, fully self-serve or remote purchases in excess of \$50,000,

amount of time is saved for teams who need to be on a project

3. Kee U W C e

The United States construction market was expected to grow by 15.6% in 2021. While this growth is a much-welcomed sign, it also signals an inevitable increase in competition. As such,

a way that reduces strain on teams is more important than ever. Part of what will fuel this competition in the industry is the makeup of today's buyers, which is skewing more and more towards the younger generations. In fact, Amazon research found that nearly three-quarters of business buyers today are millennials. This generation of digital natives are heavily entrenched in the construction workforce and transforming B2B sales, meaning that if you're not evolving your buying process and embracing digitization, your competition likely is. 

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