Business-to-Business Sales

MATRIX REPROGRAMMED | PRACTICAL WEALTH MANUAL

EXECUTIVE SUMMARY

Business-to-Business Sales is modelled as: A measurable revenue, cost or risk outcome.
Typical starting capital band: 0-5000. Expected time to first income or result: 14-90 days.
Risk: Moderate. Complexity: High. These are broad planning bands, not probabilities or guarantees.

WHO THIS IS FOR

Best suited to someone able to serve or access: Decision-makers in a defined industry.
Core capabilities: Procurement literacy; Proposal writing; Delivery governance.
Avoid or delay this route when essential bills, legal requirements, debt service, safety, liquidity or family commitments cannot be protected.

HOW MONEY IS GENERATED

A measurable revenue, cost or risk outcome
The paying counterparty or economic source is: Decision-makers in a defined industry.
Profit or retained value exists only after variable costs, fixed costs, tax, financing, returns, failures and owner labour are counted.

STARTING REQUIREMENTS

Capital: 0-5000.
Skills: Procurement literacy; Proposal writing; Delivery governance.
Tools: Bid/no-bid scorecard; Capability statement; Compliance matrix; Account plan.
Verify registrations, licences, insurance, consumer rules, data protection, tax and sector-specific restrictions before trading or investing.

ILLUSTRATIVE UNIT ECONOMICS

Illustrative price or monthly value per unit: EUR 5000.
Illustrative variable cost per unit: EUR 800.
Illustrative monthly fixed cost: EUR 900.
Illustrative monthly volume: 4.
Illustrative monthly revenue: EUR 20000; contribution before fixed costs: EUR 16800; operating surplus before tax and owner labour: EUR 15900.
Illustrative break-even volume: 1 units per month.
All figures are assumptions for planning. Replace them with verified local quotes and conservative scenarios.

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FIRST 24 HOURS

Choose one buyer type and measurable outcome.
Create a one-page capability statement.
List 30 buyers or live opportunities.

FIRST SEVEN DAYS

Speak with five buyers, primes or procurement contacts.
Map mandatory requirements.
Submit one small qualified proposal.

FIRST 30 DAYS

Build three case studies or paid pilots.
Track bid/no-bid reasons.
Create a follow-up and account plan.

FIRST 90 DAYS

Enter one framework, supplier list or repeat contract route.
Document delivery and evidence for larger bids.

FIRST YEAR ROADMAP

Quarter 1: prove demand, suitability or operational feasibility with the smallest responsible test.
Quarter 2: improve unit economics, documentation, compliance and repeatability.
Quarter 3: reduce concentration, strengthen reserves and build a second acquisition or distribution route.
Quarter 4: complete a full profit, cash-flow, tax, risk and continuation review before scaling.

CUSTOMER OR CAPITAL ACQUISITION

Target named decision-makers, procurement portals, primes and framework opportunities.
Qualify authority, budget, need and timing.
Record outreach volume, response, conversion, acquisition cost, retention and cash collection. For investments, record contribution, fees, allocation and reason for ownership instead.

TOOLS AND TEMPLATES

Bid/no-bid scorecard
Capability statement
Compliance matrix
Account plan
Budget and cash-flow tracker
Pricing or suitability calculator
Break-even or loss-capacity calculation
Weekly scorecard
Risk register
90-day action plan

FAILURE ANALYSIS

Risk: Bidding without qualification. Mitigation: verify it in writing before committing more money.
Risk: Ignoring compliance details. Mitigation: verify it in writing before committing more money.
Risk: Underpricing delivery risk. Mitigation: verify it in writing before committing more money.
Risk: No evidence of capability. Mitigation: verify it in writing before committing more money.

DECISION TEST

START NOW only when the smallest safe test is affordable and lawful.
LEARN FIRST when the model is understood but the required skill, evidence or compliance is missing.
TEST CHEAPLY when demand or suitability is uncertain.
AVOID when loss could threaten housing, health, tax compliance or essential obligations.
SEEK PROFESSIONAL ADVICE for contracts, tax, regulated investments, property, borrowing, employment law or complex entities.

PRIMARY RESEARCH ROUTES

BOAMP: https://www.boamp.fr/
TED Europe: https://ted.europa.eu/

EVIDENCE AND LEGAL BOUNDARY

This material is educational and based on public information. It is not personalised

financial, investment, legal or tax advice.
Costs, taxes, laws, returns and risks vary by location and personal circumstances.
Verify current rules and consult an appropriately qualified professional before committing significant money or signing contracts.
No guaranteed returns, fake case studies, hidden ownership, tax evasion, borrowed-money speculation or unsupported income claims are permitted.