

Walmart Business (B2B) Program Onboarding

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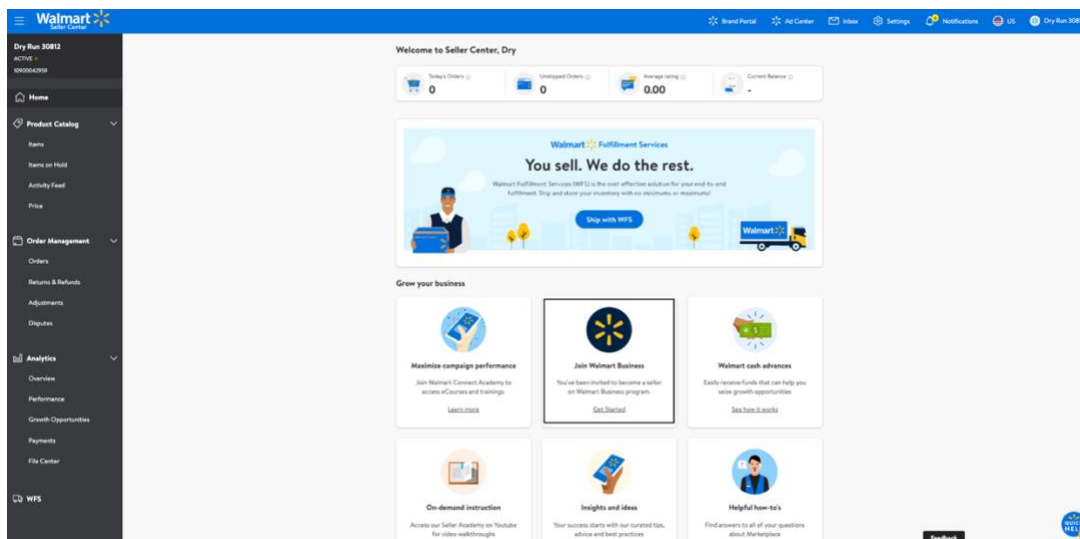
Overview

We've introduced a seamless self-serve experience in Seller Center to help Marketplace sellers enroll in new programs. You can now view your eligible programs and complete onboarding while tracking your progress along the way.

How It Works

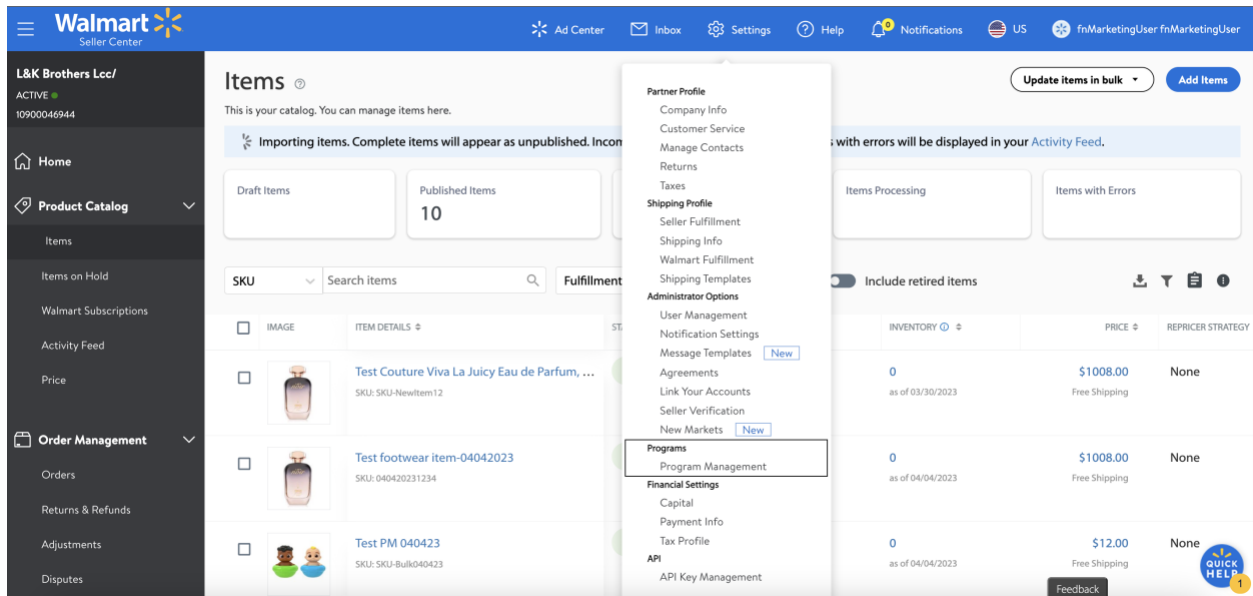
You can now enroll in the Walmart Business (B2B) program directly in Seller Center.

At this time, only eligible sellers who have been invited to participate in Walmart Business will see the **“Walmart Business”** program card and **“Get Started”** link on the Seller Center homepage after they login.



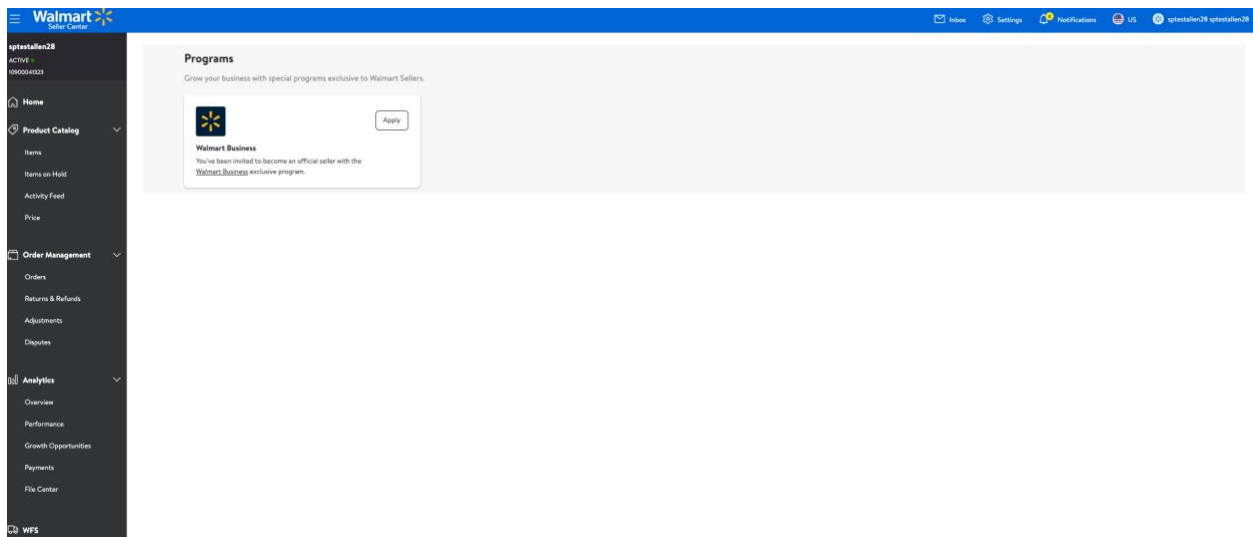
Program Cards

You can view the Walmart Business (B2B) program card—along with other eligible program cards—in Seller Center, on the “**Program Management**” page under “**Settings**” > “**Programs.**”



The screenshot shows the Walmart Seller Center interface. The top navigation bar includes the Walmart logo, 'Seller Center', and various utility icons like Ad Center, Inbox, Settings, Help, Notifications, and US. The left sidebar shows navigation options: Home, Product Catalog, Items, Items on Hold, Walmart Subscriptions, Activity Feed, Price, Order Management, Orders, Returns & Refunds, Adjustments, and Disputes. The main content area is titled 'Items' and displays a table of items. A settings menu is open, showing options like Partner Profile, Shipping Profile, Administrator Options, Programs, Financial Settings, and API. The 'Programs' option is highlighted, and a sub-menu is visible with 'Program Management' selected. The table below shows columns for INVENTORY, PRICE, and REPRICER STRATEGY.

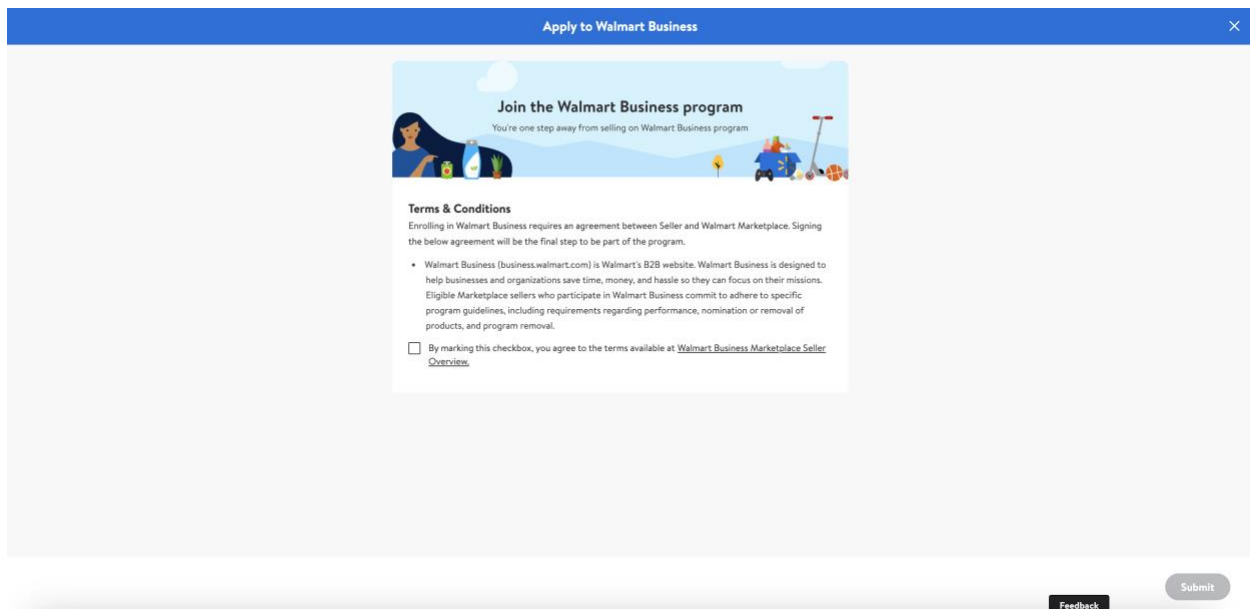
INVENTORY	PRICE	REPRICER STRATEGY
0 as of 03/30/2023	\$1008.00 Free Shipping	None
0 as of 04/04/2023	\$1008.00 Free Shipping	None
0 as of 04/04/2023	\$12.00 Free Shipping	None



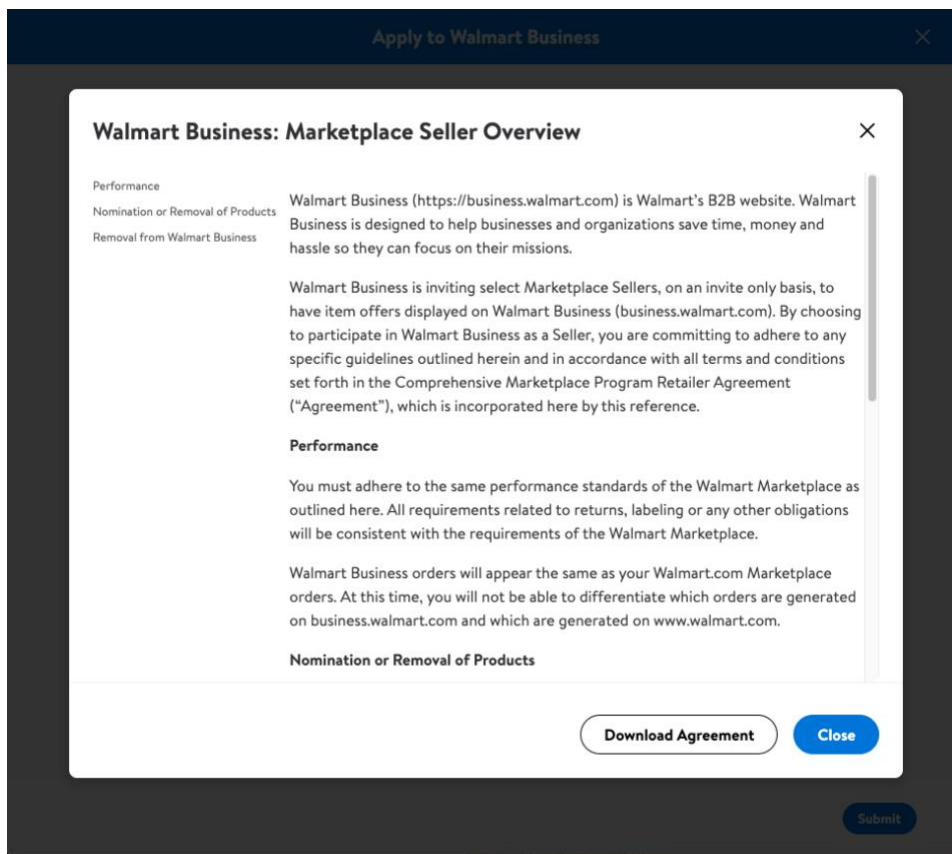
The screenshot shows the Walmart Seller Center 'Programs' page. The top navigation bar includes the Walmart logo, 'Seller Center', and utility icons like Inbox, Settings, Notifications, and US. The left sidebar shows navigation options: Home, Product Catalog, Items, Items on Hold, Activity Feed, Price, Order Management, Orders, Returns & Refunds, Adjustments, Disputes, Analytics, Overview, Performance, Growth Opportunities, Payments, and File Center. The main content area is titled 'Programs' and displays a card for the 'Walmart Business' program. The card includes the Walmart logo and the text: 'Walmart Business. You've been invited to become an official seller with the Walmart Business exclusive program.' There is an 'Apply' button on the card.

Terms & Conditions

After clicking “**Apply**” from the program card, you will be redirected to the approval page to accept the terms & conditions and complete your enrollment.



You have the option to view program terms & conditions in Seller Center or download the agreement.



Once you mark the checkbox to accept the program agreement, you will be redirected to the "Programs" page.

Your enrollment status will be visible on each program card and will change to “**Enrolled**” once you have completed the onboarding process. Items that are eligible for the Walmart Business (B2B) program will be available on business.walmart.com.

Frequently Asked Questions

Q: How do I see the Walmart Business (B2B) program card?

A: At this time, only sellers who are invited to enroll in the program will be able to see the card in Seller Center.

Q: Who can accept program terms & conditions?

A: For sellers who are invited to participate in this program, enrollment is available to users with **Admin** access on eligible Seller Center accounts. Once a user accepts the terms & conditions, enrollment for that program is applied at the account level.

Last updated: April 26, 2023