

BULK BOOKSTORE REVOLUTIONIZES THEIR QUOTING PROCESS USING B2B NINJA



B2B NINJA™



BulkBookstore
Save. Smile. Repeat.

Bulk Bookstore services over 35,000 schools, businesses and non-profits who require a quote before they can make any large purchases. The time of the sales staff is limited, so being efficient is critical to making sales.

The Problem

Bulk Bookstore was losing too much time manually entering quotes that could be as long as 125 unique items. With quotes accounting for 25% of their business, something needed to change.

The Solution

Customers populate quote requests through B2B Ninja, which seamlessly integrates with BigCommerce. Sales staff can use the B2B Ninja dashboard to respond to requests with custom quotes which include a unique checkout link.

The Result

Bulk Bookstore saves significant time using B2B Ninja's seamless BigCommerce integration, removing the need for manual data entry. The included checkout links make it easy for customers to finalize their purchases.

“It’s completely enhanced the way we run our business.”

- Heather Bradley, Operations Manager at Bulk Bookstore

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

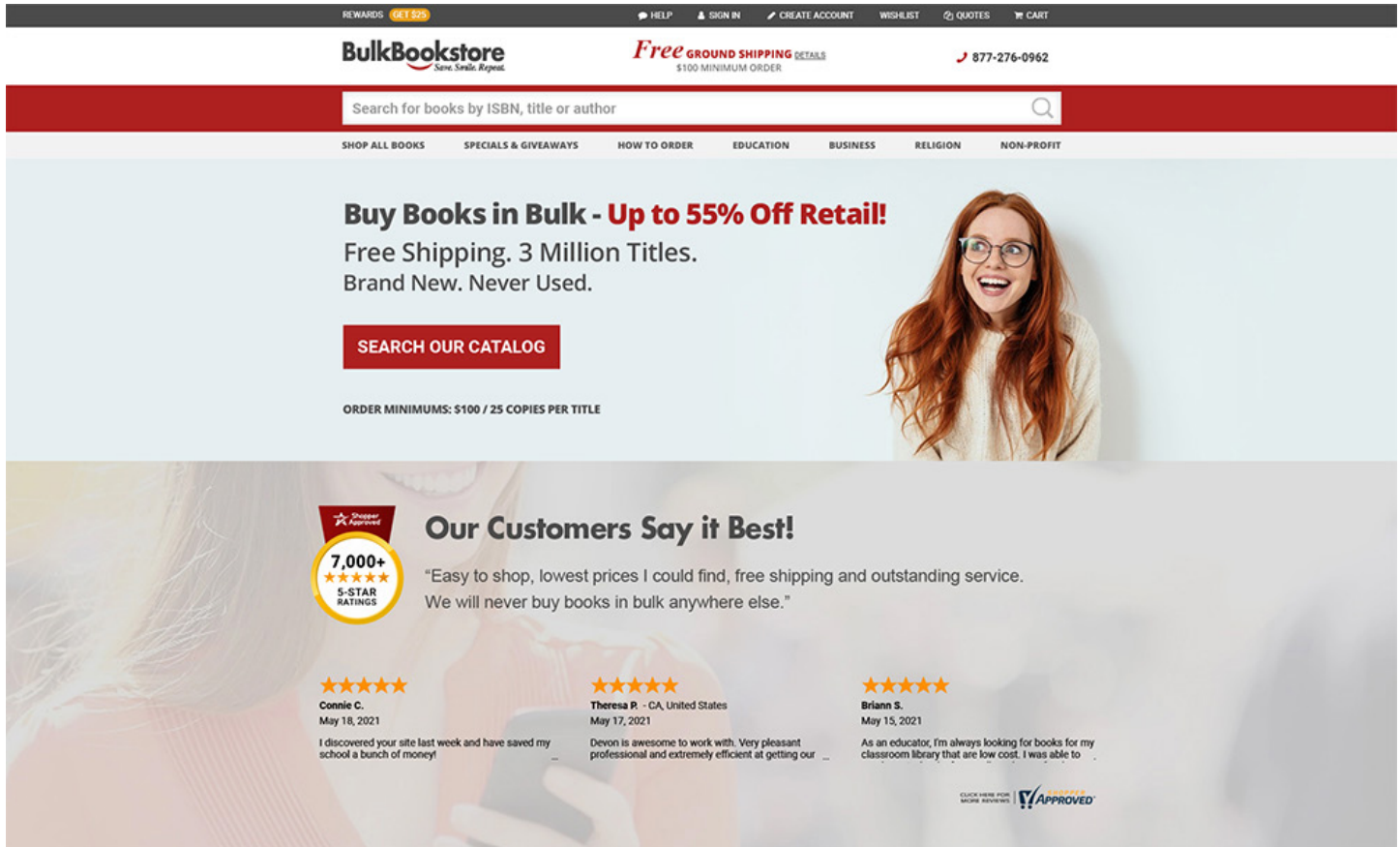
Customers build their own quote request directly from your BigCommerce storefront

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



REWARDS [GET \\$25](#) | [HELP](#) | [SIGN IN](#) | [CREATE ACCOUNT](#) | [WISHLIST](#) | [QUOTES](#) | [CART](#)

BulkBookstore *Save. Smile. Repeat.* | **Free GROUND SHIPPING** DETAILS | \$100 MINIMUM ORDER | [877-276-0962](#)

Search for books by ISBN, title or author

SHOP ALL BOOKS | SPECIALS & GIVEAWAYS | HOW TO ORDER | EDUCATION | BUSINESS | RELIGION | NON-PROFIT

Buy Books in Bulk - Up to 55% Off Retail!
 Free Shipping. 3 Million Titles.
 Brand New. Never Used.

[SEARCH OUR CATALOG](#)

ORDER MINIMUMS: \$100 / 25 COPIES PER TITLE

Our Customers Say it Best!


7,000+
 5-STAR RATINGS

"Easy to shop, lowest prices I could find, free shipping and outstanding service. We will never buy books in bulk anywhere else."

★★★★★
Connie C.
 May 18, 2021
 I discovered your site last week and have saved my school a bunch of money

★★★★★
Theresa R. - CA, United States
 May 17, 2021
 Devon is awesome to work with. Very pleasant professional and extremely efficient at getting our ...

★★★★★
Briann S.
 May 15, 2021
 As an educator, I'm always looking for books for my classroom library that are low cost. I was able to ...

[CLICK HERE FOR MORE REVIEWS](#) | 

The Bulk Bookstore Success Story

Bulk Bookstore makes it easy for over 35,000 businesses, K-12 schools, teachers and districts, non-profit organizations, religious groups, and government entities to purchase books in bulk.

With so many institutional buyers that require quotes for their approval process, Bulk Bookstore was spending countless hours manually creating and sending quotes. This created many problems: it required an immense amount of employee time, the manual quotes were difficult to track, quotes didn't look professional, and custom discounts couldn't be applied. In some cases, customers were forced to manually find the items and recreate carts multiple times. This made it difficult for customers to place orders and each step was laborious and error prone.

Then Bulk Bookstore found B2B Ninja. Today, Bulk Bookstore uses B2B Ninja to send over 640 quotes a month.

B2B Ninja helps Bulk Bookstore simplify their quoting process, cut down on manual data entry, and allows customers more autonomy to build their own quotes.

Simplifies the Quoting Process

Before moving to B2B Ninja, Bulk Bookstore's quoting process was time-consuming, outdated, and prone to human error. All they could do was send potential customers a link to their website. It was difficult for them to offer additional discounts to their customers.

Their sales team spent their time sending emails back and forth with customers, entering and reentering information. It was far from the best use of their time.

That's one area where B2B Ninja has made a huge difference for Bulk Bookstore. "B2B Ninja simplified the process for us," says Heather. "It allowed the customer a lot more autonomy which freed up our sales team to jump into other things and really grow our sales."

Bulk Bookstore's quotes look more professional, and now it's easy for customers to finalize their orders using the link they get from B2B Ninja. In an industry where being able to get a quote to a customer quickly creates an advantage over competitors, B2B Ninja has made a big difference for Bulk Bookstore. "It's completely enhanced the way we run our business."

With B2B Ninja, Bulk Bookstore can easily track quotes, orders, and discounts. It makes no difference whether customers request 25 items or 125 items, B2B Ninja handles it. Bulk Bookstore has been spared the expense of hiring extra people just to handle quoting.

"It's been amazing what B2B Ninja has helped us do," says Heather.

With the help of B2B Ninja, Bulk Bookstore is able to quickly and efficiently respond to quote requests—saving time and money, and turning quotes into profit.

Averaging
640
Quotes
Monthly

65%
Conversion
Rate

Format

- Paperback (477324)
- Hardcover (201426)
- Board Book (12245)
- Spiral Bound (6857)
- Library Binding (1734)
- Big Book (145)
- Bath Book (64)
- Other Formats (7978)
- Journals (392)
- Casebound (3)

More >

Age Range

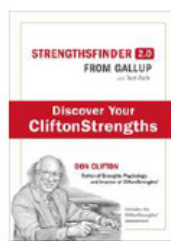
- Baby-2 (13595)
- Ages 3-5 (43671)
- Ages 6-8 (71022)
- Ages 9-12 (59760)
- Adult (18179)
- Ages 12-18 (28815)

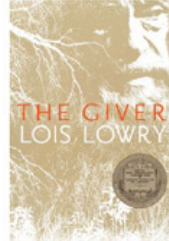
Audience

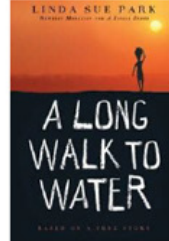
- General/trade (119143)
- Children/juvenile (21392)
- Professional and scholarly (20114)
- Young adult (4568)
- College/higher education (2312)

Sort By: Bestselling

1 2 3 4 5 6 7 Next >


StrengthsFinder 2.0
 HARDCOVER
 ISBN: 9781595620156

 List Price: ~~\$39.99~~
 As low as: **\$19.90**

The Giver
 PAPERBACK
 ISBN: 9780544336261

 List Price: ~~\$9.99~~
 As low as: **\$4.80**

A Long Walk to Water
 (Based on a True Story)
 PAPERBACK
 ISBN: 9780547577319

 List Price: ~~\$8.99~~
 As low as: **\$4.32**

Number the Stars
 PAPERBACK
 ISBN: 9780547577098

 List Price: ~~\$8.99~~
 As low as: **\$4.32**

The One and Only Ivan
 PAPERBACK
 ISBN: 9780061992278

 List Price: ~~\$8.99~~
 As low as: **\$4.32**


Easy to Use and Implement with Excellent Support

B2B Ninja was easy for Bulk Bookstore to introduce to their staff. Heather calls it, “one of the easiest solutions we use.”

Bulk Bookstore had their entire staff up to speed on B2B Ninja in less than a month. Everyone in the company has used it and been impressed with how simple it is to learn.

This ease of use is backed up by B2B Ninja’s attentive and robust support.

Bulk Bookstore needs B2B Ninja to talk to all the different systems they use, and the B2B Ninja team have been with them the whole time to make sure they get the most out of their experience. “It’s really been a pleasure working with the B2B Ninja team,” says Heather.

B2B Ninja’s support has allowed Bulk Bookstore to find their ultimate quoting solution, saving them time and energy and allowing them to focus their sales team on reaching new customers.

LEARN MORE 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