

## B2B CLUSTER



### 6. MIGRATE OR BECOME EXPERT

#### Single Sector Complementary Offering Innovation Variable

- Support Activities for Logistics Operations

## CHALLENGES

- **Naturally challenging:** high exposure to financial risk and critical-mass limitations
- **Requires detail, depth and unique expertise:** client demands are often urgent and require intervention
- **Handle “make or buy” decisions:** clients may be able to do what you do
- **Leads to dependence:** exposure to market fluctuations

## PRIORITY TOOLS

Not Applicable

## SOLUTIONS

- **Continue building your track record, experience:** your knowledge must be wider and deeper than clients/competitors
- **Maintain a strong, technically robust sales force:** explain your product or service simply yet in detail
- **Network, focus on developing your profile as an influencer:** be someone who knows, drives and projects trends