



# Business Growth Services

Business Growth Services is all about growing the top line. MANTEC can help determine the best path for growth, 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  
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## Innovation Activation

**New Product/Service Development Assessment:** This detailed assessment focuses on your company's readiness to actively pursue a program of new product development (NPD). A detailed interview is held and an analysis is performed based on best practice benchmarks. A gap analysis is completed, opportunities are identified, and recommendations for improvement are made. **\$350**

**Turbocharge Your Marketing Message:** This four-hour workshop teaches the concepts of the three laws of marketing physics:

- 1.) Overt Benefit
- 2.) Real Reason to Believe
- 3.) 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. This session will help you to determine if your market offering has the potential to stand out in a crowded field of competitors. **\$500**

**Market Research and Selection:** Many companies make the mistake of beginning new product development without first identifying a qualified target market. "Ready-fire-aim" is a formula for failure. With a carefully constructed market research study, you can begin with the target customers in mind and make the Voice of the Customer an integral, critical part of your NPD work. We will work with you to tailor the research to match your current capabilities and identify a compatible target market.

**Prices Vary**

**Innovative Infusion:** This service brings you opportunities to identify existing or emerging technology appropriate to your company. Do you need to bring innovation into your product development activities and broaden your market opportunities? Our experts will evaluate your capabilities and recommend technology partners to begin a process of innovation intended to differentiate your company from your competition. **Prices Vary**



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**Profit 101:** A four-hour simulation workshop that introduces the participants to the world of Eureka! Winning Ways. Participants are led through a video-supported, hands-on session that teaches the concepts of the three laws of marketing physics. **\$500**

**Business Translation Workshop:** Do you have a group of ideas that need some tough love? It is always a challenge to separate the winners from the losers, and this workshop will help to do just that. You will emerge from this session with the idea that holds the most promise of success in the marketplace. **\$500**

**Eureka! Winning Ways:** This research-based process was developed to assist Fortune 500 companies to improve collaboration and generate new ideas from a process of idea mining from an expanded world of innovation. Eureka! is not a brainstorming session; it is a development process that encourages the concept of “fail fast, fail cheap” in order to quickly identify ideas that have real potential in the marketplace. **\$3,000 to \$11,000**

**LEAN Product Development:** Use your LEAN skills, or learn new ones, to ensure that your product development process prepares you for LEAN manufacturing of your new product. Utilizing Toyota’s Production Preparation Process (3Ps), this workshop will lead you through a proven method for making sure that you reduce the costs of your implementation and the product itself during development. **\$3,000 to \$6,000**

**Tech Scouting:** Do you have a particular technology problem that requires special attention and a fresh approach? Tech Scouting gives you access to some of the country’s most talented researchers. This refined process carefully defines the problem, researches a variety of potential solutions, and then recommends a course of action that falls within your capacity to correct. A laser-like approach to problem-solving! **\$4,000 to \$12,000**

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