

Hasil — Playbook

The Shopify B2B Pricing Playbook

Twelve pages of field-tested patterns for wholesale merchants who outgrew discount codes. Pricing tiers, MOQs, volume breaks, customer groups, and the operational mistakes that quietly bleed margin.

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1. Start with the goal, not the discount

Most merchants set wholesale pricing by picking a percentage off retail and calling it done. That works until the first serious buyer asks for tiered pricing, a distributor wants a different MOQ, and retail customers find your wholesale codes on a deals site.

Model pricing around three questions: **who** is buying, in **what volume**, through **which channel**. Every pricing system that scales is just a structured answer to those three.

2. The four pricing models that actually work

Flat percentage discount

Simple, fast to set up. Best for <20 wholesale accounts with one category. Breaks the moment buyer A and buyer B negotiate different deals.

Customer-group price lists

Group buyers by tier (Bronze / Silver / Gold or Distributor / Reseller / Retailer). Each group gets its own list. Where most growing merchants land — and where Hasil Pricing starts.

Volume breaks (quantity tiers)

Price drops as order quantity rises. Critical for FMCG, packaging, anything where buyers stock up. Always pair with MOQs.

Negotiated per-SKU pricing

Specific buyers get fixed prices on specific SKUs, overriding their group. Required for key accounts. This is where spreadsheets break first.

3. The five mistakes that bleed margin

- **Mixing wholesale and retail in one checkout.** Your discount codes leak. Retail buyers find them. CRO clashes with B2B logic.
- **No MOQs.** Buyers order 1 unit at wholesale price for personal use.
- **No price-list expiry.** A 2023 promo price is still live in 2026 for one customer nobody remembers.
- **Manual order entry from emailed POs.** You eat the labour cost on every order. Typos cost more than the discount.
- **No audit trail.** When a buyer disputes a price, you have no record of what they saw when they ordered.

4. Setting MOQs that don't kill conversion

MOQs protect margin but suffocate sales if set wrong. The rule of thumb: MOQ at the SKU level should be roughly **3x the retail order size** for that SKU, not a flat number across the catalogue. A flat MOQ of 50 units kills small accessories and is irrelevant for pallets.

Better: per-product MOQ + minimum cart value as a backstop (\$250–\$500 depending on category).

5. Volume break ladders that work

Three rungs beat five. Buyers can't reason about five tiers. Pattern that converts:

Quantity	Discount off list
10–49	0%
50–199	8%
200+	15%

Anchor the first tier at retail volume so retail buyers feel no incentive to use a wholesale account.

6. Customer-group taxonomy

Keep groups simple. Three is the sweet spot:

- **Tier 1 (Reseller)** — small shops, 15–20% off list, low MOQ.
- **Tier 2 (Wholesaler)** — mid-volume, 25–30% off, MOQ 3x retail.
- **Tier 3 (Distributor)** — high-volume, 35–45% off, MOQ + minimum monthly commitment.

Custom overrides per SKU live *on top* of the group, never replace it.

7. Net terms without the headache

Net 30/60 attracts bigger accounts but turns AR into a part-time job. Rules that hold up:

- New accounts: prepay first 3 orders before net terms unlock.
- Net 30 default, Net 60 only for accounts >\$50K/year.
- Auto-suspend portal access at 15 days past due.
- Charge a 2% late fee — collect it half the time, but the threat matters.

8. The pricing audit trail you must keep

For every order, store: customer group at time of order, price list version, MOQ enforced, volume break applied, and the exact unit price shown at checkout. When a buyer disputes — and they will — you produce the record in 30 seconds, not 3 hours.

Hasil Pricing logs all five fields per line item. If you're building your own, copy that contract.

9. Migrating off discount codes — the 30-day plan

Week 1: list every active wholesale buyer + the code they use + their effective discount. Group them into three tiers by volume.

Week 2: spin up a wholesale portal with the three customer groups and price lists. Add MOQs.

Week 3: invite top 5 buyers as a pilot. Disable their old codes. Capture friction.

Week 4: roll out to remaining buyers. Disable all wholesale codes at the end of the week. Done.

10. What 'good' looks like at 12 months

- Zero discount-code leakage incidents.
- <1% of wholesale orders below MOQ (caught at checkout, not after).
- Average order value 2–3x retail.
- Pricing disputes resolved in <1 hour with the audit trail.
- >60% of wholesale orders self-serve through the portal (you stop entering POs by hand).

Want this running on your store?

Hasil Pricing ships every pattern in this playbook — customer groups, price lists, volume breaks, MOQs, per-SKU overrides, audit trail, draft-order flow. Install with a Shopify Admin API token in under 10 minutes. No App Store, no theme edits.

Start a 14-day free trial: hasil.io