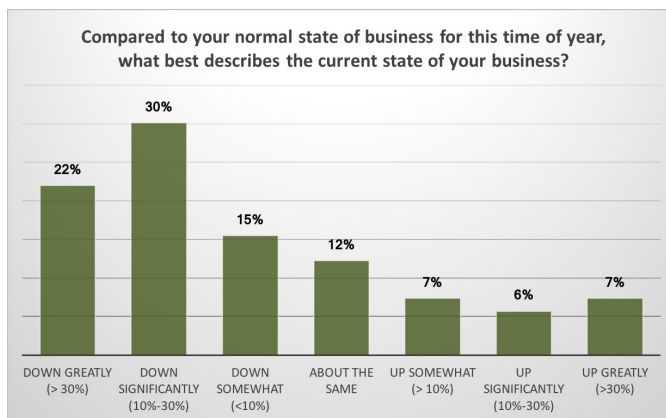




# Pivot2Revenue (P2R) Assessment



Have you identified ways to generate more revenue for your company in the new normal?  
What are you doing to pivot your business right now and over the long-term?  
Is your team all on the same page or are they busy working in the business not on the business?



Of the Wisconsin Manufacturers participating in the Pulse Survey in September 2020, 67% indicated their business was down compared to last year. Pivoting is about turning toward business opportunities that your company can be uniquely positioned to address and generate revenue in the new normal.

## WMEP's Pivot2Revenue (P2R) Assessment helps your company identify the factors that drive revenue.

Through this guided assessment WMEP assists your company identify sales and revenue opportunities. Our facilitated discussion with your organization's leaders evaluates your company's growth performance and risk relative to the four dimensions of revenue expansion. These evaluations are validated with your team, and upon completion of the assessment you will receive a 2-page summary report of the session findings complete with actionable recommendations.

### Pivot2Revenue Assessment – benefits include:

- Focuses attention on the activities that can generate revenue fast in your organization
- Identify specific actions you can take to improve your revenue
- Low cost, high value evaluation
- Quick and easy to complete



## WHO WE ARE

**As a private non-profit corporation, we focus fully on generating positive results for our clients.**

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

## WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

### WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

## CONTACT WMEP TODAY:

Jim Sullivan



Milwaukee  
608.354.1346  
jsullivan@wmep.org

Eric Decker



Milwaukee  
414.429.2252  
decker@wmep.org

Mark Hatzenbeller



Northeast Wisconsin  
920.246.0051  
hatzenbeller@wmep.org

Andy Broderick



Southwest Wisconsin  
608.630.4028  
broderick@wmep.org

Dave Bartels



Southeast Wisconsin  
414.659.3704  
bartels@wmep.org