

B2B CLUSTER



4. CONVERT & PROTECT

Single Sector Core Offering Innovation Differentiates

- Agriculture, Forestry, Fishing and Hunting
- Construction of Buildings
- Fabricated Metal Product Manufacturing
- Mining (except Oil and Gas)
- Nonmetallic Mineral Product Manufacturing
- Oil and Gas Extraction and Transportation
- Petroleum and Coal Products Manufacturing
- Support Activities for Mining
- Transportation Equipment Manufacturing (except Motor Vehicles)
- Wood Product Manufacturing

CHALLENGES

- **Customer concentration:** you are dependent on large players with bargaining power
- **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

- **Tailor the approach to large clients:** the commercial model must be custom-designed, with dedicated salespeople who are true consultants
- **Create long-term contracts/offer “progressive discounts”:** secure volume for as long as possible, including specific incentives
- **Control client profitability:** evaluate cost-to-serve of each client and define specific roles; revenue management must act on top line
- **Sell tech support as a differential:** maximize product performance in your clients' businesses