



salesforce



Introduction to E-commerce Session#2

Presented by - Salesforce Noida Admin/Developer Group



Let's succeed together!



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Links:

<https://trailblazercommunitygroups.com/salesforce-admin-group-noida-india>

Youtube: **@SalesforceAdminNoida**

<https://www.linkedin.com/company/100659199/admin/settings/>



Links:

Salesforce Admin Group Noida
WhatsApp group



Housekeeping Rules....

- Mute your mic.
- Keep adding questions in Chat Window
- Questions will be answered in the last 10 mins of this session.



Agenda

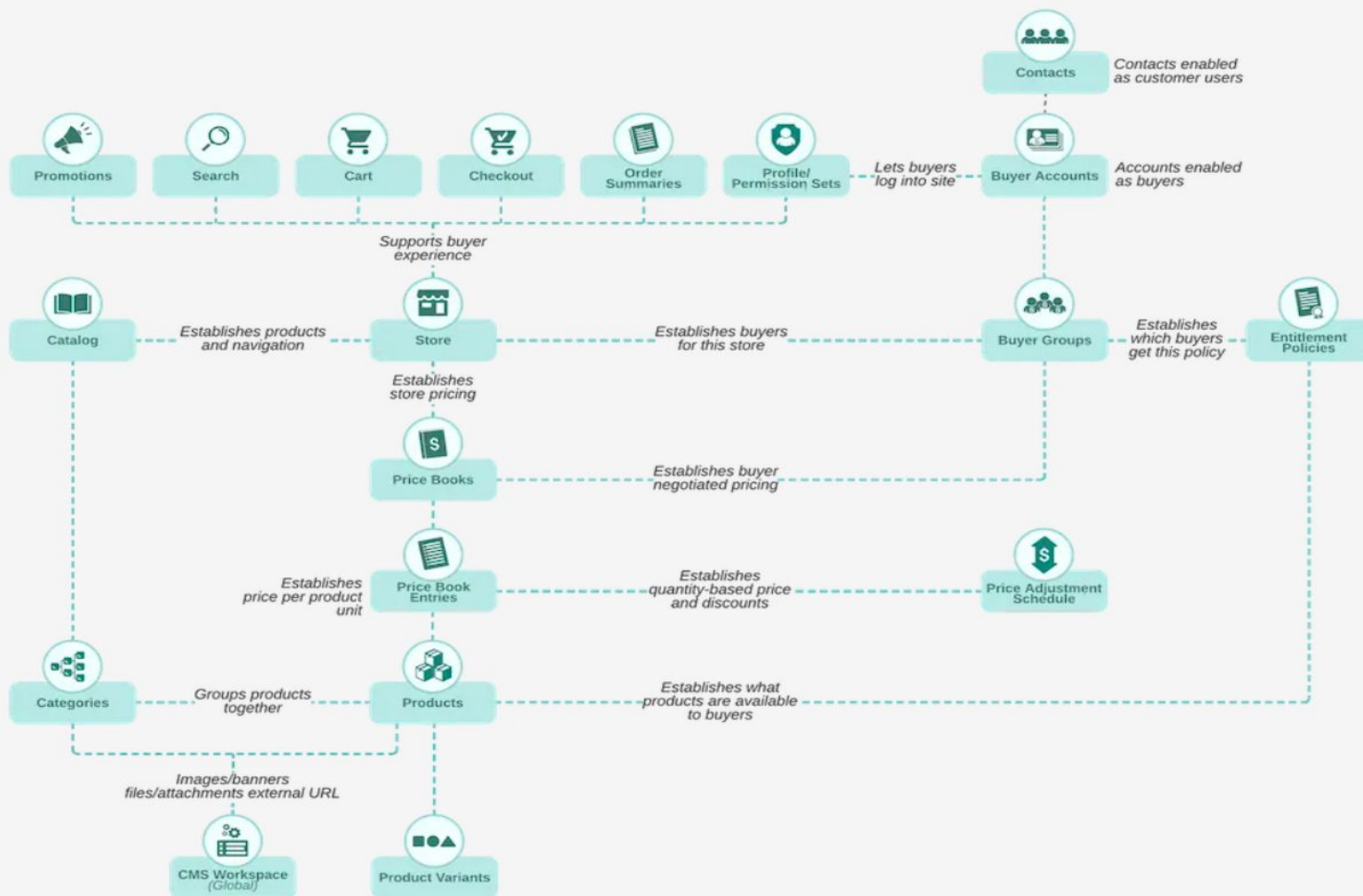
- Basic of Digital Experience
- Setup Experience for B2B (LWR Template)
- Setup B2B Store (End to End)



Introduction to B2B Commerce cloud

- Salesforce B2B commerce is a low- maintenance solution that customizes ecommerce for business buyers.
- It lets companies build personalized ecommerce storefronts specifically tailored to large-volume purchases, with fast setup and a seamless, self-managing customer experience that maximizes profits.





Set up B2B Commerce

1. Enable "Digital Experiences"
2. Enable "Commerce" under Setup
3. Setup site with B2B (LWR Template)
4. Change Sharing Settings
5. Setup Profile for community user



Different Types of Licenses

LICENSE NAME	Customer Community License	Partner Community License	Customer Community Plus License
USE CASE	B2C	B2B	B2B
ACCESS	Can access custom applications, Chatter, and data	Can access leads, opportunities, and other sales-related data	Similar to the Customer Community License but with broader access to custom objects and data.
FEATURES	Case management, access to articles, Chatter collaboration, and limited access to custom objects and data.	Deal registration, opportunity tracking, and collaboration via Chatter.	More extensive access to data and objects, as well as access to certain standard Salesforce objects.



Set up Buyer in B2B Commerce

1. set up Account
2. Set up user
3. Give Permissions (Buyer permission to user)
4. Assign Buyer Group



Set up B2B Store

1. Set up CMS for storing media
2. Setup Categories
3. Setup Products under categories
4. Setup Pricebook Entries
5. Setup Buyer Groups
6. Setup Entitlement Policies
7. Rebuild Search index



Questions & Feedback?





Thank
You!

