

# Generating New Revenue

A Special Guide for Department of Defense Suppliers



An Initiative of

**NEPIRC**

northeastern pennsylvania industrial resource center



**PA PREP**

Northeastern Pennsylvania Alliance  
**NEPA**

**S B D C**

# CUSTOMIZED SOLUTIONS FOR DoD SUPPLIERS

Many small and mid-sized manufacturers throughout northeastern Pennsylvania and the Commonwealth's northern tier are dependent upon Department of Defense (or "DoD") contracts for revenue. From 2012 through 2014, DoD contracts provided **123 regional manufacturers with \$386,563,800 of direct revenue.**

Events such as sequestration and the wind-down of overseas conflicts, coupled with rapidly-changing DoD spending priorities, including the recent emphasis on unmanned aerial vehicles and rising fleet maintenance costs, place the region's DoD manufacturing community at risk. In order to maintain current revenue levels, DoD contractors need to diversify their product mix, attract new customers, effectively identify and enter new markets, and become more proficient at selling in non-DoD environments.

**For these reasons, NEPIRC has developed a suite of specialized services for DoD suppliers and secured grants to make them more affordable.**

## NEPIRC's Specialized Department of Defense Supplier Services

### **New Customer Identification & Attraction**

NEPIRC's team of technical and industrial sales professionals will analyze industry databases, trade show rosters, trade periodicals and other proprietary sources of information to target specific customers most likely to value your company's products and services. Our professional team, acting as your inside sales support, will execute mail, Email and telephone campaigns to secure qualified leads for your company to pursue.

### **Sales Process Review & Sales Training**

Our certified sales professionals will review your company's sales process and adapt it for non-DoD markets and to reflect best industry practices. They'll also review company sales tools and marketing materials to ensure they provide superior sales support. Once all processes, tools and materials are perfected, our professionals will provide sales training tailored to your business.

### **Website, E-Commerce, Social Media & Broadband Marketing**

Is your company's website and social media presence helping attract new customers? Does your company have the e-commerce and broadband capabilities that potential new customers expect? Our I.T. professionals can evaluate your company's search engine placement, website functionality, social media practices and other facets of broadband usage to advise on how to leverage new technologies and popular industry trends to increase revenue.

### **Technology-Specific Market Research**

Many DoD suppliers have a specific technology, capability, piece of equipment or internal expertise that is otherwise rare in their industry. That uniqueness can often be a source of competitive advantage in non-DoD lines of business – provided the company knows where to market it. Our researchers take a systematic and comprehensive approach to performing market research that leverages your company's unique assets. They find the best new markets for your business and give you a road map on how to enter them.

# MAKING SOLUTIONS MORE AFFORDABLE

NEPIRC and our strategic partners, including NEPA Alliance, the Commonwealth of Pennsylvania and the Department of Defense Office of Economic Adjustment, have secured an incentive plan to assist current DoD suppliers in implementing solutions designed to diversify their revenue streams, secure new non-DoD customers and retain manufacturing jobs.

The regional Northeastern PA Defense Transition Partnership Initiative can provide your company with up to \$25,000 of grant funding (non-repayable) to cover up to 90% of the costs of implementing your customized business diversification and business growth solutions. This grant covers NEPIRC's solutions, as well as many others – so YOU decide the solutions to implement and the external resources to utilize.

Participating in this initiative, and availing your company to up to \$25,000 of grant funding, is easy. Just follow the process below:

## Securing A Northeastern PA Defense Transition Grant

### Contact NEPIRC or NEPA Alliance to schedule your 1-hour introductory meeting.

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Work with a NEPIRC Business Advisor, NEPIRC manufacturing specialist, NEPA Alliance team member and other industry professionals of your choosing to develop your company's customized **Market Diversification Plan** at no cost.

Review your company's **Market Diversification Plan** to ensure that it contains workable solutions to **increase firm revenue, attract new customers, enter new markets and increase the firm's profitability** and long-term sustainability.

Begin implementing **Market Diversification Plan** solutions using NEPIRC, NEPA Alliance or any other external resource of your choosing. If your chosen consultant is not yet a qualified provider for this initiative, they can become qualified quickly and at no cost.

Start realizing the positive impacts, but **pay as little as 10% of the costs**. Let grant funds pay the remainder, up to a total grant of \$25,000.



NEPIRC is a private, not-for-profit consulting organization that provides expert services to small and mid-sized manufacturers throughout northeastern and the northern tier of Pennsylvania. Since 1988, NEPIRC has been assisting manufacturers with the implementation of Lean Enterprise, quality management, business growth, innovation and similar strategic initiatives. NEPIRC is an affiliate of the national Manufacturing Extension Partnership network, which leverages the expertise of more than 1,600 manufacturing professionals from 60 locations throughout the United States.



The NEPA Alliance is a regional community and economic development agency that provides business financing, government contracting, international trade and other technical services to companies within a seven county region of northeastern Pennsylvania.



The Small Business Development Centers at Wilkes University and the University of Scranton provide educational programs and no-cost, confidential consulting services to entrepreneurs looking to start a business or grow an existing business within northeastern and the northern tier of Pennsylvania.



Partnerships for Regional Economic Performance (PREP) is Pennsylvania's network of business assistance partners designed to help companies start, grow and prosper. An initiative of Pennsylvania's Department of Community & Economic Development (DCED), the PREP network provides businesses of all types with one-on-one consultations, specialized workshops, access to financing and information about financial incentives designed to create jobs for Pennsylvania families.



The Office of Economic Adjustment is the Department of Defense field agency responsible for supporting state and local governments in responding to major defense program changes. The OEA assists communities such as northeastern Pennsylvania in developing and implementing regional strategies to address DoD supplier challenges.

*For more information contact:*

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