



Business Growth Services

First Step Opportunities

Strategic Planning Prioritization Study: A no fee consultation with the CEO/President/GM to assess the components of a strategic plan and evaluate the firm's areas of highest need as compared to the perceived ease of implementation. Consultation not to exceed 2 hours total (1 hour interview and 1 hour analysis). An Executive Summary is prepared and provided to the client company. A proposal for services to be provided based on the outcome and observations of the BGS Manager can be offered. **No Fee**

Functional Area Assessments: Detailed assessments in the various areas related to top line sales revenue growth can be conducted. In each case, a detailed interview is held with the individuals identified by top management to gather specific current state data and observations related to actual practice and conditions. Separate assessment areas include:

- Sales - strategy, operations, development, and exporting
- Marketing - strategy, development, communications and exporting
- New Product/Service Development- strategy, processes, and implementation

An Executive Summary is completed which reviews all aspects of the detail gathered. An analysis is performed based on best practice benchmarks. A gap analysis is completed and recommendations for improvement are made. **\$350**

Succession Planning Readiness Survey: This study is the first step in preparing to plan for the transfer of ownership. An in-depth interview with the owner and other key personnel is conducted to identify goals, experiences and skills. A meeting is held for a comprehensive review of the findings and to determine a preferred direction and planning agenda. **\$500**

Turbocharge Your Marketing Message: This four-hour workshop teaches the concepts of the three laws of marketing physics: Overt Benefit, Real Reason to Believe, and Dramatic Difference. During the session, the client will participate in exercises that apply the laws to create a new marketing message, forming the foundation for new, more effective marketing communications. **\$500**

Profit 101: A four-hour simulation workshop that introduces the participants to the world of Innovation Engineering. Participants are led through a video-supported, hands-on session that teaches the concepts of the three laws of marketing physics. Using a fictitious company, a proven creative process of identifying new product or service ideas is learned. Most importantly, these ideas are refined so that they stand out in the marketplace as distinctive from the competition. **\$500**

Get Ready to Grow: This project is for the company that needs to take a serious step down the road toward finding a growth strategy that works for them. With a strategic planning assessment, a fact-based Voice of the Customer survey, an internally produced SWOT analysis, and a set of custom market research data, you can take the first substantive step toward building a plan to grow your top line. **\$2000**

Business Growth Services is all about growing the top line. MANTEC can help determine the best path for growth, identify where to gain new customers and enter new markets, understand the needs and wants of customers, develop new products and look at ways to successfully position a company and its products to grow sales and market share.

To set up your Business Growth Services contact your Professional Business Advisor directly or MANTEC at 717-843-5054

600 North Hartley Street
Suite 100
York, PA 17404
717-843-5054
www.mantec.org