



# Verticalisation that wins

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How to choose and win in the right sector

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# What buyers value

78%

Buyers most value suppliers who listen and explain the business impact

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47% buyers value solutions **tailored** to their **industry**

41% will not buy when benefits are unclear

Buyers do not want more suppliers

They want  
better partners

# Understanding must evolve

Manufacturing sector

2024

Cloud modernisation  
Infrastructure  
Process improvement

2026

Wireless connectivity  
AI equipment  
Sensors  
Analytics

Understanding a sector once is not enough

Verticalisation

INDUSTRY

+

BUYER BEHAVIOUR

Focus on where money is spent  
and how it will be spent

A generic pitch displaces nothing

Understanding the buyer  
changes that

# The buying environment is changing

Demand remains strong

IT budgets

7-10% of turnover

72%

prefer to buy from channel partners

Buyers are spending.  
But they are choosing fewer partners.

Supplier consolidation

84%

say supplier consolidation matters

Suppliers per buyer

5 → 1-2

Buyers do not want more suppliers

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better partners

# Same sector, same problems

Across Small | Mid | Large organisations

Manufacturing → Production continuity

Retail → Customer experience

Construction → Site connectivity

Legal/ Account → Data security

The problems stay the same.  
Only the scale changes.

# Verticalisation framework

Industry context

(technology trends, economics, regulations)



Buyer behaviour

(priorities, Budgets, risk tolerance)



More relevant conversations

(clearer value and stronger positioning)

# Example vertical: construction



# Turning vertical insight into sales productivity

## Vertical data

(priorities, blockers, investment intent)



## Sales engagement

(buyer pain, desire, valued next step)



## Opportunity qualification

(clearer value and stronger positioning)

# Sales engagement briefing

1. Call details

Your name \*  Your company \*

Prospect name \*  Prospect role \*

Prospect company \*

2. Targeting

Product \*  Buyer behaviour \*

3. Script preferences

Tone  Length

Unique Selling Points (optional)

- Day-one site connectivity (Business Connectivity + rapid 4G/5G deployment)
- Resilience-first architectures (Continuum constellation + millisecond failover)

Other points to cover (optional)

This is a high-value sector undergoing structural digital transformation. Construction is no longer analogue.

- BIM adoption is already at 73%

The winners will be those who own:

Your desired next step



## Conversation Guide

Hi Lucy 🙌

You've got this. This guide gives you concise, practical coaching for your next call — what to focus on, how to steer the conversation, and how to land a clear next step.

### Overview

The construction sector is experiencing rapid digital transformation, with Building Information Modelling (BIM) adoption now at 73%. Reliable connectivity is no longer optional; it is foundational to operational success. The winners in this space will be those who lead on resilience, speed, and security. Coaching cues: - [Pain] Listen for concerns about site downtime or unreliable connections; probe for recent incidents and their impact. - [Pain] If the prospect mentions support gaps, ask how quickly issues are typically resolved and what the consequences are. - [Desire] When the prospect references digital initiatives (e.g., BIM), explore how current connectivity supports or hinders these efforts. - [Desire] If resilience or security is raised, position differentiated architectures and cyber assurance as enablers. - [Pain] Note any mention of fragmented site setups; clarify how this affects project delivery.

### Buyer Pain

The prospect is likely facing increasing complexity as construction moves away from analogue processes. Existing telecoms setups may be fragmented, with unpredictable mobile usage, legacy contracts, and reactive support. As digital systems proliferate, network demand outpace what was originally designed for simpler operations. These gaps can lead to project delays, cost overruns, and increased risk exposure—particularly if support excellence and cyber assurance are not robust.

### Buyer Desire

The prospect typically seeks infrastructure that enables growth and operational continuity without adding administrative burden. This includes day-one site connectivity, resilience-first architectures, and secure networking that aligns with both current and future digital

# Data-driven lead qualification

Commercial opportunity

(consistent, ranked, latest sources)



Budget signals

(affordability evidence)



Strategic fit

(why you)

# Lead qualification

## 2. Qualification inputs

**Lead context to qualify**

Steven agreed to proceed with a Connectivity Resilience Audit, indicating a positive level of engagement and willingness to explore improvements to the current connectivity setup. There are existing contracts in place that could hold things back.

**Prospect proposition \***

Energy efficient and sustainable construction work.

**Your competition** Existing provider(s)

BT BT

**Output length** Language style

Full (detailed) Friendly (default)

## 3. Prospect financials

**Company number**

SC054565

Add evidence via Companies House, upload filings, or enter figures manually.

**Automatic:** analyses the two most recent accounts filings.

[Get from Companies House](#) Loaded 2 filing(s).

Qualify my lead

## Opportunity qualification analysis

A C Whyte · Energy efficient and sustainable construction work. · Direct · full · friendly

### Lead Qualification Summary

#### 1. Commercial opportunity (A C Whyte)

Overall lead strength: Medium

Confidence in this assessment: Medium

A C Whyte shows clear willingness to engage, having agreed to proceed with a Connectivity Resilience Audit to explore connectivity improvements. This is a positive signal for a consultative, value-led sales approach, especially given their openness to overlay improvements that do not disrupt existing contracts. However, immediate large-scale procurement may be delayed by existing contractual obligations, limiting the potential for short-term wins [P1].

#### 2. Budget and buying signal

The company returned to profitability in 2024, with revenue of £16.8m and a net profit of £85k, following a challenging period in 2023 [P1][P2]. Management projects revenue growth to £20m for 2025, signaling confidence and some capacity to invest in core operations, including IT infrastructure [P1]. Their willingness to undertake an audit and review resilience improvements further indicates both buy-side intent and a potential budget for incremental changes, although there is no explicit evidence of an approved budget at this stage.

#### 3. Strategic fit for you (Wavenet)

The prospect's current challenges and priorities—operational simplicity, resilient connectivity, visibility, and scalable infrastructure—are highly aligned with Wavenet's strengths in managed connectivity, rapid deployment, and support [P1] [S1]. The context suggests a strong fit, especially for overlay and resilience-focused solutions that can be introduced without breaching existing BT contracts. Wavenet should position as a trusted advisor to secure an early technical and commercial footprint ahead of future wider procurement cycles.

Buyers do not want more suppliers

They want  
better partners

The channel does not win by talking to everyone

It wins by being  
exceptionally relevant to the  
right customers



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Choose the right sector. Understand buyer behaviour. **Use data to drive the deal.**

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