

## B2B CLUSTER



### 5. INNOVATION OBSESSION

Single or Multisector  
Core Offering  
Innovate to Survive

#### SINGLE SECTOR:

- Aerospace Product and Parts Manufacturing
- Medical Equipment & Supplies Manufacturing
- Pharmaceutical and Medicine Manufacturing

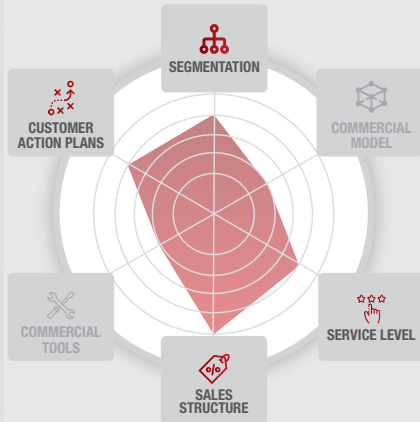
#### MULTISECTOR:

- Electrical Equipment Manufacturing
- Information Technology and Services

## CHALLENGES

- **Constant innovation:** either you have the latest product, or you are behind everyone else
- **All new concepts require teaching, proving:** ensuring your clients clearly understand the benefits of your product or service is a top priority
- **Innovation as an entry barrier:** the bar is high on attracting new business

## PRIORITY TOOLS



## SOLUTIONS

- **Maintain a strong, technically robust sales force:** explain your product or service simply yet in detail
- **Guarantee after-sales support to ensure results:** embedding tech support will minimize the risk of losing customers
- **Preserve balance:** ensure the B2B GTM optimizes the time and competencies invested
- **Increase and/or generate entry barriers:** go the extra mile
- **Utilize the commercial area to spark innovation:** develop actions for innovation; always think one step ahead
- **Define target sectors and specialize (multisector):** tailor the commercial model for an effective sales process
- **Make or buy—but ensure you serve the market:** guarantee solutions and your product portfolio, but have a roadmap for innovation