

The B2B Sales Funnel for tackling the “Early Majority” (depends by the type of job-to-be-done your capabilities can help to perform)

Supplier's innovative offer:	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) «Budget makers»	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) «Budget movers»	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 pblm expert (Mktg+SDR) 	Industry communication channels + (Word of Mouth)	They are «there»: (Customer's Competitors have already adopted the solution) - BeachHead niche DEMO
Product (will change customer's offer)	End User (Departments) «Budget takers»	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)

What Next?

- **Find more ideas** and templates in [our booklets](#)
- **Sharpen** your Sales Team with [ad hoc training](#)
- **Align** your Sales Funnel with the help of [our workshops](#)
- Or... simply [give us a thumb up](#) , if you wish.

Thank You!

Flavio