

Published based on [How To Use A B2B Marketplace](#)

How To Use A B2B Marketplace

With the constantly evolving and fast pace of international trade, the supply of B2B marketplaces are increasing with endless offers and promises which can create confusion and stress to companies. In this article, you will learn about the different features of these websites and how to use this powerful tool.

The definition of B2B is Business to business transaction between two companies which can be manufacturers, distributors, wholesalers and retailers for example. This can be applied to both products and services. Further, a B2B marketplace is a website that helps buyers and sellers to meet online and potentially make some business deals.

Search Engine

This feature is the pillar of these portals as it allows importers and exporters to find possible business partners. This tool is very valuable as this can save users a lot of time by allowing them to search at any time of the day at any desired location as long as an internet connection is available. This also allows them to plan their trip ahead of time.

Email Messaging system

This is also a valuable feature where users can have their own email system where they can communicate with other users by sending and receiving emails. This facilitates the whole business process.

Buyer friendly virtual showrooms

This feature will often be a premium paid membership. How much you pay will depend on the popularity of the website. This feature allows you to have you own company storefront where you can display and advertise your products and services on the marketplace itself. This is also very useful for smaller companies that cannot afford to develop their own website.

Credit Reports

Credit reports are also a paid service and a very valuable one. This feature allows companies to order the financial and legal history of a company they are about to enter into a business partnership with. This is priceless as you will receive detail information that will help you make smart decisions and avoid painful economic losses

As you can clearly see, a B2B marketplace is an extremely useful tool for any businesses looking to increase their global sales with minimal investment.

Joshua Adekane specializes in assisting companies successfully do business with Latin America. To instantly access his valuable resources, tips and links, click here [B2B Marketing Latin America](#)

You can also find this article published on [How To Use A B2B Marketplace](#), and on the tag pages [b2b latin america](#), [b2b marketplace](#), [b2b marketplace latin america](#), [business](#), [business latin america](#), [business opportunities](#), [ECommerce](#), [export](#), [import](#), [international business](#), [latin america](#), [trade](#), [trade latin america](#).