

# MANAGE AND MERCHANDISE A SALESFORCE COMMERCE STORE (B2B110)



## OVERVIEW

Discover how to manage, merchandise, and customize an existing business-to-business (B2B) Salesforce Commerce storefront using the Lightning Web Runtime (LWR) template. In this 2-day instructor-led class, learn how to configure essential store elements, including buyers, products, entitlement policies, marketing and pricing strategies, currencies and markets, storefront customizations, and more. Elevate your storefront by creating a seamless, connected commerce experience for business buyers that drives revenue through small and large volume purchases, and solidifies your brand as a reliable supplier for goods and/or services that are vital to buyer business operations.

## WHO SHOULD TAKE THIS COURSE?

This class is designed for administrators, product managers, account managers, and merchandisers who are responsible for managing, maintaining, and customizing an existing B2B Salesforce Commerce storefront using LWR.

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

- Demonstrate how to manage, merchandise, and customize an existing B2B Salesforce Commerce storefront using the Lightning Web Runtime template
- Apply knowledge of Salesforce Commerce data models and standard objects to establish effective relationships and pricing policies between products, buyers, and prices
- Successfully navigate the Salesforce Commerce ecosystem with your understanding of key Commerce terms and concepts.

## PREREQUISITES AND PREWORK

Please complete the following trailmix before attending our expert-led class:

[Trailmix, Trailhead Academy](#)

**IMPORTANT** : If you use your personal computer and a configuration is described in the [Computer Setup Guide](#), you must complete it before attending the class.



### DURATION

2 days

### DELIVERY FORMAT

- Classroom
- Virtual

### LANGUAGE

Course in French /  
Materials in English

### USER INTERFACE

Lightning Experience

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## LESSONS & TOPICS

### Introduction

- Identify Commerce Team Personas
- Access Training Orgs

### Salesforce Commerce Overview

- Review Commerce Industry Trends
- Discover Key Salesforce Commerce Features
- Examine Commerce Storefront Architecture
- Explore Salesforce Commerce Data Models and Objects
- Navigate a Salesforce Commerce Storefront

### Buyer Accounts and Buyer Groups

- Create Contacts, Buyers (Users), and Buyer Groups
- Apply Entitlements and Pricing to Determine Product and Pricing Visibility
- Create and Assign Price Books to Specific Buyer Groups
- Use Externally Managed Accounts to Enable Account Switcher
- Customize a Standard Object and Page Layout

### Commerce Products

- Define Essential Store Product Components
- Group Ancillary Products Using Product Categories
- Create and Apply Purchase Quantity Rules
- Define and Create Product Attributes for Filtering
- Create Standard Products, Variation Products, and Product Sets
- Modify Product Detail Page

### Marketing and pricing strategies

- Define Pricing Strategy and Priorities
- Create and Apply Sale Price Books Using Pricing Workspace
- Use Pricing Tiers to Set Price Adjustment Schedules
- Define Promotion Tool Sets
- Create New Promotions
- Review Storefront Performance Insights Using Commerce Reports

### Localization

- Verify and Update Currency and Language Settings
- Customize Page Layout with Locales
- Create New Markets for Specific Countries
- Add New Euro Price Book Entries
- Add Category and Product Translations
- Translate Custom Menu Items Using Translation Workbench

### Storefront Customizations with Experience Builder

- Customize Product Detail Page Elements
- Display a Product Advertisement on the Home Page
- Control Buyer Group Component Visibility Using Expression-Based Visibility
- Add a New Page and Menu Items to the Home Page

### Commerce AI and Advanced Customizations

- Explain Commerce Einstein and AI Features
- Extend Your Storefront with Advanced Customizations
- Enhance Your Storefront with Salesforce AppExchange

### Learn the Foundations of AI

Trailhead Academy classes include a lesson where you'll learn AI concepts, responsible AI practices, and how to use AI and Salesforce together to drive productivity.