



7 ways to increase cart conversion in B2B e-commerce

Running a B2B e-commerce store, you already know how hard it can be to get buyers to finish checkout. They browse, fill their cart, and then disappear. Approximately **70%* of B2B carts get abandoned**.

Cart abandonment is a sales and growth killer! So, how can you increase conversion in your B2B e-commerce?

Here are seven simple ways to **encourage your customers follow through and click 'Place Order.'**

1. Make checkout fast & clear

Buyers are busy. A long, confusing checkout form is an instant turnoff.

Clarity and transparency help to regulate their expectations and reduce frustration:



Apply the **KISS rule of thumb** (keep it simple, silly!): only ask for info that you truly need.



Make it visual: use progress bars or step indicators so buyers know how close they are to being done. Let them see the finish line!

2. Offer guest checkout

Not every business buyer wants to create an account before buying.



Let them **check out as a guest** and save account creation for later. This removes one more barrier between 'add to cart' and 'order complete.'

3. Be upfront about costs

Hidden fees or unclear shipping costs cause drop-offs fast.

Cost transparency builds trust and keeps your buyers from feeling tricked at the end. In B2B building trust is the key to strong, durable relationships.



Show taxes, delivery costs, and other fees early so there is no surprise at the end.

*Baymard Institute.





4. Offer flexible payment options

Not every business can pay the same way, so provide multiple payment options: credit cards, bank transfers, and digital wallets are all fine, but...

...let's not forget that in B2B trade your customers expect to be able to buy now and pay later. **If your customers can't arrange deferred payment at checkout, you risk losing them or overcomplicating their purchase.**



So, make sure you also have a **B2B Buy Now Pay Later (BNPL) solution** that offers your customers payment terms.



Solutions like **TermsTech** let your buyers place their order now, receive their goods ASAP, and pay later. They get **flexibility** while you **close more sales** and **get paid earlier**: upon proof of delivery.

5. Use clear, human language

Skip the legal jargon and confusing terms. Buyers should know what's next without guessing.



For example, **say 'Next Step'** instead of 'Proceed to Fulfillment.' Clear language removes friction and builds confidence.

6. Show trust signals

We touched on trust earlier, but let's focus on that again. In B2B, trust matters more than price.



Trust is about proof. Display company details, certifications, reviews, or client logos near checkout. Buyers want to know they're **dealing with a real, reliable partner** before sending payment.

The more trust you convey early and often, the more chances you get to build **long-term business relationships** creating customer lifetime value (CLV).

7. Offer quick help options

When a buyer has a question during checkout, don't make them leave the page. Will they come back if they do?



Instead, add live chat, a phone number, or a chatbot right there. **The faster the help, the fewer abandoned carts**, the happier the customer will be, and the more completed orders you'll receive.

