

The logo features a stylized white plug icon on the left, with a cord that loops around the letter 'E' in the word 'Electric'. The word 'Pencil' follows in the same script. The entire logo is white and set against a background with a blue-to-purple gradient.

Electric Pencil

Cart Without Checkout

Not quite ready for full eCommerce? Turn your website into a powerful enquiry engine that fuels your business.

eCommerce doesn't have to mean full-blown online selling. With WooCommerce as a catalogue, you can showcase your products or services online—without the checkout—using simple enquiry or quote forms that connect real customers to your business.

Why Skip the Checkout (for Now)?

Going full eCommerce can be a big step — and not every business is ready for it. You might:

- Offer custom pricing, variable specs, or services that don't fit "Add to Cart"
- Want to showcase offerings without managing stock, payments, or fulfilment online
- Prefer to qualify leads or quote manually before taking on new work
- Want a stepping stone before diving into full-scale online selling

Using WooCommerce as a catalogue-only platform keeps things simple while opening up powerful possibilities.

How It Works

1. Use WooCommerce to Display Products or Services
2. Showcase your offerings in a structured, professional layout. Add images, descriptions, specs, categories, filters—just like a full online shop.
3. Disable the Checkout Process
4. We remove the "Add to Cart" and "Checkout" buttons, turning your store into a clean product catalogue.
5. Add 'Request a Quote' or 'Make an Enquiry' Buttons
6. Each product or service includes a prominent call-to-action leading to a custom enquiry form. Customers can ask for more info, submit a brief, or request a tailored quote.
7. You Get Qualified Leads, Not Just Cold Clicks
8. The result? Visitors who are engaged and ready to talk, with clear intent and context. Your sales process stays personal, and you stay in control.



Business Benefits

- **Lead Generation, Not Just Sales**
Turn interest into qualified conversations. Great for B2B, high-value items, or custom services.
- **Showcase Without Stock Stress**
List everything you offer—without worrying about real-time inventory or delivery logistics.
- **Human-Centric Sales**
Add that personal touch. Quote, advise, and convert leads in a way that suits your business.
- **Scalable & Future-Ready**
When you're ready for full eCommerce, your WooCommerce foundation is already in place.
- **Low Cost, Low Risk**
No payment gateways, security compliance, or fulfilment workflows—just a smarter way to connect.



Is It Right for You?

This approach is perfect if you:

- Sell made-to-order products, services, or installations
- Quote based on custom client needs
- Want to capture warm leads, not process payments
- Are testing the waters before committing to full eCommerce



Real-World Use Cases

- Interior designer showcasing furniture and decor ranges with “Enquire to Order”
- Manufacturer displaying equipment or components for B2B clients
- Consultancy promoting service packages with “Request a Proposal”
- Construction supply company listing materials without managing online payments

Let's Build Yours

At Electric Pencil, we help businesses like yours bridge the gap between static websites and full eCommerce. With WooCommerce as a catalogue, we'll create a dynamic, professional product display paired with strategic forms that bring in real enquiries.

Whether you're getting started or scaling up — we'll help you make your website work harder for your business.