

ADMINISTER AND MERCHANDISE A B2B COMMERCE ON CLASSIC STORE (B2B101)



OVERVIEW

Design, build, and launch a business-to-business (B2B) commerce solution that enables retailers, wholesalers, or distributors to purchase goods or services from your brand. In this 2-day class, our Commerce Cloud experts will walk you through how to set up and configure the essential elements required to manage a storefront, so you can deliver a buyer experience that satisfies your organization's unique requirements.

WHO SHOULD TAKE THIS COURSE ?

This class is designed for individuals responsible for implementing a new B2B Commerce Cloud on Classic storefront or providing functional storefront maintenance in a support or administrative role.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:

- Understand the different types of products and how to configure them.
- Set up different pricing strategies.
- Understand how to implement Marketing and Pricing Strategies.
- Organize your storefront by configuring Categories and Menus.
- Understand how the B2B Commerce Cloud handles Internationalization by setting up additional currencies and languages.
- Grasp Attribute Driven Commerce.
- Configure Facetted Searches.
- Take the next step toward a [B2B Commerce Administrator Accreditation](#).

PREWORK

Please complete the following trailmix before attending our expert-led class [Trailmix, Trailhead Academy](#)



DURATION

2 days

DELIVERY FORMAT

- Classroom
- Virtual

LANGUAGE

Course in French/
Materials in English

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LESSONS & TOPICS

Platform Overview

- Understand the Features and Functionality of B2B Commerce

Setup

- Administer Commerce Cloud
- Adjust Sharing Settings
- Configure the Storefront Secure Domain
- Style Your Storefronts with Themes
- Add Widgets to Storefront Pages
- Leverage Indexing
- Enable Caching for Storefront Pages

B2B Buyers

- Manage Contacts
- Create Buyer Users
- Understand Community Licenses
- Enable a User
- Create Account Groups
- Create Price Lists
- Manage Storefront Access

Products

- Add Standard Products to a Price Book
- Create a Product Bundle
- Create a Product Kit
- Create an Aggregated Product
- Create a Dynamic Kit
- Create an Assembly Product

Marketing and Pricing Strategies

- Show Related Products
- Create Subscription Products
- Set Up Promotions
- Offer Coupons for Discounts on Storefront Purchases
- Offer Tiered Pricing to Give Customers a Price Break
- Configure Attribute Pricing
- Configure Contract Pricing

Storefront Organization

- Show Your Featured and Spotlight Products
- Plan Your Category Structure
- Add a Menu Component
- Create Page Sections
- Customize Storefront Headings with Page Labels

Localization

- Add or Change the List of Available Languages
- Add or Change the List of Available Currencies
- Localize Objects

Advanced Configurations

- Enable Effective Accounts
- Split an Order with Line Level Independence