

— 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.



Expert answers. Right now.

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

★ LINKEDIN TRUST ADVANTAGE RESEARCH, 2026

— THE REALITY

80%

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.

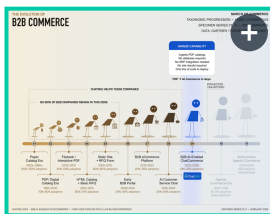
★ SOURCE: DELOITTE B2B COMMERCE STUDY

— 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.



The March of Commerce

★ INDUSTRY RESEARCH

PDF Catalog

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

★ INDUSTRY RESEARCH

HTML or Static Site

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

★ INDUSTRY RESEARCH

eCommerce Platform

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

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

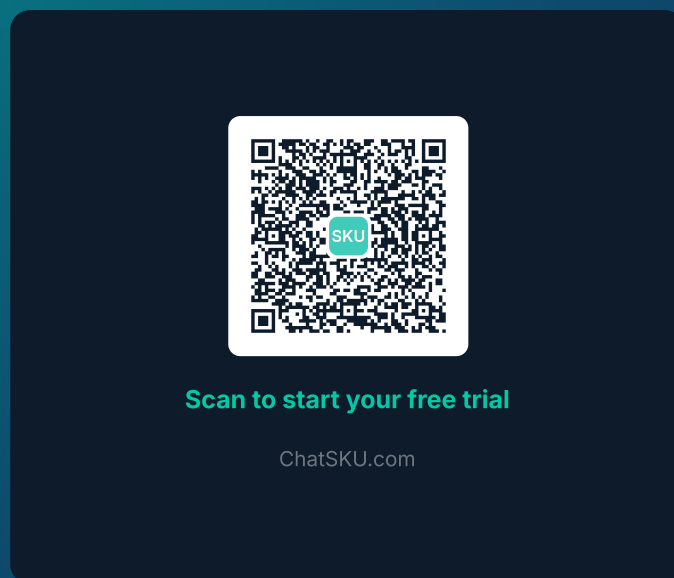
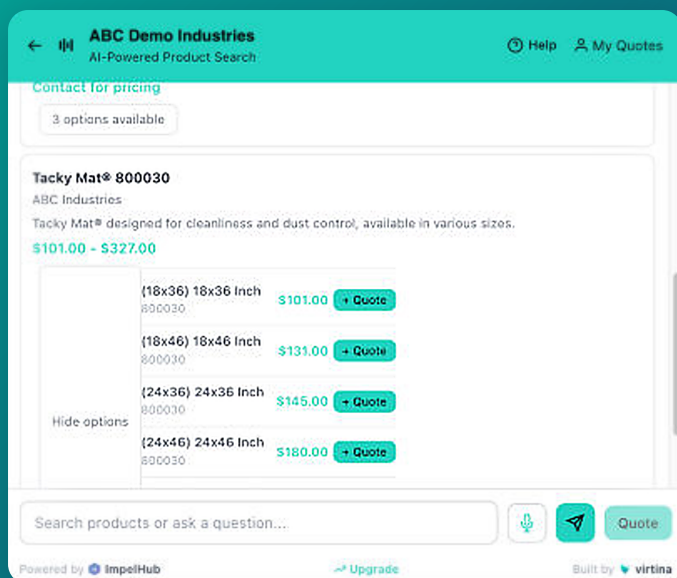
A PDF does not speak French. An HTML page does not respond in Spanish. The language barrier compounds every other gap in the buying experience.

⚡ INTRODUCING CHATSKU

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

AI-powered chat commerce trained 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.



- **Natural language understanding**
Buyers ask in their own words. ChatSKU understands synonyms, spelling mistakes, and vague descriptions.

- **AI trained 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.

Pay nothing until your first quote comes through.

Bring your existing customers. White glove setup available. Works on any website.

ChatSKU.com

hello@chatsku.com

FREE TRIAL

Powered by  **ChatSKU**

Be the answer. Any hour. Any way they ask

Built by  **virtina**

10+ years of eCommerce expertise

Intelligence by  **ImpelHub**

Your Edge Delivered, Fast

hello@chatsku.com

[Demo](#)