



# IPQ Market Measurement



You can't see where you're headed if you don't know where you are.

That's why the innovative IPQ Market Measurement Package starts with market insights--so you know exactly where your company and products are positioned in the competitive manufacturing marketplace, and how best to move forward.

## Create a clear roadmap

Our strategic partner, Strother Communications Group, provides a package designed to create a clear roadmap to greater success. By uncovering what's important to your customers, the right strategy can be developed to let customers and prospects know you deliver on what matters to them.

## Where are you today?

The first step is to get to know you and what makes your company and your products unique. We spend time listening to understand your successes, challenges and goals. Then we thoroughly analyze the messaging of your biggest competitors. What do they say to their customers? What do you say to yours?

## What do customers think is important?

This leads to the Importance/Performance Quotient (IPQ). Together, we'll determine a list of factors we "think" customers find important. But we don't rely on intuition alone. Now we listen to the customers to hear what they say is most important and how you perform against those same factors.

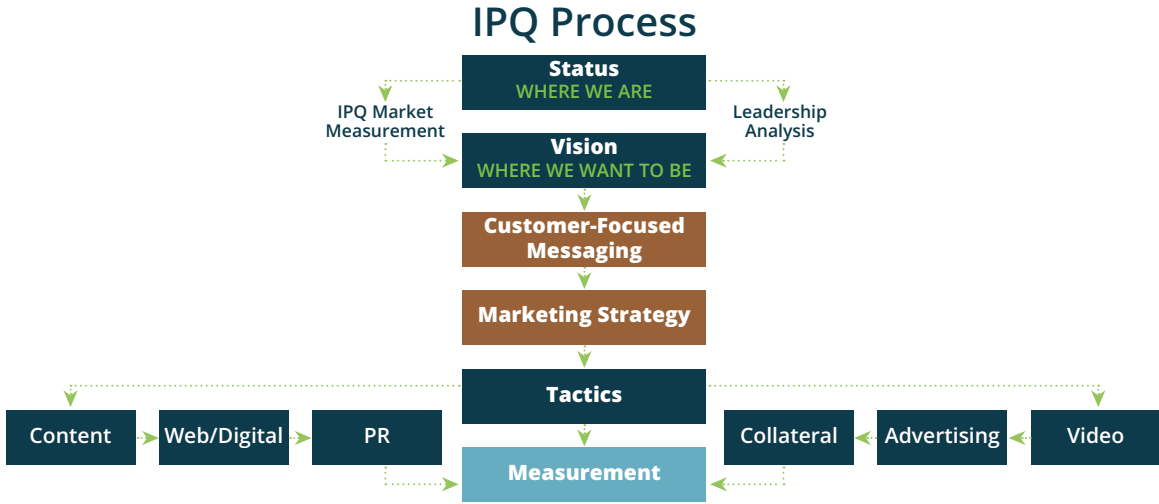
## Customer-focused messaging makes a difference

These steps provide a data-driven portrait of your competitive landscape against the backdrop of what customers want. This allows us to determine precise messaging to provide long-term competitive advantage. In addition, we'll deliver actionable market insights to guide your sales team and a comprehensive implementation plan that's right for you.

The same team who develops the IPQ Market Measurement, Messaging and Marketing Strategy can support the implementation of the tactics to ensure your products are a top choice. We'll be with you every step of the way.

# IPQ is the roadmap to success

When the IPQ Market Measurement process is followed without skipping a step, it never fails. You know how to manufacture excellent products. We know how to market manufacturers.



## WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

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

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