

ATLANTA LIGHT BULBS REACHES NEW CUSTOMERS WITH THE HELP OF B2B NINJA



Atlanta Light Bulbs is a leading lighting supplier for businesses, homeowners, contractors, facility managers, and more. ALB needs their quoting capabilities to seamlessly adapt to their diverse array of customers.

The Problem

Atlanta Light Bulbs supplies lighting products to a wide variety of customers through their BigCommerce storefront. A one-price-fits-all approach won't work; they need to be able to tailor quotes to each specific customer. Some buyers are ready to purchase immediately, while others may be looking for a bulk discount to be applied to their quote.

The Solution

B2B Ninja seamlessly integrates with BigCommerce to provide quote buttons to the storefront, so customers have the freedom to choose how they want to move forward.

The Result

Atlanta Light Bulbs can now provide quotes that fit their customers regardless of order size or industry. They can provide a quote for customers who may not be ready to buy right away, encouraging them to come back when the time is right.

“We get hundreds of thousands of dollars a year in business from using B2B Ninja.”

- Doug Root, CEO of Atlanta Light Bulbs

Managing customer quotes and custom pricing for your products can be an exhausting, chaotic and inefficient process. B2B Ninja will not only alleviate these pains but revolutionize your quoting process.

Customers Build their Quote

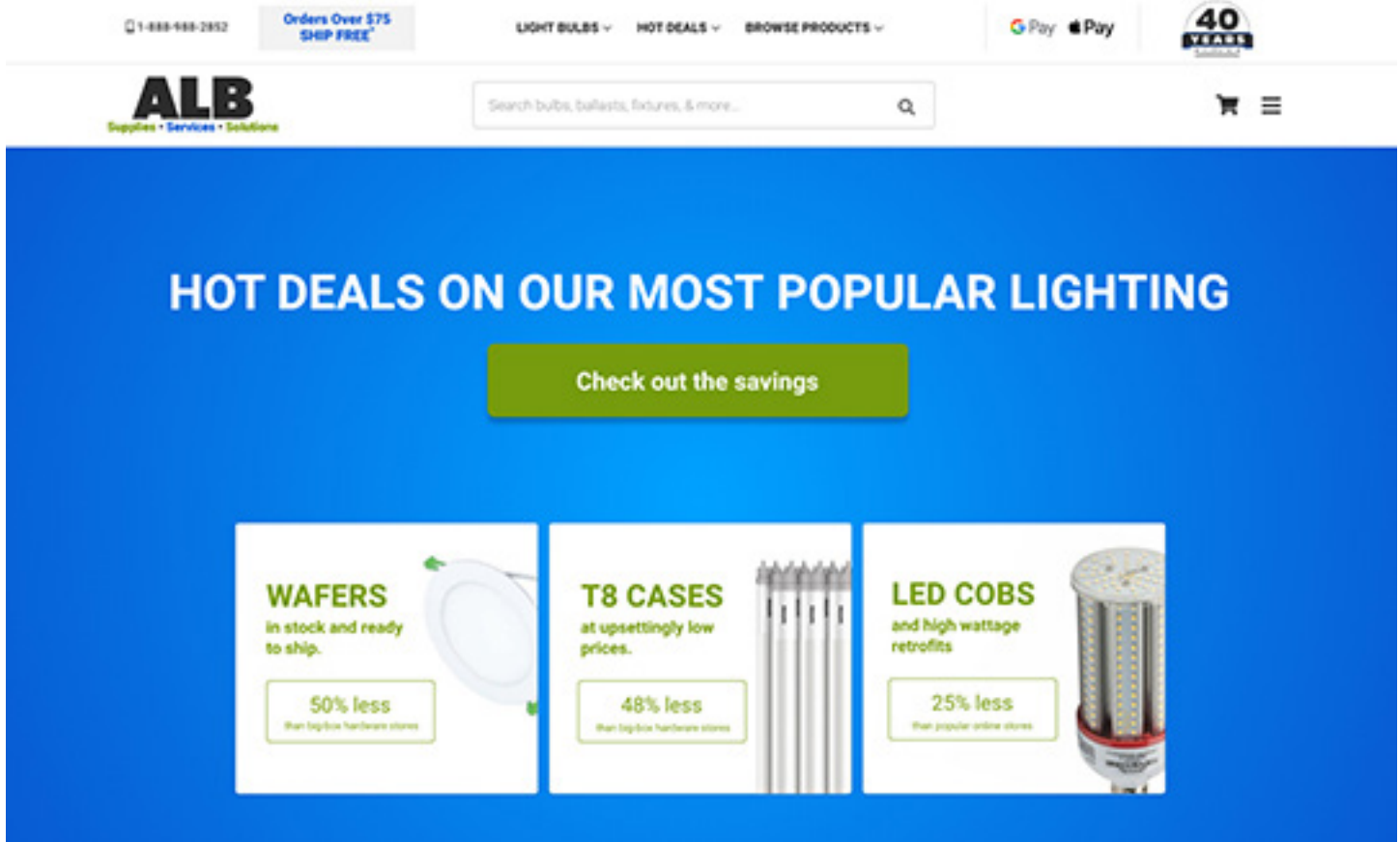
Customers build their own quote request directly from your BigCommerce storefront

Quickly Review, Edit, and Send Quotes

Team members can easily review, edit, and modify quotes from the B2B Ninja dashboard

Seamlessly Transition from Quote to Order

Quotes can include a checkout link so customers can complete their purchase from the cart



The Atlanta Light Bulbs Success Story

Since 1981, Atlanta Light Bulbs has grown from a local vendor to a supplier of light bulbs, fixtures, and controls to national and international customers. They sell to warehouses, doctors' offices, contractors, and even homeowners.

Different customers have different needs. A doctor's office may need a few highly specialized bulbs while a warehouse manager might need a large order of bulbs, fixtures, and controls. Back when business was done face-to-face, this was no problem. But with so many customers going to their website instead, Atlanta Light Bulbs couldn't possibly provide manually created quotes to all of their customers.

Enter B2B Ninja.

Since Atlanta Light Bulbs started using B2B Ninja, they've sent out thousands of quotes using the application. They're able to apply specialized pricing for each of these quotes, enabling them to reach customers who might otherwise be turned off by the one-size-fits-all pricing of a traditional online shopping cart.

Reaching a Diverse Customer Base

Doug Root, CEO of Atlanta Light Bulbs talks about how B2B Ninja has helped his company reach a diverse customer base that stretches around the world.

Atlanta Light Bulbs diverse customer base spans multiple sectors across the country and even overseas.

In addition to juggling the needs of vastly different customers, Atlanta Light Bulbs was also dealing with a massive change in how business was done. Back when sales reps relied on face-to-face contact, it was easy to give customers what the right treatment for their specific needs. But things have changed. Many buyers now rely solely on online ordering.

A traditional online storefront with a single “Add to Cart” button may be convenient, but it comes with a major drawback. One customer may be ordering five lightbulbs, but another customer may have hundreds of units in their cart. Atlanta Light Bulbs needs to make sure they give their customers the right price breaks to ensure they get their business.

B2B Ninja was the solution for Atlanta Light Bulbs.

“We get opportunities and we get requests that we definitely wouldn’t get otherwise. We get hundreds of thousands of dollars a year in business from B2B Ninja.”

Doug even found a way to use B2B Ninja to appeal to two very different types of buyer. Atlanta Light Bulbs has two buttons on their page, “Add to Quote” and “Volume Pricing.” Both of those buttons give the customer a quote from B2B Ninja. ALB can use B2B Ninja to give volume discounts to people who don’t even know they’re getting them!

With the help of B2B Ninja, Atlanta Light Bulbs can apply specialized pricing for quotes, enabling them to reach customers who might otherwise be turned off by the one-size fits-all pricing.

2019
Quote
Quantity

1809

Easy to Use with Robust Support

B2B Ninja integrates seamlessly into Atlanta Light Bulb’s sales process. “One just came in two minutes ago for \$10,577.30. We probably had 15 quotes come in today over \$50,000,” Doug says.

When an RFQ comes in, Doug’s sales manager will simply put it into their CRM and follow up with the customer. Even if they’re not ready to buy, they can come back when the time is right.

This ease-of-use is backed up with excellent support. “If I need something, we email them or chat them and they are right there responding quickly.” This ease-of-use combined with attentive support has helped Atlanta Light Bulb expand their already diverse customer base.

The screenshot shows the ALB website interface. At the top, there is a navigation bar with a phone number (1-888-988-2952), a 'SHIP FREE' badge for orders over \$75, and menu items for 'LIGHT BULBS', 'HOT DEALS', and 'BROWSE PRODUCTS'. Payment options for Google Pay and Apple Pay are visible, along with a '40 YEARS' anniversary badge. The main header features the ALB logo, a search bar, and a shopping cart icon. The breadcrumb trail reads 'Home / Hot Deals / Home Lighting Deals / Wafers'. The product title is '6 IN - THIN LED WAFER - WHITE TRIM - 1100 LUMENS - 2700/3000/3500/4000/5000 KELVIN (ESL-WFR-6-15W-22750)' with SKU 'ESL-WFR-6-15W-22750'. The product is marked as 'ALB TOP CHOICE' and 'QUICK SHIP', and is 'IN STOCK - Ships Same Day if Ordered by 4PM EST (Excludes Weekends)'. The price is '\$15.00 ea.' with a note 'Sold in Quantities of 1 unit(s)'. A promotional message says 'Buy this product and earn \$0.15 ALB Bucks'. The purchase options include '+ ADD TO CART', '+ ADD TO QUOTE', and '+ VOLUME PRICING'. A button at the bottom says 'WANT A BETTER PRICE? MAKE US AN OFFER'. The bottom navigation bar includes 'Description', 'This Item Replaces', 'Specs', and 'Warranty'.

SCHEDULE YOUR DEMO TODAY BY VISITING [B2BNINJA.COM](https://b2bninja.com)

B2B Ninja can help you manage quotes in a variety of ways

- ✓ **Fully integrated with BigCommerce** Product SKUs, descriptions, price, and more automatically update when modified in BigCommerce
- ✓ **Easy for Customers** Customers can build their own quote directly from product and cart pages
- ✓ **Eliminate Manual Data Entry** Customers can fill out their own requests which show up in your B2B Ninja Dashboard
- ✓ **Seamless Checkout from Quote** When a quote is sent, it includes a custom checkout link which auto-populates the BigCommerce cart with all SKUs and discounts applied
- ✓ **Custom Quote Templates** Create fully custom quote templates that fit your branding perfectly
- ✓ **Quote Status Tracking** Track whether or not a quote has been opened, responded to, ordered, or delivered
- ✓ **Build Quotes from Scratch** Create your own quotes for customers easily selecting SKUs from your BigCommerce store
- ✓ **PDF Quote Creation** Easily send HTML quotes with a copy of the quote in .pdf format attached
- ✓ **Mobile Optimized** Send quotes on the go, no app necessary
- ✓ **World Class Support** Amazing support comes standard with all B2B Ninja plans