B2B ecommerce association

How to Sell B2BEA Membership to Your Executive Team

A practitioner's guide to making the internal case for team-level professional development

CAREER ACCELERATION KIT — ASSET 6

You've spent the last few months leveling up. You have the trends deck, the strategy framework, the business case model, the metrics dashboard, and the exec meeting playbook.

Now here's the next move: bring B2BEA to your entire team.

This guide gives you everything you need to make that internal case — the talking points, the ROI framing, the objection answers, and a one-pager your exec can actually read.

AT'S IN THIS GUIDE	
1	Why This Matters — The Leadership Gap
2	The Ask — What You're Proposing
3	The ROI Case — How to Frame the Value
4	Talking Points — How to Start the Conversation
5	Handling Objections — The 4 Most Common Pushbacks
Appendix	The One-Pager Template (customize + send)

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1. Why This Matters — The Leadership Gap

Most B2B eCommerce teams are running on instinct and borrowed time. They're skilled practitioners who learned on the job, in platforms, and by watching things fail. There is no formal curriculum for this role. There's no standard playbook.

That's the gap B2BEA fills. And as the person on your team who's already using these tools, you know that firsthand.

> *The practitioners doing this work are under-resourced, isolated, and undervalued inside their organizations. B2BEA exists to change that — through community, content, and tools built specifically for B2B eCommerce.*

What the team gets:

Community	Access to hundreds of B2B eCommerce practitioners at distributors and manufacturers — the only peer network built specifically for this role.
Courses	Structured learning paths covering digital strategy, platform selection, customer adoption, and executive communication — all built for B2B, not retail.
Frameworks	The tools and templates your team needs to operate at a higher level — including everything in this Career Acceleration Kit.
Intelligence	Research, benchmarks, and trend reports that keep your team ahead of what's happening in B2B digital commerce — before your competitors see it.
The Show	The B2B eCommerce Show — the only podcast dedicated to this space, hosted by Justin King, featuring practitioners from companies like yours.

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2. The Ask — What You're Proposing

Before you walk into that conversation, be clear on what you're actually asking for.

WHAT	DETAILS
The product	B2BEA Membership — access to the full community, content library, courses, and tools
For whom	You + [X] team members (fill in based on your situation)
Budget ask	Annual membership — check b2bea.org for current pricing
Duration	Annual subscription — evaluate ROI at 90 days
Decision needed	Approval + budget line item (or expense reimbursement if under threshold)

3. The ROI Case — How to Frame the Value

Don't lead with cost. Lead with what the alternative costs.

Your exec team already knows that digital transformation is expensive when it fails. The question isn't whether to invest in your team — it's whether you're investing in the right things.

One failed RFP process	~$50K–$150K in consulting, time, and internal resources — for a platform you might not buy
One wrong platform decision	3–5 years of technical debt and $500K+ in sunk costs
One delayed go-live (6 months)	Lost revenue, strained vendor relationship, frustrated exec team
B2BEA Membership (annual)	A fraction of any of the above — and a team that makes better decisions

> *Frame it this way: "This isn't a training budget request. It's insurance against making expensive mistakes in a space that moves fast and punishes the uninformed."*

4. Talking Points — How to Start the Conversation

You don't need a formal presentation for this. A 5-minute conversation before a meeting, or a quick email with the one-pager attached, is usually enough. Here's what to say.

The quick pitch (verbal, under 60 seconds)

> *"I've been using B2BEA — it's the only professional community built specifically for B2B eCommerce practitioners. I used their frameworks to build our strategy deck and the business case I'm presenting next week. I'd like to bring the whole team in — it's [price] a year and I think it pays for itself with one better decision. Can I send you the one-pager?"*

If they ask 'what is B2BEA?'

> *"Think of it as the professional association for B2B eCommerce — the same way sales teams have their communities and CFOs have theirs. It's the place where the people doing this work at distributors and manufacturers talk to each other, learn from each other, and stay current. There's nothing else like it for our specific situation."*

If they ask 'why do we need this now?'

> *"Because the market is moving fast and we're making big decisions — platform, AI, digital sales strategy. The companies that are getting this right aren't smarter than us, they're more informed. B2BEA is how we close that gap without hiring a consultant."*

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5. Handling Objections — The 4 Most Common Pushbacks

"We don't have budget for this right now."

> *"I understand. Two options: if there's discretionary T&E or professional development budget, this fits there. If not, can we put it in the next planning cycle? I'll send you the one-pager now so you have context when the window opens. The timing matters because we have [key decision / project] coming up and the network would be useful before that."*

"Can't you just share what you learn?"

> *"I do, and I will. But the value isn't just content — it's access to practitioners at companies exactly like ours. When I'm trying to figure out which platforms are actually working for mid-market distributors, I can ask 50 people who've done it. That's not something I can replicate by forwarding articles."*

"How is this different from LinkedIn or other communities?"

> *"LinkedIn is noise. B2BEA is specific — it's only B2B manufacturers and distributors, only digital commerce practitioners. The conversations are at a completely different level. And the courses and frameworks are built for our exact situation, not for retail eCommerce or general business."*

"We already spend money on conferences."

> *"Conferences are great for three days a year. B2BEA is year-round — ongoing access to the community, new content every week, and frameworks your team can use immediately. It's not a replacement for in-person events. It's what keeps the momentum going between them."*

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Your Next Move

You've made it through five assets in this kit. You have the deck, the strategy framework, the business case, the metrics dashboard, and the exec meeting playbook. You're operating at a different level than you were six months ago.

The last piece is bringing your team with you.

STEP	ACTION
1	Customize the one-pager (attached) with your company name and the specific ask
2	Send it to your exec or walk them through it in your next 1:1
3	Use the talking points in this guide to answer any questions
4	Visit b2bea.org to get current pricing and membership options
5	Once approved — bring the team in and let them build their own toolkit

You've done the hard part. You built the skills. You leveled up your presence. Now give your CEO the context they need to back you — and your team the tools to follow your lead.

Ready to bring B2BEA to your team?

Visit b2bea.org to learn more and get membership pricing.