

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

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 NEBRASKA MANUFACTURING
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