

THE B2B BRIEFING

WELCOME TO THE FIRST EDITION OF OUR NEW MANOMANOPRO NEWSLETTER, WHICH WE WILL BE ISSUING EVERY QUARTER TO DISCUSS THE LATEST TRENDS AND INSIGHT FROM THE B2B WORLD, AND SHARE UPDATES ON THE LATEST NEWS FROM MANOMANOPRO



HOW SELLERS CAN TACKLE ECONOMIC TURBULENCE IN 2023

Whilst the new year is often seen as a time to reset and start off fresh, for tradespeople the calendar will already be filling up with new and exciting projects that will help expand their business and grow their portfolio. However, for all the new opportunities that may arise, the challenges that tradespeople have encountered in 2022 look set to remain, with the UK economy predicted to be in recession until the middle of 2023.

For sellers within the trade industry, it is important to analyse these challenges through the eyes of their target audience and use this to build out a business strategy for 2023 which will cater to the needs of the consumer whilst also continuing to grow their platform.

Value

The most important area to target will be value. A study conducted by ElectricalDirect suggests the rising cost of materials will be the most significant challenge for 44% of UK tradespeople in 2023. Throughout the year sellers must regularly review their pricing strategy to ensure it remains competitive and affordable within the industry. Offering alternative payment solutions such as 'shop now, pay later' is also beneficial to consumers and businesses who are looking to take more control over their expenditures, which will become more frequent in 2023. Whilst discounts cannot be offered all day, every day, it will be a key lookout for trade professionals when searching for new products, and so sellers must ensure any product promotion varies between the trades to cater to all audiences.

Convenience

As well as value, tradespeople will also be looking for convenience. During a period of economic turbulence time is precious for businesses, and so any time wasted on the job can have an impact on outgoing costs and expected income. Recent research from ManoManoPro suggests the average tradesperson wastes around 4 hours each week to pick up materials; waiting around for products to be delivered; and chasing up fixtures and fittings that arrive with missing parts. For 2023 sellers need to prioritise a strong inventory management, analyse sales to bulk up on popular product, and provide swift and speedy responses to customer enquiries in order to simplify their purchasing experience.

However, sellers also need to be aware of the economic affects on their own business and find a balance between supporting their customers and growing their own platform – this balance can be found through ManoManoPro. By joining the platform, sellers are able to offer both value and convenience to their customers through simple invoice management, order tracking, dedicated Pro advisors, regular running discount page and specially tailored products and services, as well as branch out from a localised target audience and showcase their brand to tradespeople across the UK, in turn helping increase sales and customer engagement.



MANOMANOPRO LAUNCHES IN GERMANY

Following the success of the B2B platform in France, Spain, Italy and the UK, ManoManoPro launched in Germany in November, offering trade professionals a unique experience combining the power of the ManoMano marketplace with specially tailored products and services, revolutionising the purchase process.

ManoManoPro is available to all German trade industries including builders, carpenters, electricians, painters, plumbers, farmers, restaurant owners, garage owners, and hotel managers.

MANOMANOPRO DEALS

£20 off purchases over £200 using the code DAY20UK.
£40 off purchases over £350 using the code DAY40UK.

Add your picks to the basket and type in the code, which will automatically take the money off your basket total.

Available NOW until 25th December.

BUYAPARCEL ON MANOMANOPRO

Liam Haggard-Pietrzak, Commercial Director at BuyAParcel, shares his experience as a seller on ManoManoPro since its launch in April.

"A trade only focused marketplace was long overdue, given the size of that target market, but the buying experience trade customers enjoy when it comes to product knowledge, service, and tailored pricing can be difficult to create in the online world.

The ManoManoPro platform has features which get close to replicating the buying experience which tradespeople are used to, including password protected areas for the trades, easy access to invoices, and technical assistance from the dedicated team of experts.

One of the biggest highlights is that these benefits are facilitated by ManoMano directly. Once set up, invoices are instantly uploaded to the customers account when goods are shipped. The Pro Advisor will also answer many of the pre-sale questions so you don't get lots of additional enquiries when you sign up.

The platform has all the foundations to keep adding incremental business to our ManoMano account and has become a key part of our marketing strategy with them."

www.buyaparcels.com

