NEBRASKA MANUFACTURING EXTENSION PARTNERSHIP (NEBRASKA MEP)

The Nebraska Manufacturing Extension Partnership (Nebraska MEP) at the University of Nebraska-Lincoln provides manufacturing support and assistance to enhance the productivity and technological performance of small- and medium-sized manufacturing enterprises statewide. Leveraging relationships with technical specialists at the University of Nebraska and a network of external providers, Nebraska MEP offers an assortment of services to help manufacturers improve, grow, connect and lead.

Nebraska MEP’s approach is to work with each client individually, understand their needs, and tailor a plan to meet specific goals and objectives. The end goal is to increase the profitability and competitiveness of manufacturers through a concerted effort to develop high caliber workers, foster product innovation, cultivate new customers and enter new markets.

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The MEP National Network™ is a unique public-private partnership that delivers comprehensive, proven solutions to U.S. manufacturers, fueling growth and advancing U.S. manufacturing.
NEBRASKA SUCCESS STORY

LEAN MARKETING SYSTEM LEVERAGES EXISTING RESOURCES TO GROW SALES

ABOUT TITAN IBC. Beatrice Container Systems manufactures high quality stainless and carbon steel intermediate bulk containers (IBCs), serving the industrial vessels, tanks, and containers industry within the fabricated metal products sector. Based in Beatrice, Nebraska, with just over 20 employees, the company also operates under the name Titan IBC. Its product line incorporates the most popular IBC sizes and includes additional sizes upon request, along with a vast inventory of replacement parts to fit almost all IBCs manufactured.

THE CHALLENGE. Titan IBC was seeking avenues for increasing the visibility of its product offerings to grow sales when Doug Tegtmeier, Director of Operations, participated in an “Exponential Marketing for Manufacturers” webinar hosted by Nebraska MEP, part of the MEP National Network™. The webinar introduced Titan IBC to a four-step Lean Sales and Marketing system designed to optimize and leverage a company’s current marketing opportunities and processes to allow growth to occur without having to increase the sales and marketing budget.

MEP CENTER’S ROLE. Titan IBC implemented all four steps of the Lean Sales and Marketing system. The process involved uncovering and creating a Unique Selling Proposition (USP) for the company and then integrating it into the sales process. Nebraska MEP facilitated a market research project for Titan IBC to develop a unique USP to differentiate the company and its products from the competition.

Next, the company invested in staff training, eliminating the need for another salesperson by ensuring company employees were integrating the USP into their communications with customers. Marketing to the existing customer base helped Titan IBC retain sales. At the same time, the company realized new sales from existing products by increasing and targeting its marketing efforts. With improved profitability, Titan IBC is retaining jobs and investing in plant and equipment upgrades.

“...The services provided by Nebraska MEP at the University of Nebraska-Lincoln definitely added value to our business and were substantial in solidifying our financial position in 2017. I would definitely recommend this program to others.”

-Doug Tegtmeier, Director of Operations

RESULTS

Realized new sales of $250,000 in 6 months
Retained $250,000 in sales from existing customers
Invested $110,000 in plant and $10,000 in staff training
Saving $50,000 by eliminating the need for a new salesperson
Retained 23 jobs