

# How to Modernize B2B Selling **with** **Self-Service** **Buying**

Connections

Wednesday, June 3, 2026

A large, light blue thought bubble containing the word "salesforce" in white lowercase letters. The bubble is surrounded by several yellow four-pointed stars of varying sizes. A small blue cartoon character with large eyes is positioned at the bottom left of the bubble, appearing to be thinking.

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# Forward-looking statements



This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, anticipated growth and industry prospects, and our strategies, expectation or plans regarding product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, results or outcomes could differ materially from those expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to our ability to meet the expectations of our customers; uncertainties regarding AI technologies and their integration into our product offerings; the effect of evolving domestic and foreign government regulations; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including related to AI and Agentforce; our ability to execute our business plans; our ability to meet our long-term revenue target and profitable growth framework; the pace of change and innovation and our ability to compete in the markets in which we participate; and our ability to maintain and enhance our brands.

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The first 1,000 Trailblazers to provide feedback on this event will receive a \$10 Starbucks gift card\*



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Thank  
you

# Today's Speakers



**Kevin Cassidy**

Director, B2B Commerce Product Management



**Julie Nicholson**

Director, Salesforce Applications



**Nick Schulte**

GTM & Commercial Lead,  
Salesforce Technology Practice



# Agenda



**01** Modern B2B Experiences

**02** The Self-Service Unlock with B2B Commerce

**03** Fireside Chat with Tremco

**04** Wrap Up

# A new era of innovation unlocks a new horizon for manufacturers

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Scattered knowledge  
High margin pressure  
Constrained workforces  
Data complexity  
Generic AI



**Everyone can be an expert**  
**All rule-based processes are automated**  
**All employees are augmented**  
**All customer processes are personalized**  
**Industry-specific AI**

# B2B Innovations to Optimize Conversions, TTV & TCO



 **Higher Conversions**

**Agentic Guided Shopping for Buyers**

**Connected Revenue & Commerce**  
Digital Subscriptions & Bundles  
Request for Quote  
Complex Product Configuration  
Contract Pricing

 **Faster Time to Value**

**Agentic Merchandising**

**Unified Pricing Engine**

**Unified Eligibility Rules**

 **Lower Total Cost of Ownership**

**New Open Source Storefront Components**

**More Granular Extension Points**

**Agentic Order Management**

**Enterprise-Grade Trust & Scale**

# The Most Complete B2B Commerce Platform



The self-service revenue engine that is purpose-built for buyers

Rapid Reordering

High Scale Cart & Split Shipping

Authenticated login & guest browsing

Tiered Account Management

Promotions

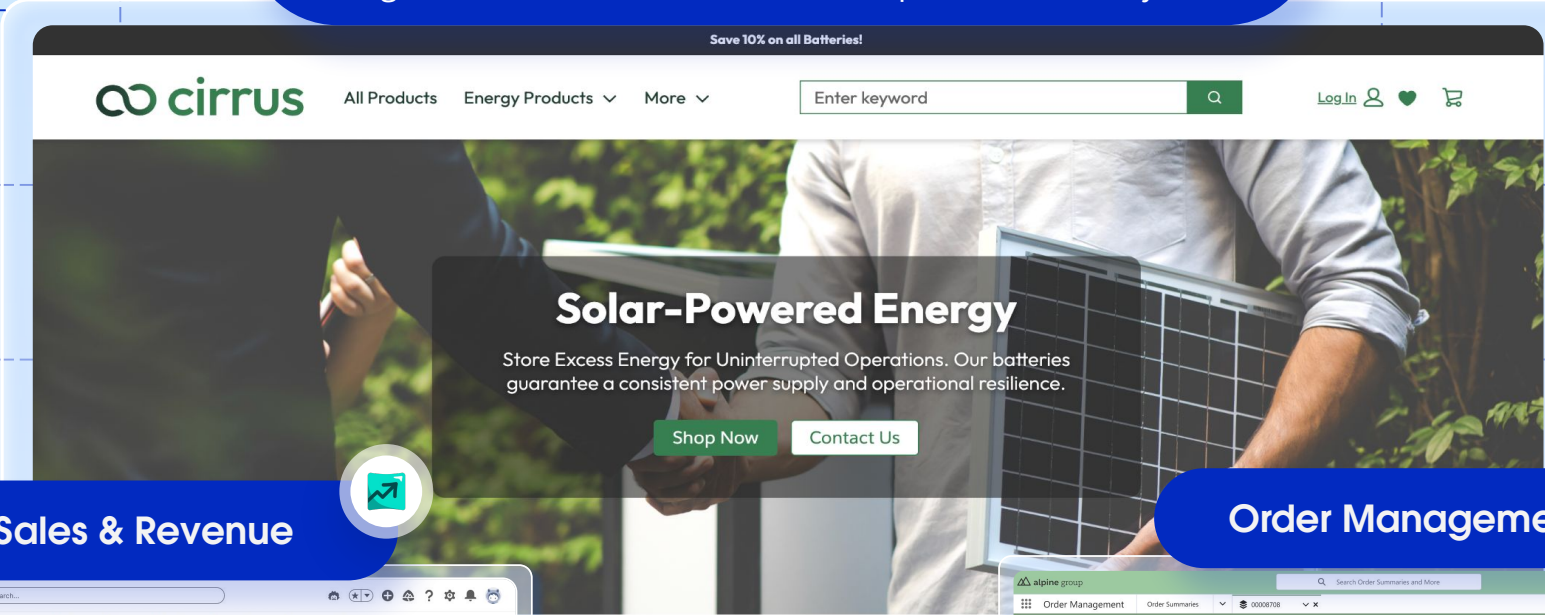
Negotiated Pricing

Extensible Cart & Checkout

Multiple payment types (PO, ACH)

## B2B Storefronts

Agentic, Personalized Storefronts Purpose-Built for Buyers



Sales & Revenue

Order Management

Agentforce  
Agentic Merchandising  
Agentic Guided Shopping for Buyers

Einstein AI:  
Semantic Search, Generative Product Recommendations and Promotions

Pricing Rules & Extensibility

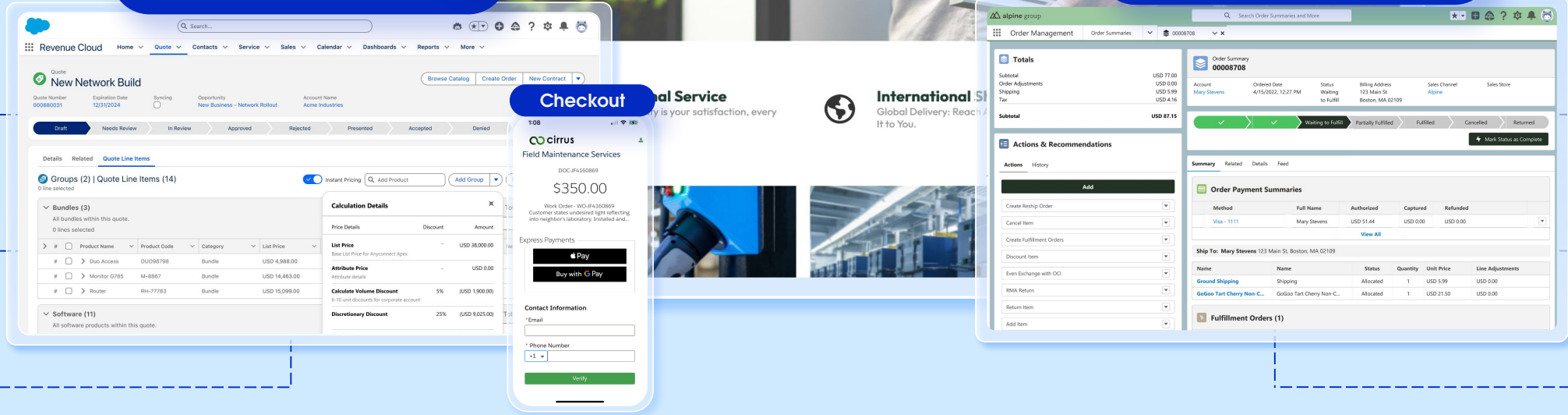
Search & Discovery

Experience Builder

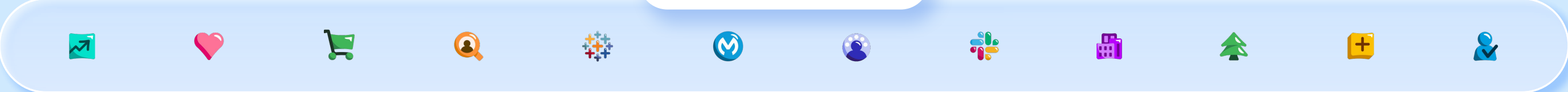
API Extensibility

Mobile Publisher

Native Merchant Services



## The Agentic Enterprise



\*Sales & Revenue requires additional licensing

# B2B Commerce for Manufacturing

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## Unified Customer Journey

Seamless and consistent experiences from order placement to delivery

## Operational Efficiency

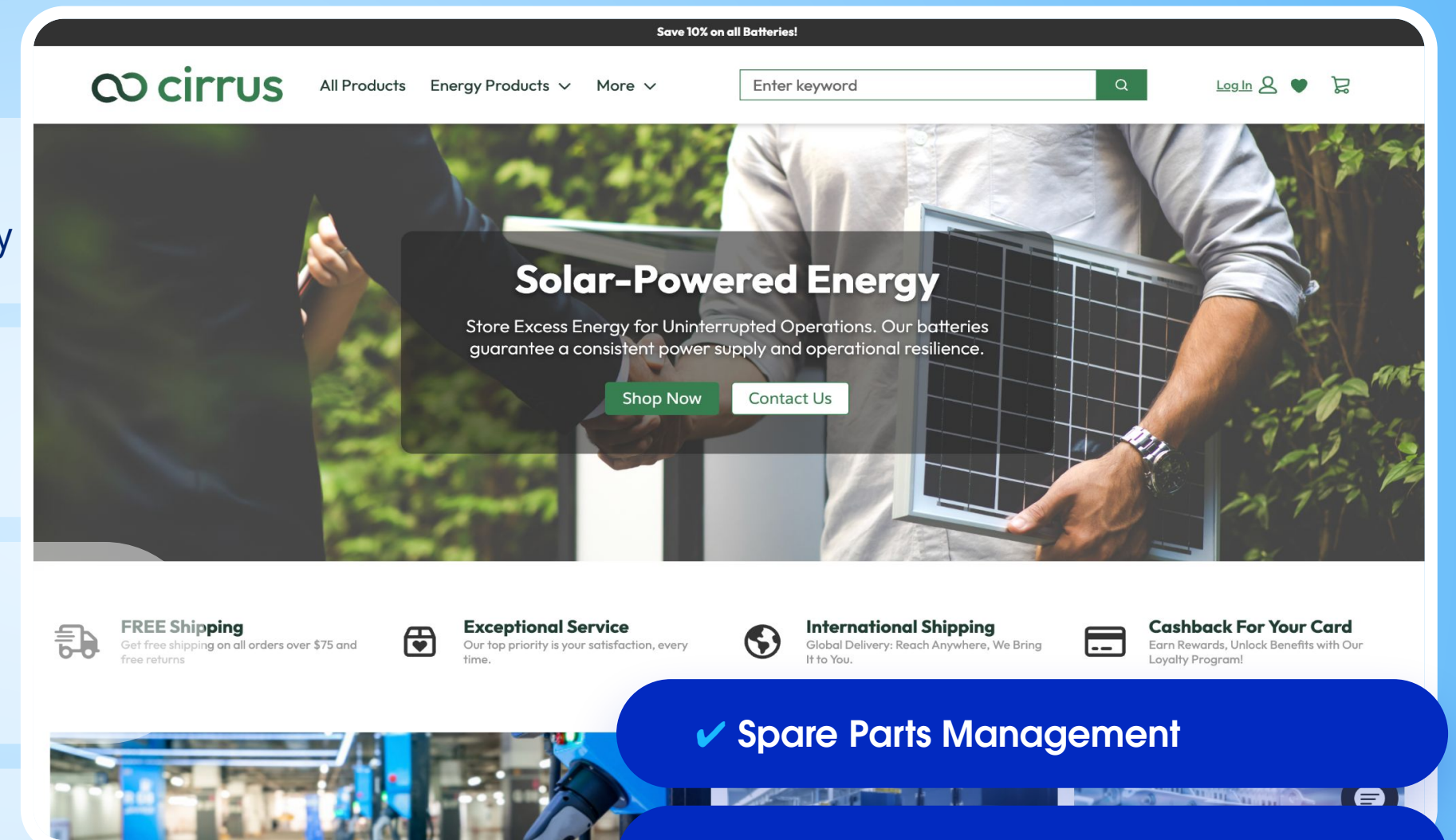
Real-time inventory and order management reduce errors and streamline processes.

## Real-Time Data and Insights

Integrated insights provide deeper understanding of customer behavior and supply chain performance.

## Automated Revenue Growth

Authenticated, preferred pricing for customers that targets net-new orders, reorders, and more that manages the long-tail sale.



✓ Spare Parts Management

✓ Industrial Equipment Procurement

✓ Modern Operational Processes

✓ Unified Order Management & Support

# Salesforce Recognized as a Leader in Digital Commerce



**Gartner**

Gartner<sup>®</sup> Magic Quadrant<sup>™</sup> for Digital Commerce

A Leader in Digital Commerce for the **10th** Year in a Row

Source: Gartner, Magic Quadrant for Digital Commerce, 3 November 2025, Aditya Vasudevan, Sandy Shen, Ant Duffin, Mike Lowndes, Jason Daigler, and Penny Gillespie. This Graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in context of the entire document. The Gartner document is available upon request from Salesforce. Salesforce. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner and Magic Quadrant is a registered trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved.





# Agentforce B2B Commerce Customers Achieve Growth, Scale, and Efficiency



>50%

Daily conversion rate



+25

Countries live



10

Less days for new events



# Fireside Chat

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**Kevin Cassidy**

Director, B2B Commerce Product Management



**TREMCO**  
Construction Products Group

**Julie Nicholson**

Director, Salesforce Applications



**MERKLE**

**Nick Schulte**

GTM & Commercial Lead,  
Salesforce Technology Practice

# Tremco Modernizes B2B Operations with Personalized, Self-Service Buying



## Problem

Tremco's buyers had limited visibility and access to self-service ordering when it came to their digital experience. Because of this, they were leaving behind promised revenue because their digital operations weren't modernized to keep up with buyer expectations, and sales teams were spending too much time taking manual orders.

## Solution

With B2B Commerce at the helm of their digital transformation, Tremco has unlocked self-service buying for their customers so buyers can easily place orders, reorder, manage order approvals, and check order status and shipping all from one unified console. These efficiency gains helped sales reps focus on more high value tasks. With their B2B Commerce portal, Tremco yielded \$9M in revenue in month 1.

## Products used



B2B  
Commerce



CPQ

**8.5%**

YoY Increase in Revenue

**11K**

Orders Processed through  
B2B Commerce



Find more stories at  
[salesforce.com/customers](https://salesforce.com/customers)

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# Session summaries available soon

A short recap of this session is on its way. You'll find it later today in the Salesforce Events mobile app or online on the sessions page.

# Salesforce B2B Commerce Will Help You Become Easier to Do Business With



## Unify Digital Buyer Experiences



- Move between channels seamlessly
- Reduce overhead costs
- Capture new buyers & increase AOV
- Brand control



**6%** Margin increase expected year 1

SONOS

## Reduce the Cost to Take an Order

- Automate low-value tasks
- Self-service ordering & tracking
- Leverage existing resources



**\$1M** Saving in year 1

Rochester Electronics

## Deliver Personalization to the Long-Tail

- Increase customer lifetime value
- Built-in governance
- Rapid reordering



**152k** Daily Users

CONA SERVICES LLC

# B2B Commerce Appears All Over the Supply Chain...



Raw materials  
to manufacturers



Manufacturers to  
dealer and distributors



Distributors to retailers

Supply Chain → Wholesale → Distributors → Retailers → Consumers

What if every customer,  
channel, and employee  
experience  
had the same level of  
excellence and innovation?



# Scale your Business with Salesforce for Manufacturing



## Modernize Commercial Operations

Drive profitable margins  
Upsell and cross-sell  
Reduce overhead costs



## Simplify Channel Engagement

Personalize comms  
Identify white space  
Collaborate closely



## Transform Service Experiences

Asset uptime  
Increase service revenue  
Reduce operation costs



## Optimize Internal Operations

Drive operational excellence  
Automate supply chain, IT, and HR workflows

**Purpose-built, AI-powered commercial operating platform to connect your value chain.**