



REVENUE GROWTH SUMMIT

INDUSTRIAL
MANUFACTURERS

NASHVILLE, TN
8-10 DECEMBER, 2021

An Engineered and Predictable
Framework for a strong 2022

MANUFACTURERS' PROBLEM

..... It's harder to sell than ever. Especially complex sales, capital equipment, machinery and industrial products and services.

Of course you know this. ...So you've tried tweaks and tactics. Small "m" & "s" marketing and sales. You've experimented with training, software, techniques like SEO and paid ads, different sales processes, and various consultants.

But with questionable, or little, return.

Still, you've got that gnawing in your gut. Your marketing and sales function - revenue growth - has you worried. *It's not like it needs to be.*

- Lead flow is down
- Buying teams are bigger - you often don't even know where the deal will be decided
- Pipelines are unpredictable and forecasting is unreliable
- "No Decision" wins more deals - the status quo is your biggest competitor
- Marketing & Sales point fingers

.....and deals slip away.

..... You need a solution. You need results, not just techniques. You need to bring order to the marketing methods and sales models that you use.

“Ed and his team not only deliver advice that drives tangible marketing and revenue results, but his strategic advisory and industrial sales savvy are an incredibly valuable by-product of the work we've done. He 'gets it' and he makes it happen. I strongly recommend Ed's expertise and advisory model to industrial companies that want to drive more results with their marketing and sales teams.”

YOU NEED AN ENGINEERED SOLUTION



A REVENUE GROWTH FRAMEWORK

- UNIFIED AND COLLABORATIVE REVENUE GROWTH FUNCTION
- BEST PRACTICES FROM RAPID GROWTH INDUSTRIES
- MEASURABLE PROCESS WITH KPIS
- PREDICTABLE SALES
- THE RIGHT TECHNIQUES, TACTICS, PEOPLE & TECHNOLOGY....INTEGRATED

THE REVENUE GROWTH SUMMIT DELIVERS!

You'll leave the revenue growth summit with a well crafted framework, ready to implement as part of your '22 annual planning

Rather than talk about SEO, sales training and other tactics, we'll start by building a solid foundation of understanding your:

- Strategic considerations
- B2C converges with B2C
- Ideal customer profile
- Complex buying team
- Buying journey
- Unique value your products deliver and why people really buy

Then we'll map out:

- How to bring marketing and sales into alignment in a high-performing revenue growth team, including change management and cultural adaptations
- Resource planning & budgeting
- Technology

Then we'll tackle sales approaches, models, staffing and culture.

Finally we'll dive into digital and content marketing, sales enablement and account-based marketing (AKA target account sales.)



HOW WILL WE ACHIEVE THIS?

- ADVANCE READING AND MEETINGS
- 3 POWERFUL DAYS TOGETHER WITH GROUP SESSIONS, BREAKOUTS AND GUEST EXPERTS
- YOU....TOGETHER WITH YOUR SALES & MARKETING LEADERS
- LEARNING WITH AND FROM PEERS
- ACCESS TO A COLLECTIVE, CONTEMPORANEOUS KNOWLEDGE GRAPH

The entire growth summit structure is designed to maximize the effectiveness and the enduring value and impact.

We've all attended events, gotten excited, then returned to the burdens of day to day business in the office and let it slip away. With two months of light-weight collaborative preparation, three days of intense practical work with feedback from peers, and a month of follow up, the Manufacturing Growth Summit will position you for change and success. And because you'll build it with your senior sales and marketing leaders, you'll face concerns and plan to overcome barriers together, for buy-in and mutual action.

CONVEY YOUR VALUE TO BUYERS

Throughout we'll weave golden threads of buyer focus and technology into the Framework. This will empower your team to create and use content and channels to put the right information in front of buyers in the right way at the right time.

A unified revenue growth function means marketing and sales will work to meet the buyer rather than to bicker.

MANAGE THE CHANGE

The Framework will challenge many traditional organizations.

Together we'll plan to address concerns and justify the approach.



ED MARSH - DEEP EXPERTISE IN MANUFACTURING REVENUE GROWTH

ED WORKS WITH COMPANIES LIKE YOURS - MACHINE BUILDERS AND INDUSTRIAL SUPPLIERS. HE UNDERSTANDS YOUR WORLD....AND YOUR BUYERS' WORLDS TOO.

Ed is a consultant that works with lower middle-market industrial manufacturers on market strategy, sales process and digital marketing.

In addition to founder of Consilium and a speaker (member of the National Speakers' Association), Ed's also an:

- Independent director - NACD Governance Fellow
- Graduate of Johns Hopkins University
- Former Airborne Infantry Officer
- Founder of several businesses



THE EVENT DETAILS

BETTER DESIGN MEANS BETTER RESULTS !!

Every aspect of the Manufacturing Growth Summit is planned to maximize the value. It will be a rich experience in the short-term, and have a transformative impact on your business in the long-term.

We've planned it to fit between your trade show season and '22 kick-off - a perfect compliment to your annual planning process.

Participation will be limited to 15 non-competitive but similar companies. Our even agenda will include sessions with the full group and breakouts (by function and by company.)

And our preparatory reading, screenings and sessions will prepare you and your team to squeeze more value from this than any other conference you've attended.

Nashville is centrally and conveniently located and a great city to visit (you might even stick around for the weekend.) The SPARK center is the perfect facility to foster great ideas and easy collaboration.

Register early to save your team's spot in Nashville 8-10 December, 2021.

Consilium

global business advisors

'22 REVENUE STARTS IN '21

A MODEST INVESTMENT IN PREDICTABLE REVENUE

The Manufacturing Growth Summit will be held in Nashville, TN. Registration includes all pre and post meeting materials and meetings, access to our group Knowledge Graph, and meals during the event.

Pricing for Team of Three:

- Early Bird (through 8/31/21).....\$7,500
- Regular (through 12/1/21).....\$10,000
- CEO attending alone*.....\$15,000

25% non-refundable deposit is due with registration. Balance prior to October 8th, 2021.

Register today:

www.ManufacturingGrowthSummit.com

** That's right. It's more expensive to attend individually than with your revenue growth team. We're going to launch you into '22 together!*



Register Today at www.ManufacturingGrowthSummit.com