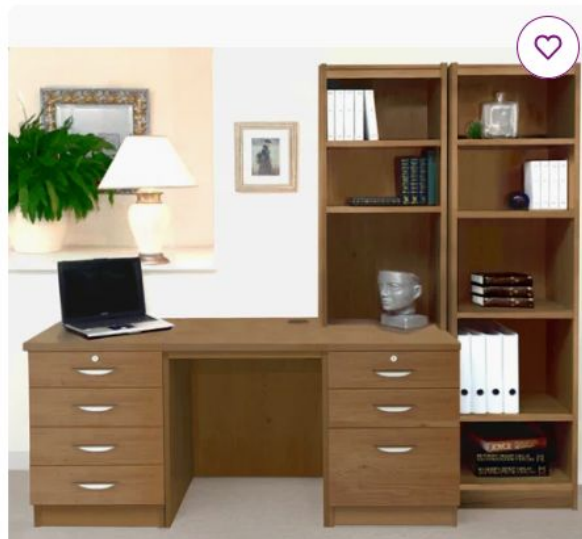


Grow sales on Wayfair Professional by offering B2B discounts

Wayfair Professional is a gated platform that tailors our site experience, sales, and service offerings to the needs of our business customers (e.g., interior design, office, property management). With the total addressable market approaching \$200 billion across North America and Europe, there is an enormous opportunity to grow your business with us. Wayfair Professional mirrors the same catalog as our residential site, meaning all of your products are already live on B2B – now it's time to work on your B2B strategy!

Professional customers purchase more frequently and with a higher order value. Offering steeper price discounts that can only be viewed by credentialed customers is the best way to target this customer segment and maximize your sales potential with them.

Pro Price: Has Pro Price X Clear All



Pro From \$1,999.99

What we bring to the table

- **Customer Reach & Conversion Uplift**
Professional customers shop more and spend more. SKUs with B2B discounts have a higher conversion rate than SKUs without, and professional customers spend over 70% more on average per order.
- **SKU Exposure**
Filters highlight products with "Pro" pricing badging on browse and product pages.
- **Exclusive Offerings & Events**
Participate in exclusive Pro Pricing events just for products with B2B discounts.

Getting started with B2B discounts is easy and only takes a few steps

COMPLETE SURVEY

Follow the link under "Get Started" in the *B2B Discounts* tab and complete the questionnaire.

CONFIRMATION OF B2B TAB ACCESS

Once our team confirms you are setup for B2B pricing, the *B2B* tab will be enabled and shown in Pricing Home.

REVIEW B2B PERFORMANCE

Review how your SKUs are performing in your Sales Dashboard in Partner Home by filtering to the *B2B* customer type.

SURVEY REVIEW

Our team will review the survey to ensure your system can feed two PO prices and will be in touch in a few days.

SUBMIT B2B DISCOUNTS

Discounts can be submitted directly in Pricing Home.

Let's get your business growing

Any questions? Contact your [Relationship Management team](#) or visit our Help Center [article](#). For more information regarding B2B purchase orders, check out our FAQs [here](#).

 **wayfair** PARTNER