



RISING TO THE CHALLENGE

**How to Get Your Sales Growing -
It's Not What You Think!**

**Patrick Strother - CEO/CMO
Patricia Henning Strother - President**

A Birds Eye View

- Insights Inform Your Leadership Position
- Build a Marketing System
- Put it all Together: 2 Case Studies
- Q&A





Insights Inform
Your Leadership
Position

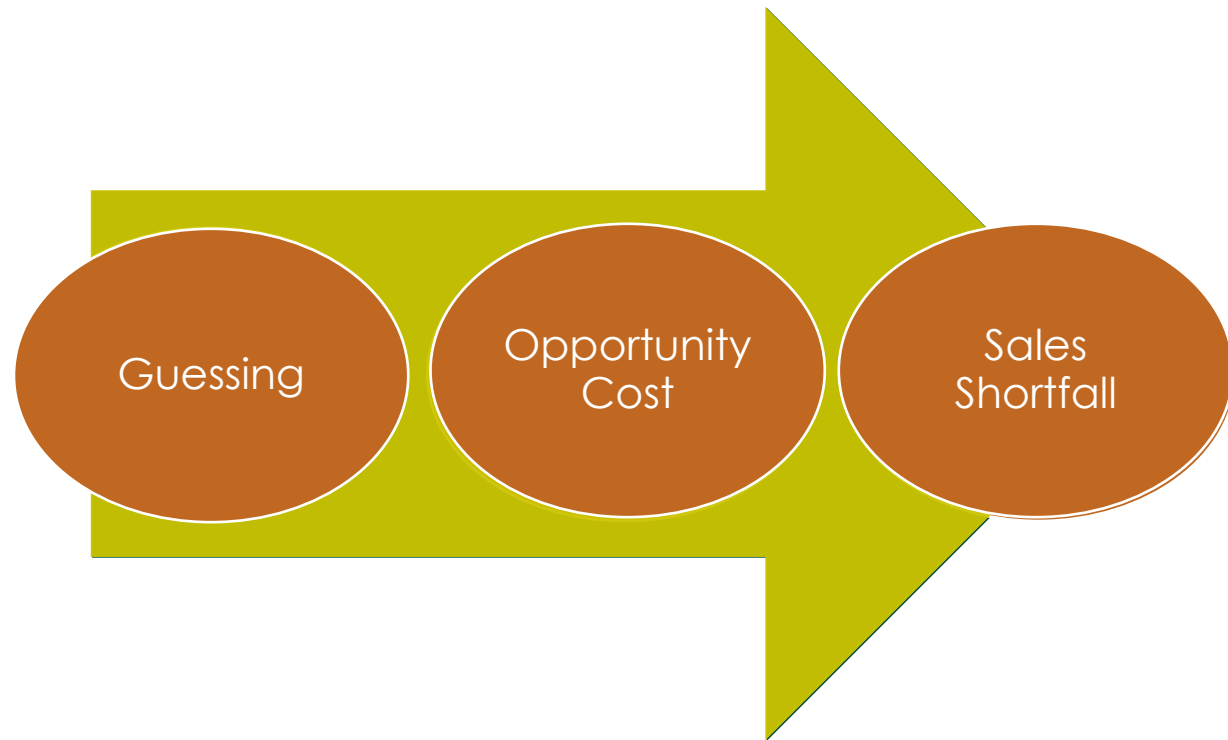
What is most important to your customers?

Do you know?

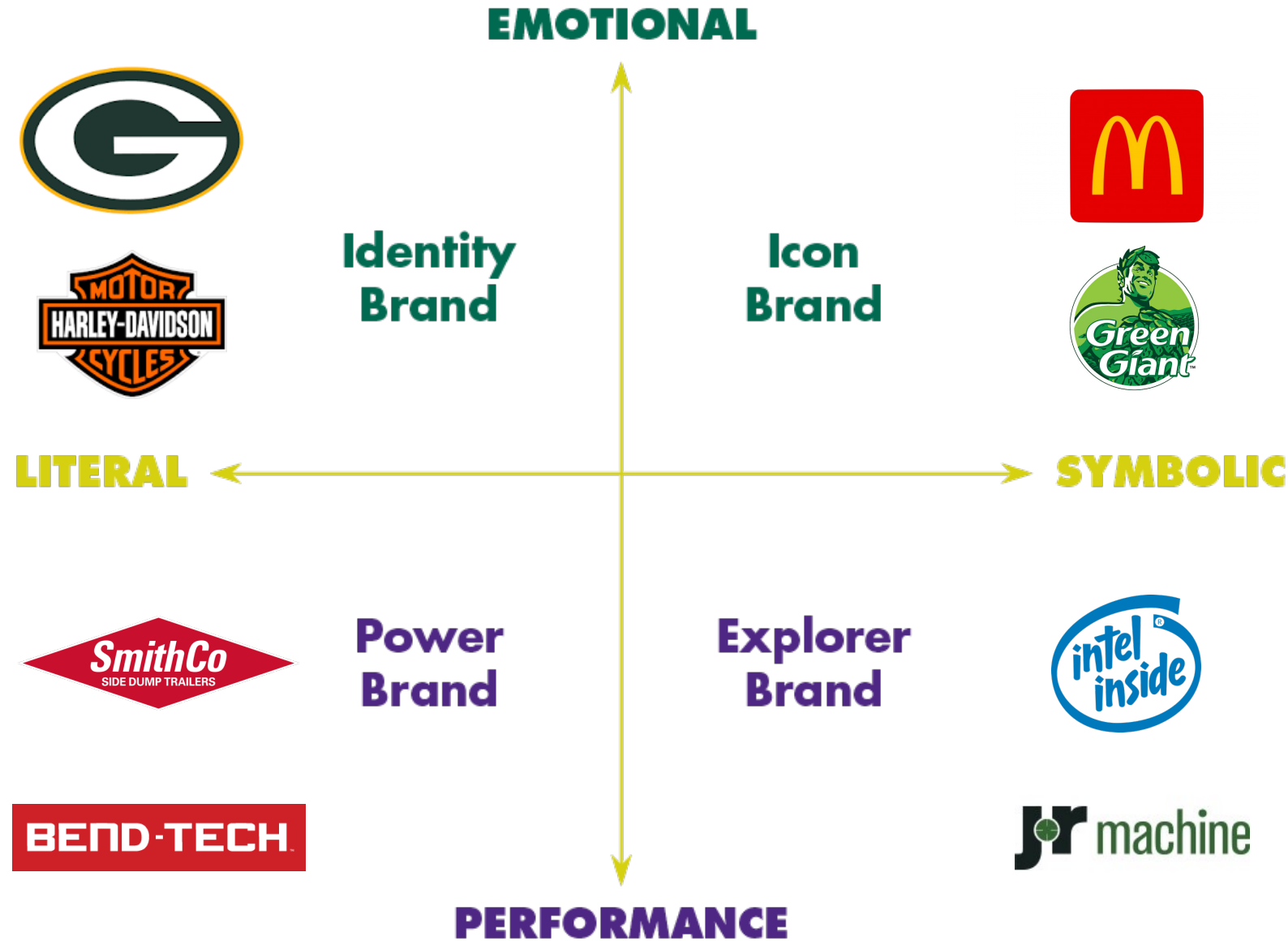
A Key Hidden Risk

- Many companies consistently mis-market.
- Too many companies focus on what they are good at rather than what is vitally important to their prospects and customers.
- This makes their marketing much less effective, and harder to achieve a significant marketing ROI.

Quit Guessing



Guessing Can Be Expensive



Know Your Brand Type

How to Connect

	TARGET	POSITION	RATIONAL CONNECTION	EMOTIONAL CONNECTION	EXECUTIONAL TENDENCY
Power	Benefit Driven	Best Delivers The Core Benefit	Accomplishes Task	Assurance	Problem/Solution: Demos; Product As Hero
Explorer	Innovators; Early Adopters	Be Your Best	Better Performance	Achievement	Exciting, Confident, Novel Approaches
Identity	Lifestyle Segmented	Express Who You Are	Meets Customized Needs	Self Validation	User Imagery; Reflects Segment Style
Icon	Universal; Core Target Plus a Large Halo	Enter Our World	Can't Go Wrong	Idealization	Story Telling; Big Production, World, Emotional, Use of Symbols, Reinforcement





Build a Marketing
System

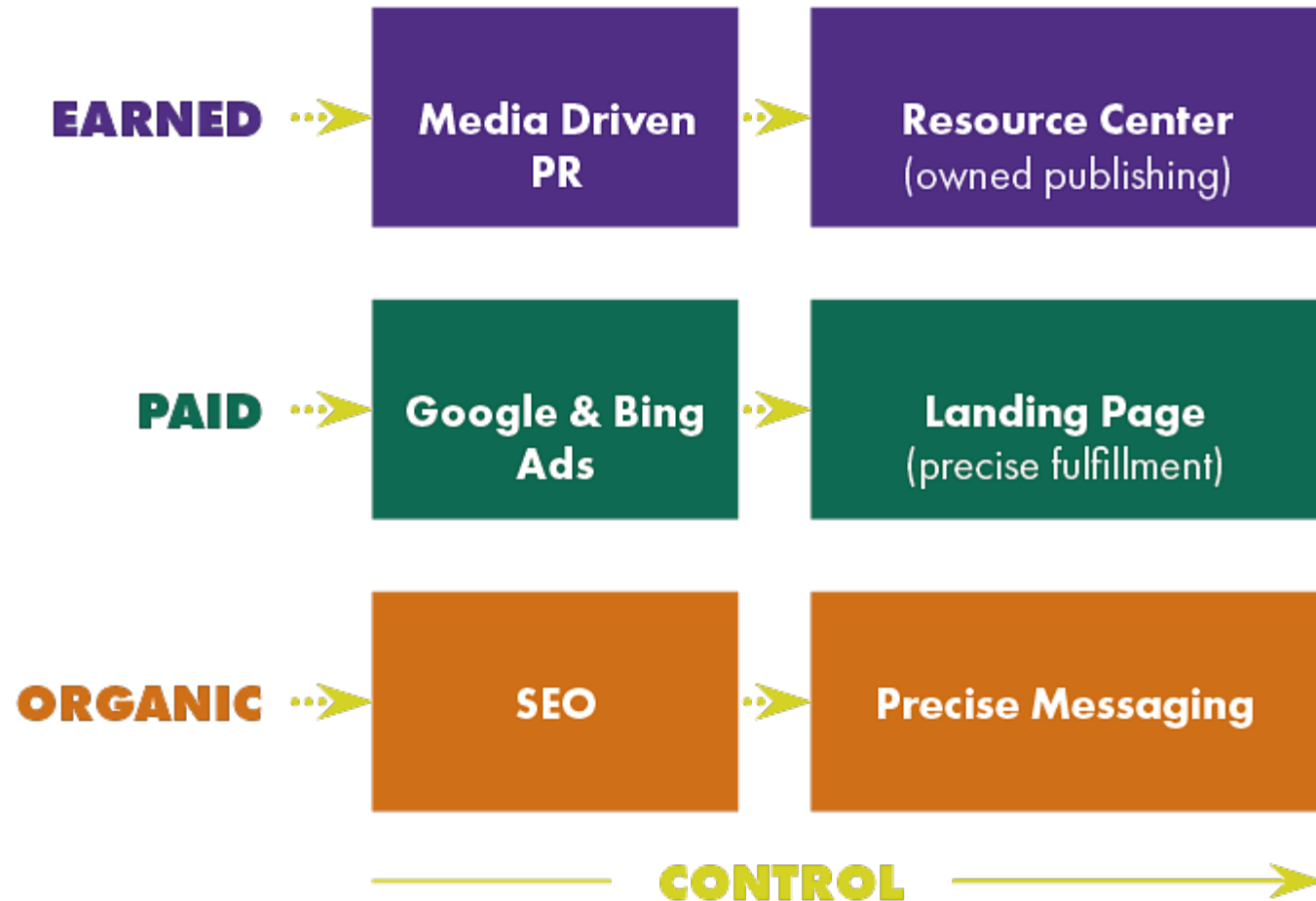


A Proven Way to
Grow Sales



Focus on Low-Risk Opportunities First

Three Ways to Strategically Engage Prospects Online



- Check in with customers to understand how you can be more helpful and bring real solutions
- This allows your marketing to be much more focused.
- You want to be specific!

Good Marketing
Requires
Intentional
Listening

1. Know what is important to your customers and prospects
2. Know how you perform against those same importance factors
3. Promise to deliver what is important

Win While Limiting
Risk

- Buyers define what's important - not sellers
- Objectively uncover the core promises that resonate

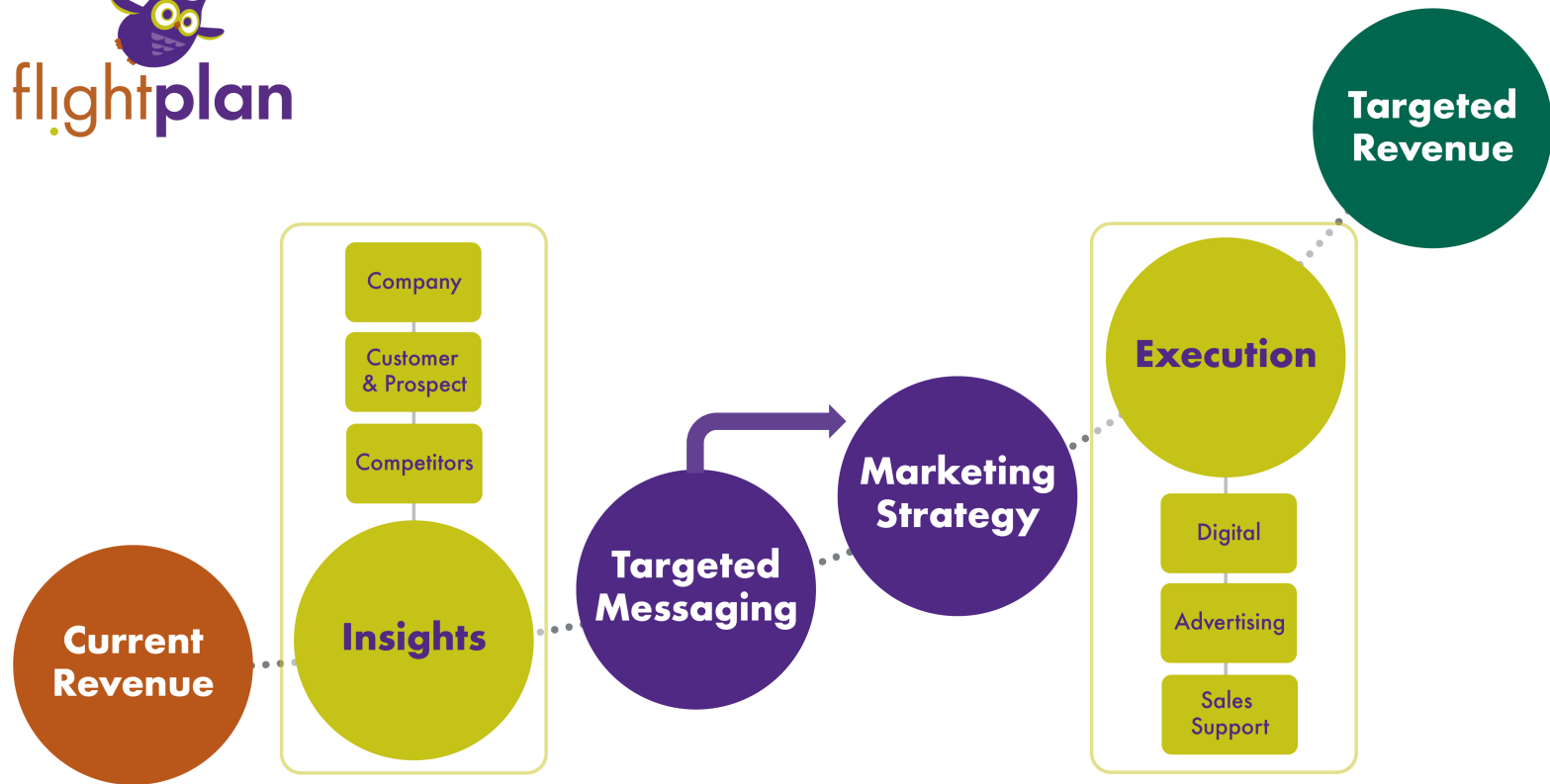
2 Critical Points

Focus on what is important, not what you are best at

Confirm your performance on the most important factors is exceptional



Put It All Together



Messaging Should Inform Your Marketing Strategy

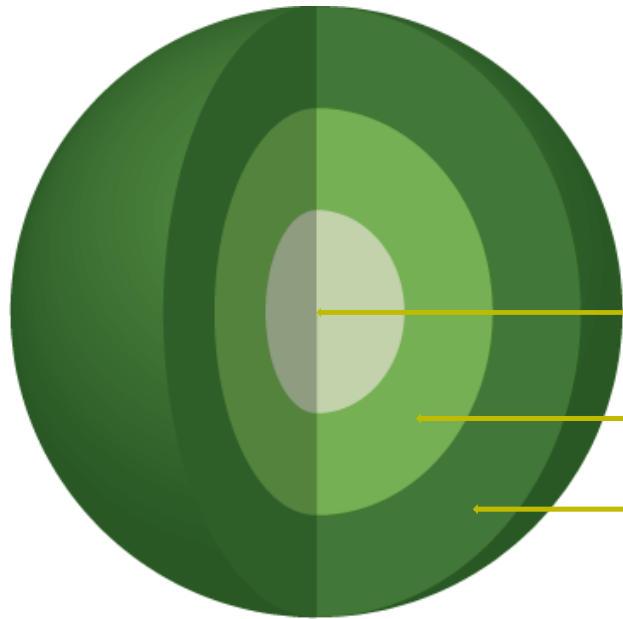


Focus on Low-Risk Opportunities First

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JR Machine is an Explorer Brand



CORE

A **trusted** partner to OEMs for manufacturing services

FORMAL

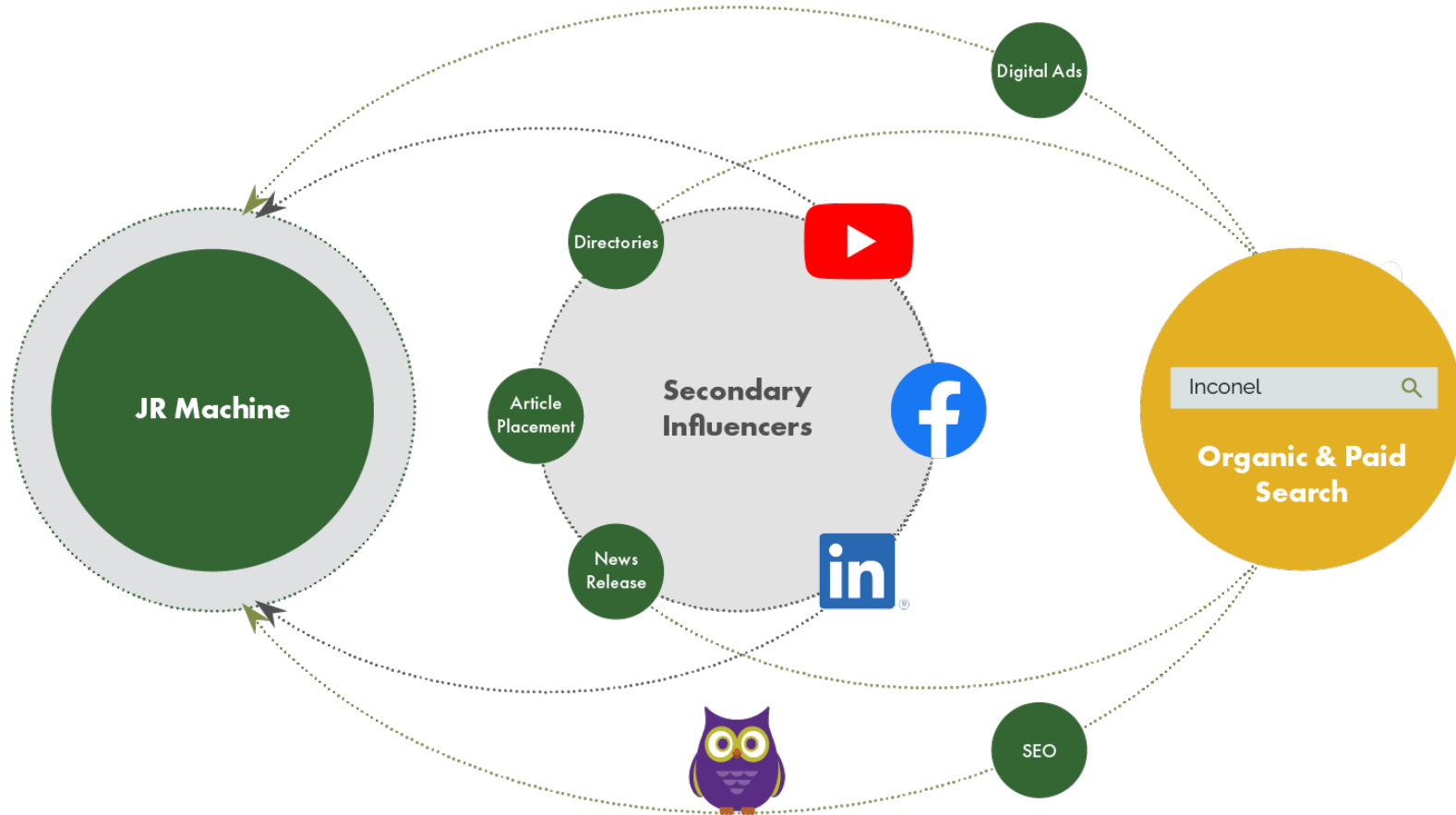
Accurate and reliable complex machined parts from 1-10" in diameter and up to 28" long.

AUGMENTED

On-time delivery
Collaborative and easy to work with
Mission-critical parts capabilities
Sophisticated inventory management
PPAP
Short lead times

Three Levels of Product

Strategy Charts Your Course





Machined
Parts

Manufacturing
Services

Real
Value

Jobs

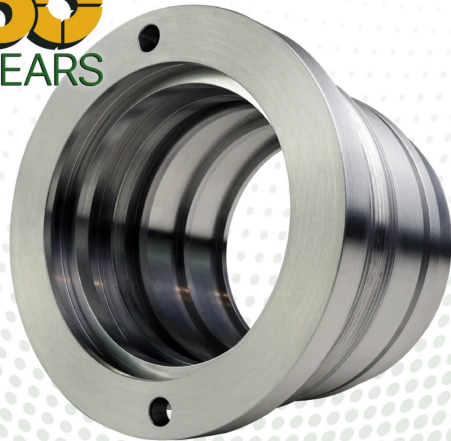


Company ▾

Resources ▾

Request Info

30
YEARS



Complex parts, streamlined.

Committed to streamlining contract manufacturing through the use of automation and process control, JR Machine delivers extraordinary value. We are one of very few companies that specializes in machining Inconel, Monel, and other nickel-based, high temperature alloys. OEMs nationwide rely on us for highly accurate and reliable precision parts from 1-10" in diameter and up to 48" long.

Tell us about the parts you need. We value your time and will typically get back to you within the hour.

ISO 9001:2015 / AS9100D / ITAR

Contact us

Entering a New Market

How we machine nickel-based superalloys

[Request Info](#)



Entering a New Market with Key Messages



Machined Parts

With exacting quality at every step, we produce and deliver precision machined parts — accurately and on time.

[learn more >](#)



Manufacturing Services

Our comprehensive range of services and ability to anticipate problems streamlines the process of outsourcing machined parts for OEMs.

[learn more >](#)



Real Value

Through our focus on automation and accuracy, we bring real value to your supply chain by streamlining the process of procuring machined parts.

[learn more >](#)



Entering a New Market with Key Messages

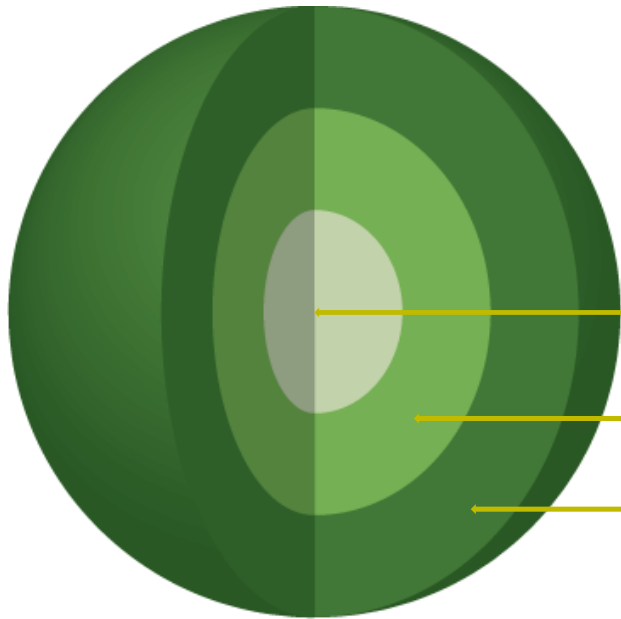


Stealing Share

	TARGET	POSITION	RATIONAL CONNECTION	EMOTIONAL CONNECTION	EXECUTIONAL TENDENCY
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SmithCo is a Power Brand



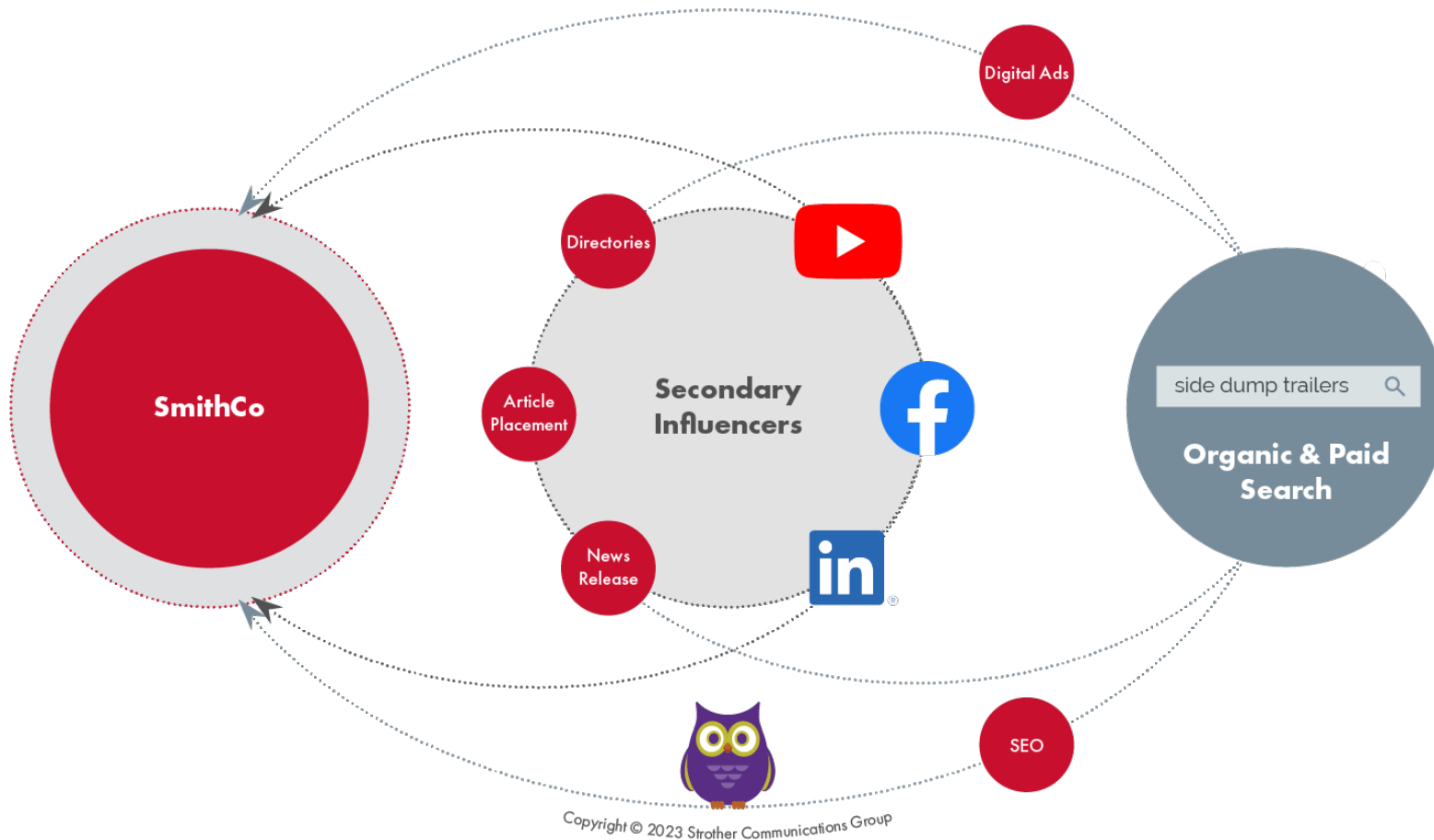
CORE Stable, easier unloading every time

FORMAL A well-engineered, trailer that dumps to the side

- AUGMENTED**
- Innovative, custom design
 - Dealer network
 - After-market service
 - Responsive customer service
 - Wide selection, designed for your application
 - Low maintenance

Three Levels of Product

Strategy Charts Your Course



Keep it Simple



Dump Your End Dump

Side dumps offer stability, safety, and no touch unloading

End dumps have been a time-honored way to transport materials, but SmthCo side dump trailers are far superior. Switch to a faster, easier and more stable way to unload.

Learning Center

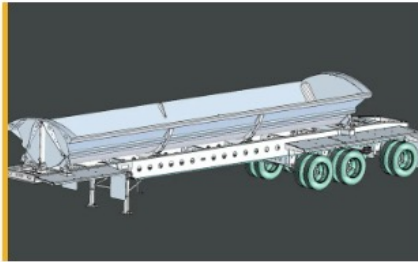
Superior stability, easier unloading, faster cycle times—side dump trailers are changing the way the world hauls. When you work with SmithCo, you're teaming up with experts in the industry. We're always here to help. Take a look at our learning center and if you still have questions just pick up the phone; we'd love to chat.



Side Dump Basics

If you've never considered a side dump trailer before, these articles are for you. Read up on how side dumps compare to other trailers, what kind of materials they can...

[View Resources](#)



Spec Your Trailer

Ready to order your side dump? We'll walk you through a series of questions to make sure you get the exact trailer to suit your needs. These articles outline the...

[View Resources](#)



Industry Spotlights

How well do side dump trailers work for your industry? Take a look at the articles here for details on how a side dump's stability, easy unloading and fast cycle...

[View Resources](#)

Latest Blog Posts

Providing Fulfillment

Three Reasons Why Side Dumps Are Better Than End Dumps

Side dump trailers have **superior stability.**

Side dumps unload their cargo by tilting the trailer to the side, providing greater stability during the dump cycle. Dump on soft and uneven ground safely; there is no need to find a level area to unload. Material can be windrowed or stockpiled.

Better sightlines for **safety.**

Visibility is much better with a side dump. There is no need to back up to dump the load. The dump occurs next to the cab so the operator can make sure the trailer is in the exact location to put the load where it should be. With an end dump, the operator cannot see over the tub to determine if someone or something is behind the trailer or if the trailer is positioned the right distance away.

No touch unloading is **faster.**

SmithCo specifically designs its trailers to allow operators to stay in the cab. Not only does this provide additional safety, but it also means that materials can be unloaded faster with the side dump.

800-779-8099



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Introducing
the First



Seven-Axle
SIDE DUMP

Stronger, Lasts longer, Highest resale value

Get more done in a day. SmithCo trailers are built strong to require less maintenance and operate for years.

Check out the NEW SX7

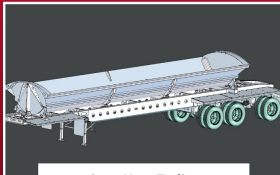
Explore Products

Side Dump Learning Center

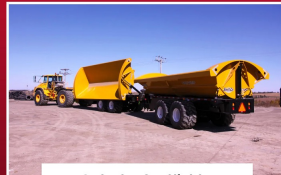
When you work with SmithCo, you're teaming up with experts in the industry. Take a look at the latest from our learning center.



Side Dump Basics



Spec Your Trailer



Industry Spotlights



Our Latest Blog Posts

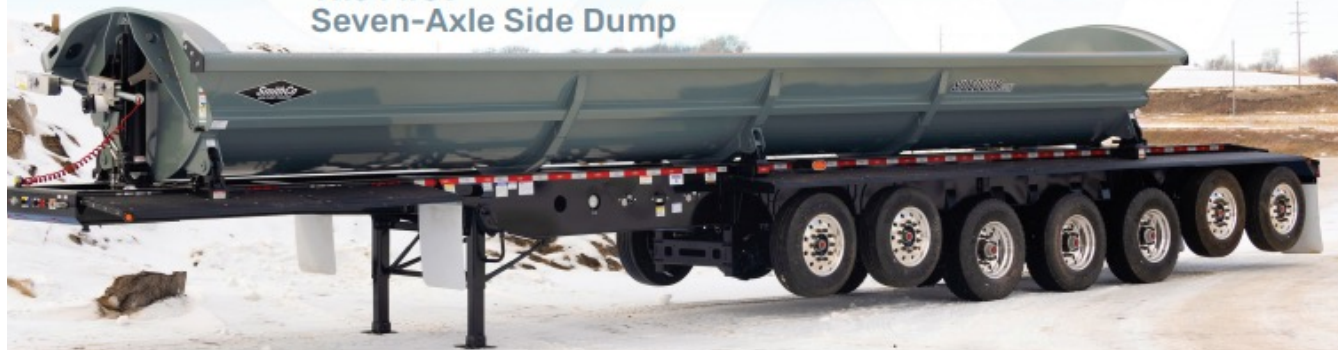
Market
Penetration and
Product Launch

Do More with Less

*40-ton hauling in a single trailer
with a standard CDL*

SX7

The First
Seven-Axle Side Dump



Check out the NEW SX7

800-779-8099 sidedump.com/sx7

SmithCo
SIDE DUMP TRAILERS

Print



Product Launch

Step 1: Insights Reveal Opportunities

Step 2: Messaging Asserts Leadership

Step 3: Strategy Charts Your Course

Step 4: Tactics Initiate Takeoff

Four Step
Summary



Q&A

Thank You for Participating

- Please complete the brief session survey to provide feedback to the presenter(s) and in put to future editions of Manufacturing Matters!



RISING TO THE CHALLENGE