



Growth Services

Is your company delivering sustained profit growth?

Do you have a vision and a strategy to get there?

Are you executing your strategy on all cylinders?

Is there a need to accelerate new business, new product development or diversification?



The WMEP's Growth Services offer a complete growth solution starting with company vision/mission and values development, to strategy development, deployment, & execution. Need to accelerate growth in existing markets, diversify into new markets, accelerate the launch of new products or need customized market research? The WMEP has the solution for you.

If exports are the best path for growth, the WMEP offers the award-winning service ExporTech™, which has successfully launched the exporting efforts of many Wisconsin manufacturers.

Our key services include:

- PRA™-Profit Risk Assessment
- Strategic Visioning
- Strategy Development
- Strategy Deployment & Execution
- Customer Retention & Growth
- Market Diversification
- ExporTech™ Global Market Expansion
- New Product Development & Differentiation
- Diversification

Customized services available include:

- Professional Business Advising
- Technology Driven Market Intel – assisting companies in finding new markets for their technology
- Marketing Plan Development and Implementation – providing marketing plan assistance
- Sales Design and Effectiveness – provides improved sales performance
- Risk Management and Mitigation – develop a plan to assess and mitigate risk
- Market Intel, Analysis and Recommendations

It's as simple as a conversation with a WMEP Business Growth consultant, who will work with you to determine the right path toward maximizing the impact on your business.

Contact George Bureau at 920.450.7185 or via email: bureau@wmep.org

We're successful because we want the same things you do including:



Cost & Efficiency - Increasing profitability through waste and downtime reductions, improved materials usage and operations, grant utilization and financial systems.



Growth - Growing revenues by reaching new customers and markets, new product development, exporting, adding capabilities through strategic hires, and improved employee productivity.



Winning Culture - Developing an environment and processes that attract and retain talent, grow employees' capabilities, and create an empowered workforce.



Certification & Compliance - Pursuing certifications that set a company apart as well as certifications needed to fulfill local, state, national and international qualifications and to achieve awards and grants.

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WMEP's Value Proposition

How we're different	Why it matters	How clients benefit
We are an end-to-end solution. From supply chains to sales, we have the capability and networks to positively impact your business.	We understand the contributions of the pieces to the whole and use this understanding to help you optimize your enterprise.	We can identify the most impactful enhancements to make to your business to help you achieve your objectives.
We have extensive experience across all major manufacturing industry sectors in Wisconsin.	Our breadth and depth of experience working on projects and companies similar to yours increases our speed and effectiveness.	It takes less time for our staff to learn your business and objectives. We apply proven solutions to your business challenges.
We are all about manufacturing. We work with everyone and anyone who is committed to the success of manufacturing in Wisconsin.	We get manufacturing, and we're ready to roll up our sleeves and get to work to help you be successful and achieve your objectives.	In addition to our experienced and talented staff of manufacturers, we provide access to our extensive national networks of industry experts.
We are evaluated by the results we produce for your organization. Your success is our reward.	Our objectives are aligned. We only recommend solutions that will help you achieve your business objectives.	Since the year 2000 we have generated over \$3.0 billion in total financial impact for our state economy, averaging slightly over \$450,000 per project.

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