

Our 30 seconds commercial:

Need help to build your innovation's Sales Funnel?

Try our coaching program: «the Roadmap to Market» and save time, money and a lot of unnecessary work:

- More than 150 key ideas and templates
- 8 days – personal coaching (also on-line)
- Satisfied or Reimbursed – no questions asked.

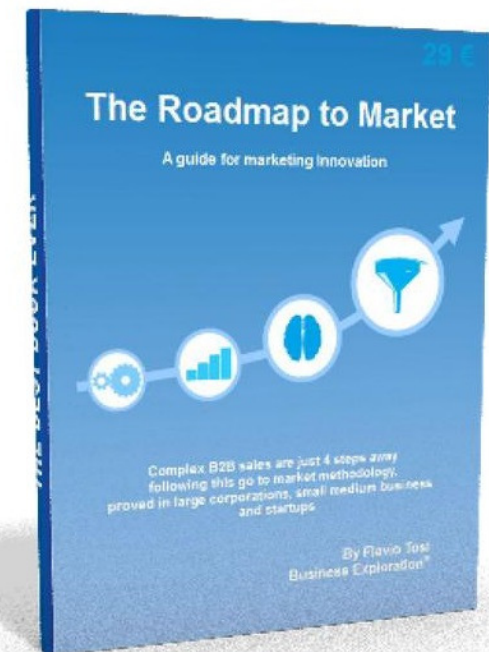
Call Flavio at:

UAE, Dubai: +971 58 865 3563

Italy, Milan: +39 349 648 2225

Or write to:

flavio.tosi@business-exploration.com



The Roadmap to Market it's also a booklet, yours for just 29€

The B2B Sales Funnel for tackling the “Early Majority”

(depends by the type of job-to-be-done your capabilities can help achieve)

Supplier's Capabilities	Target Client	Biz. model tension:	Client's Need (Job to be done)	Type of budget	Indicator of the need for change:	Type of B2B Funnel	Entry point	Type of Surprise (Un-expected Comparison)
Innovation (will change customer's biz model)	CEO (Company)	Move (to stay atop competition)	Displace competition	To be created	External trends that highlight that «the world has changed»	<ul style="list-style-type: none"> • Mekka Conference + • Peer Provocateur (top mgmt, guru, CEO) 	Peer referral	You are not «there»: (ready for the new world)
Service (will change customer's operations)	Functional Leader (P&L, Cost Center)	Modify (to specialize: to increase effectiveness and efficiency)	Solve existing organizational challenge	To be re-allocated	Throwing people on a short term attempt to overcome the problem, without really solving it. Knowing the problem will stay in the future if nothing is done.	<ol style="list-style-type: none"> 1. Library of use cases / problem classes (Mktg) 2. Qualify prospects with problem & responsables (Sales Dev. Rep.) 3. Position Sales Rep as pbIm expert (Mktg+SDR) 	Industry communication channels + (Word of Mouth)	They are «there»: (Customer's Competitors have already adopted the solution)
Product (will change customer's offer)	End User (Departments)	Make (to operate)	Increase productivity	To be spent (choose among competing suppliers)	<ul style="list-style-type: none"> • Issuing RfQ, • Issuing Specs, • Collecting info, data, prices 	<ul style="list-style-type: none"> • Spray & Prey • Sales Dev. Rep. • Value Added Reseller • (AI – ML) 	Marketing + Sales Reps	They are not «there» (Supplier's competitors do not have the «new» feature)

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Young Dreamers Fund

That I use to sponsor Students Associations events like:

- Euroavia – The European Association of Aerospace Students
- Skywarder – the Rocketry Association of Politecnico di Milano
- SpaceUp – The Aerospace Students of Pisa University

This is my way to “give back” to them.

And browsing online you can find the Business Exploration logo in several of their events...



SKYWARD EXPERIMENTAL ROCKETRY

