

## ENTERPRISE GROWTH SERVICES



### Enterprise Growth Services

Manufacturing businesses that experience inadequate growth have a critical, immediate need to assess their current position in the marketplace to plot a better course.

CONNSTEP's Enterprise Growth Services are designed to help companies recalibrate their company vision and mission - based on the current economic climate - and to focus on their core competencies to compete more effectively.

CONNSTEP's Enterprise Growth Services will:

- Assess your company from a financial, sales and marketing, manufacturing and organizational perspective;
- Help you set targets for growth that align with financial objectives and company vision;
- Develop strategies for reaching new goals;
- Implement strategies using Lean and Green methodologies; and
- Evaluate the status of new product offerings and technology.

"We at Traver IDC set out on a five year journey to dramatically change and grow the company and CONNSTEP has been there every step of the way providing valuable insight and assistance in the areas of marketing, financial analysis, sales training, team building and numerous other key areas of the business.

Thanks in large part to CONNSTEP's guidance, we have been successful in achieving several of our corporate goals on our road of continuous improvement."

Jack Traver, Jr.  
President  
Traver IDC

## CONNSTEP Facilitated Marketing Program

Starting with a vision of the company's future and the identification of a company team, CONNSTEP will guide you through a series of steps designed to help you understand why some customers buy from you and some do not, and which customers should be more actively pursued than others. This process will also reveal options for growth opportunities and the resources required to pursue them so you will have more confidence in controlling the company's future.

### Introduction to Marketing

As a prelude to undertaking the work required to develop a fact-based foundation, an understanding of the market forces which influence your business is essential. You will learn the difference between "sales" and "marketing" and why successful companies can trace their successes to skillful application of marketing principles.

### Module 1: Customer Profiling

This module will help you create a fact base, helping you characterize and identify your most profitable and least profitable customers. You will learn to evaluate the impact that large and small customers have on your business and how ranking them will improve the quality of future customers you acquire.

### Module 2: Market Profiling

This module will help you understand how to define the market segments you service and allow you to compare your company to your competitors, including some you may not recognize as competitors. You will identify the threats and opportunities you face today and learn to anticipate those of tomorrow.

### Module 3: Core Competencies

Your core competencies are more than your ability to make given products or components. This module will help you identify your core competencies in the broadest sense - once you understand why your current customers buy from you, you will understand how to better position yourself with new customers.

### Module 4: Innovation and Critical Thinking

With the help of the company team and selected outside resources, this module facilitates a brainstorming session to identify innovative approaches to strategic positioning that could lead you to new markets and new processes and/or products. You will learn what methods exist to identify new prospective customers. It will provide the answer to the question, "what's the best we can be and how do we get there?"

### Module 5: Objectives, Action Steps, Measurement

The results of module four will be distilled to several key "hot topics" that are reviewed, critiqued and prioritized. These will form the core objectives of your marketing plan. You will learn what resources are necessary to achieve the objectives, what actions need to be taken and how to measure your results to insure the plan is working.

## Eureka! Winning Ways

A disciplined process for developing measurably smarter choices for growth.



CONNSTEP has certified growth coaches on staff to facilitate the Eureka! Winning Ways program - the USA's #1 system for helping small businesses develop a reliable system for leading the development of more profitable growth. It's part workshop, part leadership training program and part accelerated project management system. Learn a scientific method for improving your sales and marketing effectiveness, the ability to develop new customers/markets and how to create more profitable products and services.

**CONNSTEP, Inc.**  
1090 Elm Street, Suite 202  
Rocky Hill, CT 06067

Tel 860.529.5120  
Fax 860.529.5001  
[www.connstep.org](http://www.connstep.org)