

# 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)
<b>Innovation</b> (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"> <li>• Mekka Conference +</li> <li>• Peer Provocateur ( top mgmt, guru, CEO )</li> </ul>	Peer referral	You are not «there»: (ready for the new world)
<b>Service</b> ( 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"> <li>1. Library of use cases / problem classes ( Mktg )</li> <li>2. Qualify prospects with problem &amp; responsables ( Sales Dev. Rep. )</li> <li>3. Position Sales Rep as pbIm expert ( Mktg+SDR )</li> </ol>	Industry communication channels  + (Word of Mouth)	They are «there»: ( Customer's Competitors have already adopted the solution )
<b>Product</b> (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"> <li>• Issuing RfQ,</li> <li>• Issuing Specs,</li> <li>• Collecting info, data, prices</li> </ul>	<ul style="list-style-type: none"> <li>• Spray &amp; Prey</li> <li>• Sales Dev. Rep.</li> <li>• Value Added Reseller</li> <li>• (AI – ML)</li> </ul>	Marketing + Sales Reps	They are not «there» (Supplier's competitors do not have the «new» feature )

## Did you like this template?

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Your comments, suggestions, ideas are welcomed!

...and if you have time, **I will appreciate your like to my Post on LinkedIn:**

## The Human Sales



Bob Apollo

Neil Rackham

Mike Adams

Richard Thaler

Andy Raskin

Robert Cialdini

Chris Voss

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