

An aerial night photograph of Chicago, showing the city skyline with illuminated skyscrapers like the Willis Tower, the city lights reflecting on Lake Michigan, and the Lake Shore Drive Bridge in the foreground. The sky is a mix of deep blue and purple from the twilight.

Helping Manufacturers Grow Profitably Since 1988

Proven Ways To Generate Leads for SMMs

Presented By: Chris Scafario



Setting the stage...

- Growth Services at DVIRC have been on a 12 Year Journey.
- Our BGS Team has spent over 160,000 hours working with 1,000 or more unique manufacturing leaders from across the country and around the world.
- Every SMM is unique... their struggles with growth are much less so!
- Many SMMs lack the internal resources / third parties to support a reliable “systematic” approach to grow.
- Taking the principles of lean / continuous improvement and forging them into a “PDCA” towards topline growth makes strategic growth efforts much more palatable to SMMs.
- Success requires action!



The 20 FOR 20 Crowd

A Long-Standing Struggle

Table 7. In which of the following areas does your facility have the most significant problems or needs?

Problems or Needs	2020 Survey	2018 Survey
Technical skills (e.g., machining, electrical work)	37.1%	33.9%
Marketing and sales	30.6%	28.5%
Basic workforce skills (e.g., reading, writing, math, keyboard skills)	29.4%	21.8%
Lean manufacturing and workflow improvement	26.8%	33.4%
Expansion planning, facility layout	20.7%	21.1%
Management and leadership	15.6%	14.2%
Information systems and hardware	12.4%	11.6%
Quality assurance (e.g., ISO 9000, QS-9000, Six Sigma)	11.6%	10.4%
Trade and tariffs	11.2%	-
Environmental, health, safety, and workforce compliance and improvement	10.7%	12.1%
Business strategy, financial analysis, competitiveness planning	9.8%	11.1%
Product development/design	9.7%	10.9%
Energy cost management	7.1%	11.7%
Cybersecurity, hacking	5.1%	3.4%

Source: Georgia Manufacturing Survey 2020, weighted responses of 461 manufacturers;

Georgia Manufacturing Survey 2018, weighted responses of 456 manufacturers.





MEP
National
NetworkTM

The Go-To Experts for Advancing U.S. Manufacturing



A man in a blue polo shirt and safety glasses is working in a factory. He is using a welding torch to weld a metal component. In the foreground, there is a rack filled with many small, white, rectangular metal parts. The background shows industrial machinery and a wire mesh structure.

Hub For BGS Best Practices



1. plan

2. do

3. check

4. act

A



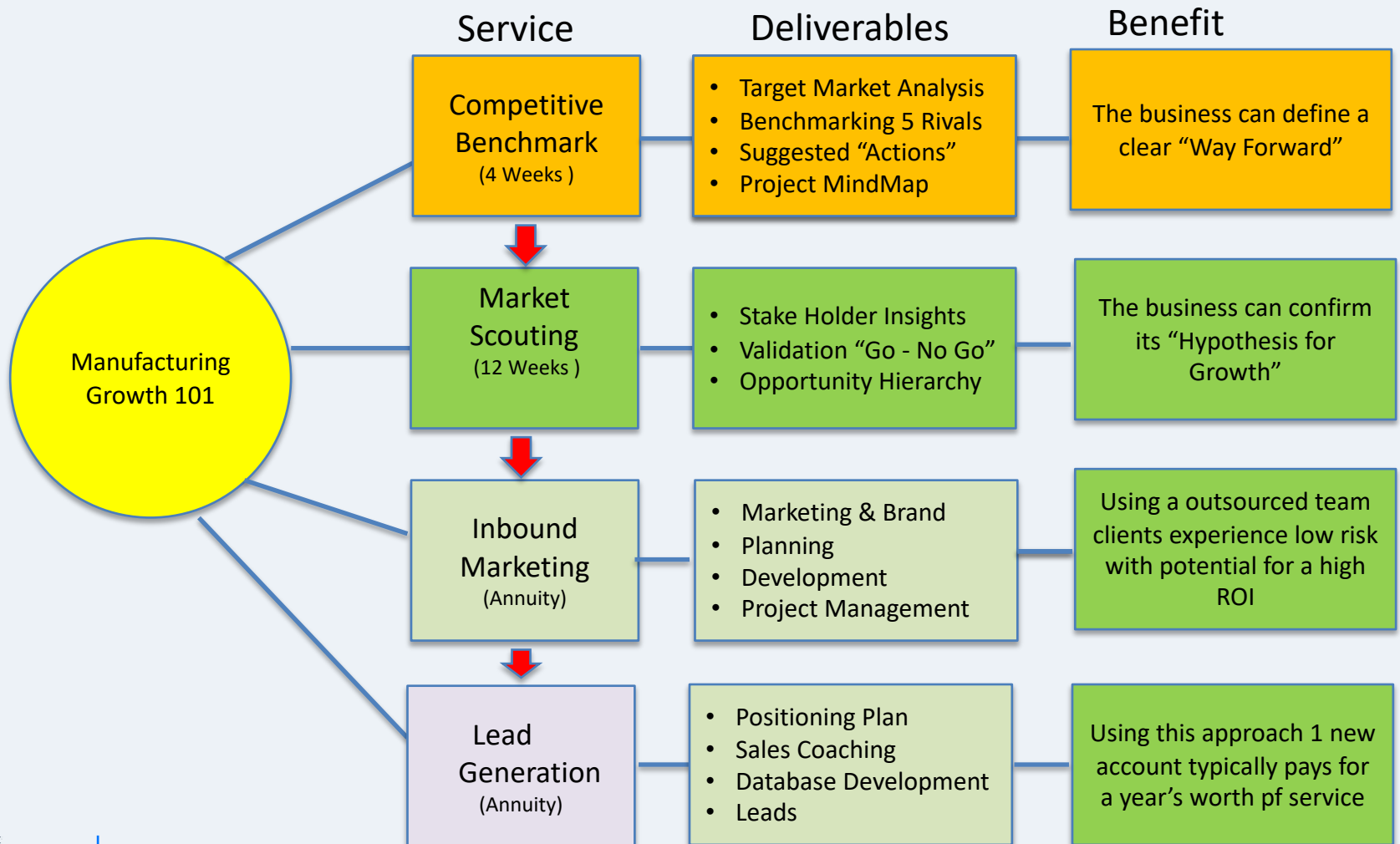
B



Applying a process that uses **S.M.A.R.T. Goals** and a **PDCA** approach will help any sales and marketing initiative gain traction and deliver results.



A Sustainable Model For Growth



Lead Generation (For Market Penetration)



Market Scouting (For Diversification)

Setting a Direction

(What is the Hypotheses For Growth?)

Opportunity Research

PDCA
Approach

Segmented
Outreach

Insight
Analysis

Opportunity
Validation

Market Scouting (For Diversification)



The Competitive Benchmark



Market Positioning

(Strategy)

Competitive
Landscaping

Key Word
Research

Quarterly
Planning

Outreach /
Campaign
Management

PDCA
Approach

Lead Generation= Process



THE ANSOFF MATRIX

PRODUCTS

EXISTING

NEW

MARKETS

EXISTING

Market
Penetration
Strategy

Product
Development
Strategy

NEW

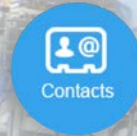
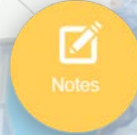
Market
Development
Strategy

Diversification
Strategy

By the numbers:

- 100 Targets
- 60 Prospects
- 4 to 6 Leads
- 33% Conversions

CRM



S

Segmentation



T

Targeting



P

Positioning





DVIRC Intelligence Report

Outlook:

Defense – Armored Vehicles

The armored vehicle mfg. industry will stabilize and expand over the next five years as defense spending grows. In particular, Stryker vehicle upgrades, production of the Joint Light Tactical Vehicle (JLTV), and various development programs are expected to bolster growth.

Industry at a Glance

Key Statistics Snapshot

Revenue

\$2.8bn

Profit

\$258.8m

Annual Growth 11-16

-16.7%

Exports

\$1.2bn

Annual Growth 16-21

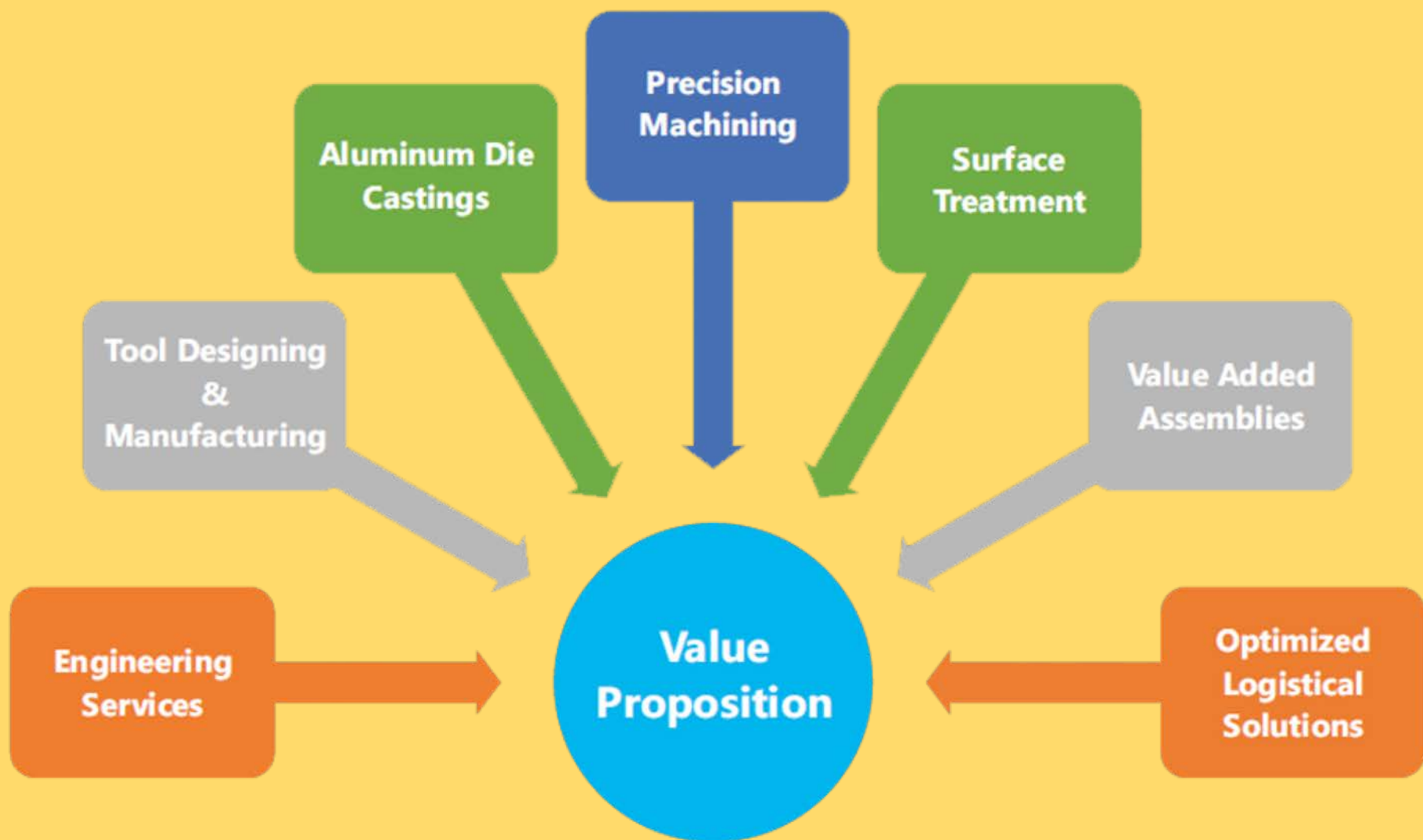
7.5%

Businesses

48

Armored Vehicles: NAICS 336992





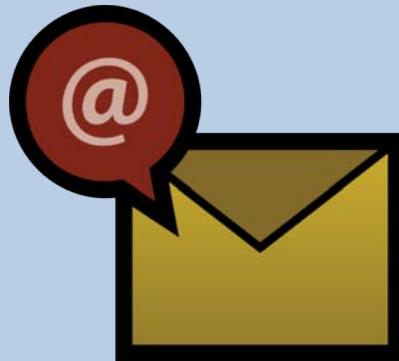
Elevator pitch



Communication Tools



Mail



eMail



Telephone

As your lead generation efforts begin to expand, you should consider using a Customer Relationship Management system to track your success.





Fail FAST &
Fail CHEAP

Partner Portal

Through the Partner Portal tool, DVIRC's Lead Generation partners receive real-time updates of “warm” and “hot” leads.

This proactive communication practice enables follow-up and promotes a focus on those opportunities with the greatest potential for conversion to new orders.



A **Hot Prospect** has been identified for your account:

Prospect Status: ☐ Hot - Responded

Claudia Boykins, Manufacturing Engineer, Project Management
Boston Scientific Corporation

780 Brookside Drive
Spencer, IN 47460
Email: claudia.boykins@bsci.com
Phone: (812) 829-8285

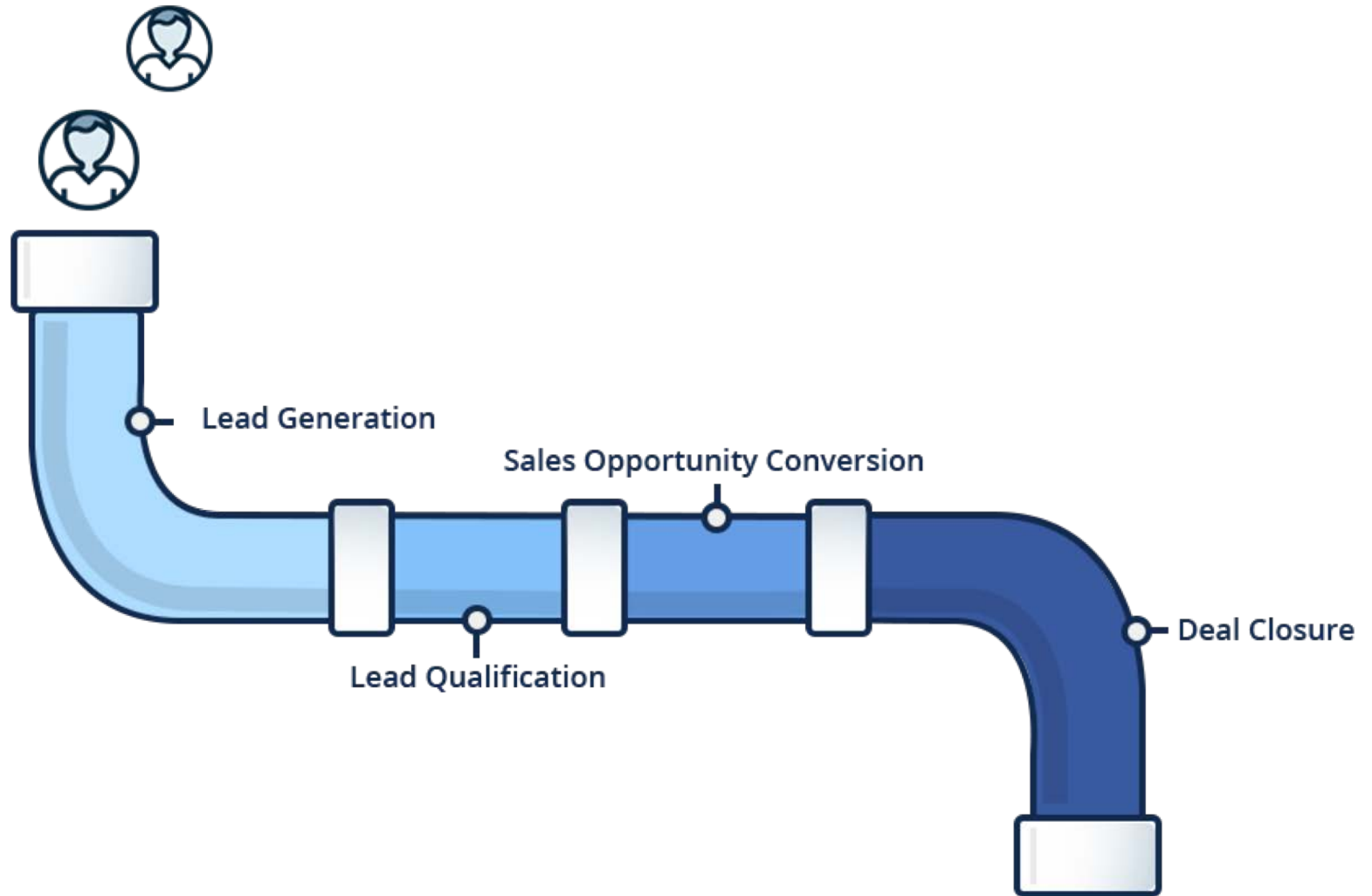
Record Link: <https://na12.salesforce.com/00QU000000G2VQb>

Action To Take: Hot Lead previous Future F/U (OD 7/11/14) There are currently 6 existing pieces of equipment that need integration (See Notes)

Follow Up Notes: (OD 7/11/14) F/U with Claudia who recalled conversation - **Reiterated** the previous conversation regarding her interest with _____ il Equipment capabilities - Claudia said the projects vary but she currently has 6 existing and 1 other - The project would consist of integration of a few pieces of equipment for automated controls - Asked if she would like to discuss this with someone from _____ management - A call was scheduled for Tuesday, July 15th at 2:00 pm afternoon (OD 7/8/14) VM (OD 4/28/14) VM (OD 4/15/14) VM (OD 4/9/14) Followed up with Claudia who did receive emailed information but has not had a chance to really review it - Probed and learned that if there was a need it would be with _____ il Equipment capabilities - A follow-up was accepted next week - (OD 3/31/14) Did not see mailed information so DVIRC provided _____ es and capabilities - After when it was asked, learned that they do outsource but didn't specify the particulars - Claudia said she knows they aren't looking for anything right now but asked if I could send her something again - Email was provide and follow-up call was accepted in a few days claudia.boykins@bsci.com

Thank you.

Keeping the Sales Pipeline Flowing



What Gets Measured, Gets Managed



Marketing & Sales Is a Process

Plan- Do- Check- Act Thinking Works

S.M.A.R.T. Goals Will Drive Performance

What Gets Managed, Gets Improved

Success Breeds Success

[illegible]

Our People Make The Changes Possible!