



Business Strategy – B2B Market

Elaborating on a meaningful **Business Strategy** in B2B market is essential to significantly develop your revenue sales. These days generating a good strategy in a complex and long-term sales cycle depends on multiple factors.

As *Renée Mauborgne* and *W. Chan Kim* explain in their international best seller book, called “**Blue Ocean Strategy**” the best strategy is to create an **entirely new** and **incontestable** space market: “**Blue** versus **Red Ocean**”.

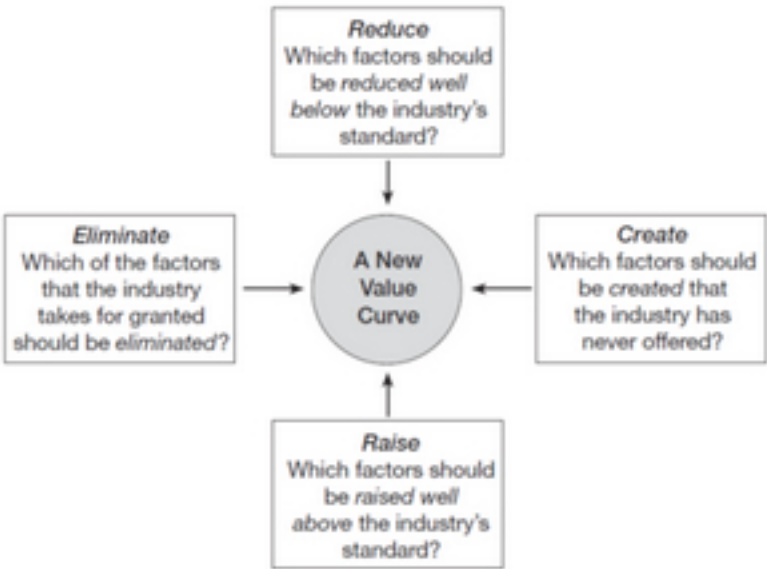
Indeed, and as you can well imagine, in a “**Red Ocean**”, you are striving with all your current competitors to stand out in your current B2B market. “The sharks”, your competitors, are trying to beat you, untiringly. If we look at the business facts and try to analyze the current situation of thousands of companies in the world either in services or products, they are:

- Battling for their **margins** day after day,
- Shaking about **renewing** their annual contracts (in services market industries),
- Wrestling for the next “**bid defense**” and hardly winning new clients,

And we can continue this list for a long time and perhaps they can believe this is the only way to increase their revenue sales!

On the other hand, in the “**Blue Ocean**”, you can follow a **new sales pattern**. “No Sharks” have been presented in this entirely new space. At the beginning, if you build a robust strategy with some new barriers to entrance, it will be extremely complicated for competitors to enter your new space.

As described by the authors of the book, you will create an “**uncontested market space and make the competition irrelevant**”. The key to achieve this strategy is to follow their **4 pillars** accurately. I would like to **highlight** and to **leave you** with the main ideas from this amazing business book so you can achieve your future powerful strategy: “**Reduce – Eliminate – Raise & Create**”:



Note: See graph from “Blue Ocean Strategy” book – page 29

If you follow this **process strictly**, it will change your next sales strategy in efficient and pragmatic ways. On the whole, and I, for one, would not hesitate to confirm your next achievements. Of course, you would need to work hard to execute this pattern, to make your own business diagnosis, and to take the time, at least 6 months, to define all these parameters, but what a **great prize to win!**

Therefore, I encourage you to read their first book: “**Blue Ocean Strategy**” to enhance your skills in creating a “Good and Efficient Strategy”. Afterwards, you will be able to carry with their new international best seller book, called: “**Blue Ocean Shift: Beyond Competing**” in this book, you will find numerous practical examples to improve your new strategy. Feel free to find all their details and follow this link: <https://twitter.com/BlueOceanStrtg>

Also, feel free to visit my website, see and read my **other practical articles and video at:** www.bsnf.eu