

B2B CLUSTER



3. OPTIMAL SERVICE LEVEL

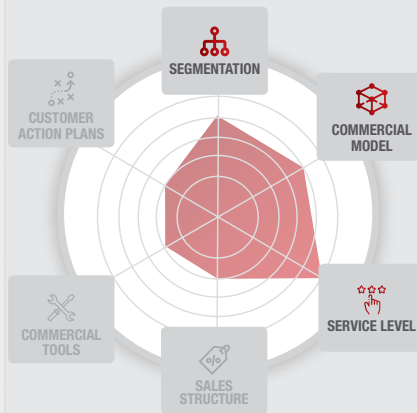
Multisector Core Offering Innovation Differentiates

- Chemical Manufacturing
- Food Manufacturing
- Heavy and Civil Engineering Construction
- Primary Metal Manufacturing
- Utilities

CHALLENGES

- **Multiple applications and specifics:** you must consider several different realities and serve several different worlds
- **Strong correlation between product and client performance:** you must guarantee results
- **High-stakes price pressure and competition:** competitors will increase pressure on pricing to capture your clients
- **High service-level demand:** any gaps in product supply will cost you customers
- **Large stakeholders and long decision-making process:** selling includes a strict and detailed process, with quality-assurance testing

PRIORITY TOOLS



SOLUTIONS

- **Specialize by sector:** meet the needs of each sector precisely
- **Control client profitability:** evaluate cost-to-serve of each client and define specific roles; revenue management must act on top line
- **Increase and/or generate entry barriers:** go the extra mile
- **Sell tech support as a differential:** maximize product performance in your clients' businesses
- **Segment your reality:** determine which sectors require innovation, pricing or streamlining strategies
- **Segment your tone of voice:** speak to different audiences with regard to their area of focus, e.g. procurement vs. product engineering
- **Innovate from within:** there is no space for supply disruption; test prototypes within existing accounts