

THE BUYER EXPECTATION

94%

of B2B buyers want expert-level answers at the moment of purchase without needing to speak to a human sales representative.

LINKEDIN TRUST ADVANTAGE RESEARCH, 2026



Expert answers. Right now.

No waiting. No phone calls. No email chains. Just the right answer at the moment of decision.

THE REALITY

of B2B manufacturers, wholesalers, and distributors are not equipped to serve their buyers the way buyers actually want to be served.

The expectation is clear. The gap is enormous. And the reason comes down to the tools sellers are using to serve their customers.

SOURCE: DELOITTE B2B COMMERCE STUDY

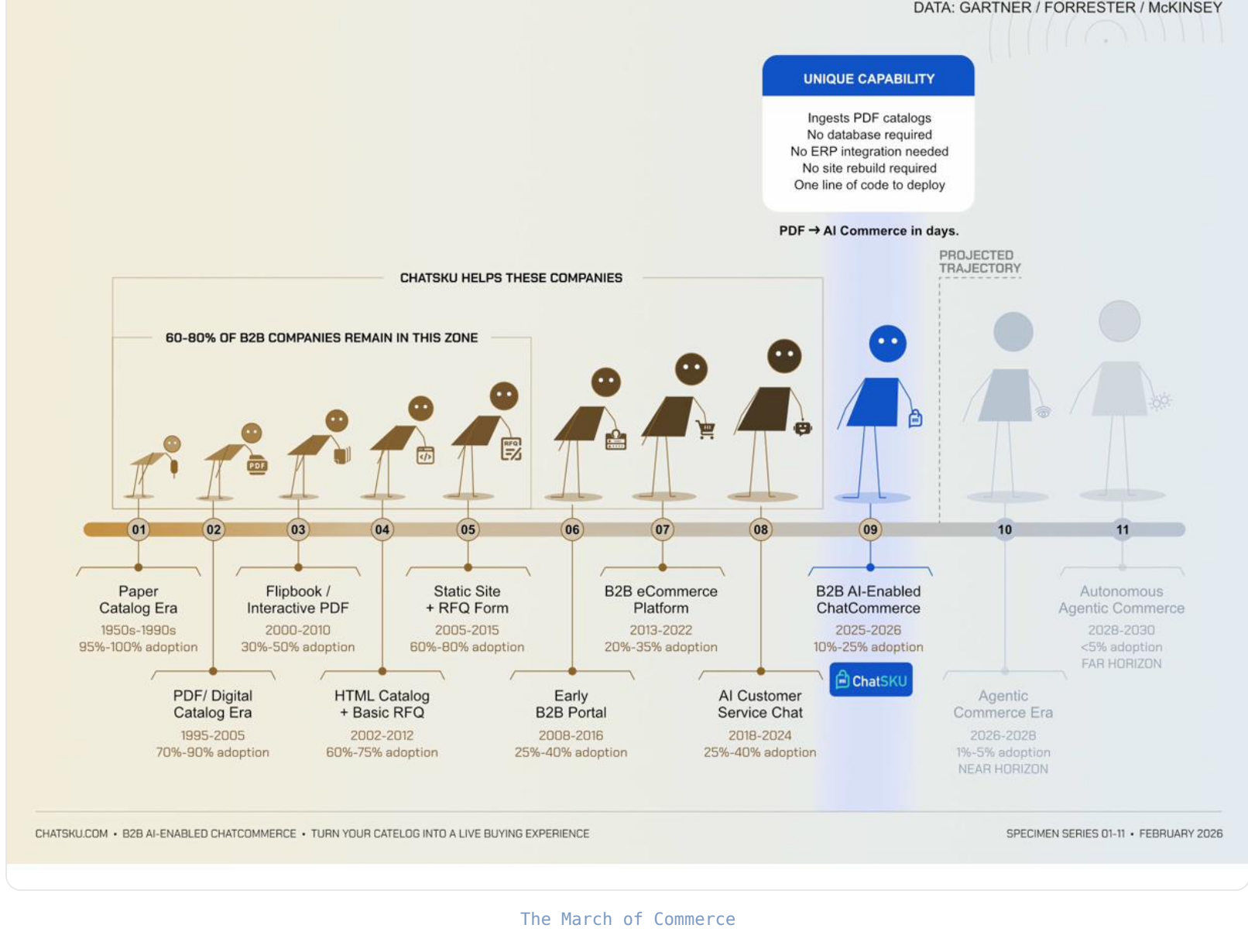
WHY SELLERS ARE FAILING

60% to 80%

of B2B sellers serve customers through static formats that cannot answer a question.

Even those with a full eCommerce platform remain unequipped, because modern platforms are not designed for the way humans actually communicate.

INDUSTRY RESEARCH



PDF Catalog

Downloaded and forgotten. No search, no interaction, no way to ask a question. Static by design.

HTML or Static Site

A page with no cart, no chat, no answers. Just a product list and a phone number.

eCommerce Platform

Better on the surface, but search bars are not conversations. They break on any variation of how a buyer asks.



For many years now, eCommerce shopping experiences have consisted of a search bar and a long list of item responses. That is about to change.

Doug McMillon • then CEO of Walmart • October 2025 [VERIFY EXACT SOURCE BEFORE PUBLISHING]

HOW HUMANS ACTUALLY COMMUNICATE, WHAT EVERY FORMAT ABOVE IGNORES



Natural Language

Buyers ask "what's the best gasket for a 3-inch pipe at 200psi?", not a SKU number.



Spelling Mistakes

"aluminun bracket" and "aluminium bracket" mean the same thing. Most platforms return zero results.



Synonyms and Industry Terms

One product, many names. Buyers use their language, not your catalog's language.



Images and Context

"I need something like this," with a photo. No catalog on earth can handle that today.

A COMPOUNDING PROBLEM

The gap does not stop at 5 PM.

Buyers research, compare, and make purchasing decisions around the clock. The inability to answer their questions in the moment costs deals, trust, and revenue.



What happens after 5 PM?

Buyers do not stop researching when the sales team goes home. Questions go unanswered. Competitors with better availability win the deal.



What happens over the weekend?

Purchasing decisions happen on Saturdays. Quote requests submitted Friday afternoon sit untouched until Monday morning. Momentum is lost.



Your sales team cannot scale this alone

Every unanswered question requires a human touchpoint. As your catalog grows and your buyer base expands, the gap widens faster than headcount can fill it.



Buyers speak many languages

A PDF does not speak French. An HTML page does not respond in Spanish. The language barrier compounds every other gap in the buying experience.

100×

FEWER CONNECTS AT 30 MIN VS 5

21×

FEWER QUALIFIED AT 30 MIN VS 5

78%

BUY FROM WHOEVER ANSWERS FIRST

Lead Response Management Study, MIT/InsideSales (Oldroyd) • first-responder share: Lead Connect, 2024

COVERAGE

Four groups ask. Your catalog answers all four.

Your catalog does not get to choose who walks up to it. ChatSKU answers all four from your own data, in plain language, at any hour.

New Customers

They arrive without your part numbers and without a rep.

- Prospects who search by need, not SKU
- Contractors sourcing mid-job
- Engineers checking a spec before design-in
- Purchasing agents pricing a comparison
- Buyers who ask in another language

Existing Customers

The account is already yours. The question still has to be answered.

- Reorder for consumables replenishment
- Substitutes and discontinued items
- Contract and account-specific pricing
- Multi-location and branch coordination
- Order status and lead times
- Accounts moving into a new category

Internal Sales Reps

Your team spends the day answering what the catalog could have answered.

- Inside sales and counter staff
- New hires still learning the line
- Reps building multi-item quotes and BOMs
- Reps covering nights and weekends
- Customer service on order status
- Anyone answering for an absent colleague

Manufacturer Reps

They carry your line alongside others, usually from a customer site.

- Independent agencies carrying several lines
- Field reps needing specs on site
- Reps onboarding onto a new line
- Dealer and distributor partners
- Reps crossing against a competing line
- Reps checking stock before promising a date

INTRODUCING CHATSKU

Your B2B catalog, now a conversation. Without IT involvement.

Built on your entire product catalog. Customers search, ask in plain language, make mistakes, use synonyms, and still get the right answer. No developer needed. One line of code. Live in one day.

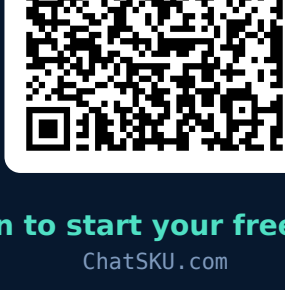
ABC Demo Industries • Product Search Help My Quotes

Contact for pricing
3 options available

Tacky Mat® 800030
ABC Industries • Tacky Mat® designed for cleanliness and dust control, available in various sizes.
\$101.00 - \$327.00

18x36 • 18x36 Inch	\$101.00	+ Quote
18x46 • 18x46 Inch	\$131.00	+ Quote
24x36 • 24x36 Inch	\$145.00	+ Quote
24x46 • 24x46 Inch	\$180.00	+ Quote

Search products or ask a question...



Scan to start your free trial

ChatSKU.com

Natural language understanding

Buyers ask in their own words. ChatSKU understands synonyms, spelling mistakes, and vague descriptions.

Built on your catalog

Every product, spec, and SKU. Answers questions your PDF, HTML page, or eCommerce search bar never could.

RFQ workflows in your dashboard

Structured quote requests with status tracking and admin notes, not buried in your inbox.

Any catalog source

PDF, HTML, eCommerce backends, or ERP systems. Customer groups, tiered pricing, and white glove setup included.

HOW IT WORKS

STEP 01 Upload

Import your catalog via CSV, PDF, or connect your eCommerce or ERP backend.

STEP 02 Embed

One line of code. Works on any website or platform, no rebuild required.

STEP 03 Go Live

Customers search, chat, and submit quotes. You get notified instantly.

Free through your first 3 orders on ChatSKU.

Or 6 quotes. Or 8 leads. Or 30 days. Whichever comes first. No card. No contract.

Start free

Setup included at no upfront cost: Up to 2000 SKUs, 500 pages of Catalog PDFs, 100 pages of flipbooks, and 100 pages of other documentation. An order is any order submitted through ChatSKU.

POWERED BY



ChatSKU

BUILT BY



10+ years of eCommerce expertise

INTELLIGENCE BY



Your Edge Delivered, Fast

Be the answer. Any hour. Any way they ask.

hello@chatsku.com • ChatSKU.com • Demo