

B2BEA Membership — Team Proposal

Prepared by [Your Name] · [Your Title] · [Company Name]

I'm proposing that we invest in B2BEA membership for our digital commerce team. B2BEA is the only professional community built specifically for B2B eCommerce practitioners at manufacturers and distributors — companies exactly like ours.

What we get

Community Peer access to hundreds of B2B eCommerce practitioners at distributors and manufacturers.	Courses & Frameworks Structured learning and ready-to-use tools built for B2B — not retail eCommerce.	Intelligence Research, benchmarks, and trend reporting that keeps our team ahead of the market.
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Why it pays for itself

Our team is making major decisions — platform selection, digital strategy, AI adoption. The companies getting this right aren't smarter than us. They're more informed. B2BEA is how we close that gap before it becomes a costly mistake.

One wrong platform decision costs 3–5 years of technical debt. One delayed go-live costs months of lost revenue. B2BEA membership costs a fraction of either.

The ask

Membership for	[X] team members — [names or roles]
Annual investment	See b2bea.org for current pricing
First milestone	90 days — I'll report back on what the team has used and applied
Decision needed	[Approval / Budget line item / Expense reimbursement]

About B2BEA

B2BEA (B2B eCommerce Association) is the professional home for digital commerce leaders at B2B manufacturers and distributors. Founded by Justin King — author, strategist, and host of The B2B eCommerce Show — B2BEA provides the community, content, and tools that help practitioners operate at the leadership level their organizations need.

b2bea.org — B2B eCommerce Association

Community · Courses · Research · The B2B eCommerce Show