

B2B CLUSTER



2. CONSULT TO DRIVE INNOVATION

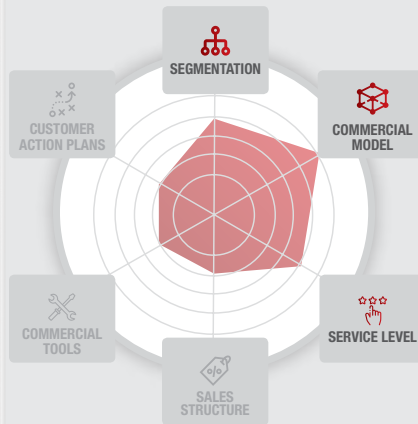
Multisector Complementary Offering Innovate to Survive

- Computer and Electronic Product Manufacturing
- Finance and Insurance
- Machinery Manufacturing
- Media and Entertainment
- Professional, Scientific and Technical Services
- Telecommunications

CHALLENGES

- **Different needs and opportunities per sector, with technical complexity:** client needs are many and varied + highly technical
- **Ability to impact results:** your product isn't core, but impacts results
- **Innovation as an entry barrier:** the bar is high on attracting new business

PRIORITY TOOLS



SOLUTIONS

- **Define your target sectors:** evaluate opportunities; where can you "win"?
- **Build qualified/consulting sales and business empathy:** sales capacity must be advanced and technically well-executed
- **Create a high-performing, multifunctional sales force:** maintain connections and solve problems after the sale
- **Devote yourself to results:** results are imperative—devote yourself to monitoring, training and ongoing support
- **Utilize the commercial area to spark innovation:** develop actions for innovation; always think one step ahead