

## CONCEPTS NREC DEVELOPS A STRATEGIC SALES AND MARKETING PLAN FOR EUROPEAN MARKETS

**ABOUT CONCEPTS NREC INC.** Headquartered in White River Junction, Vermont, Concepts NREC is the only company in the world with end-to-end capabilities to take turbomachinery products from concept to reality. For more than 65 years, Concepts NREC has been at the forefront of turbomachinery design and innovation, providing engineering services, design software, CAM software, precision manufacturing, assembly, testing, training and installation. They employ 83 people full time.

**THE CHALLENGE.** For years, Concepts NREC had been selling software in Europe (nearly 18% of its sales) but had done so without a "formal" plan; wishing to become more involved in European markets, Concepts NREC was seeking help taking a more approach. The company saw growth opportunities in this international venue, mainly for software - computer aided engineering (CAE) and computer aided manufacturing (CAM) - and a new line of air brake dynamometers.

There is a large potential dynamometer market in Europe, and these dynamometers are more cost effective than their previous generation, expanding market potential beyond the current military market. Having worked with VMEC, part of the MEP National Network™, successfully since 2006 on various projects, Concepts NREC wished to engage their services to develop a strategic sales and marketing plan for Europe.

**MEP CENTER'S ROLE.** VMEC introduced Stone & Associates, exporting experts and a highly-regarded service provider, to Concepts NREC and secured two distinct but coordinated projects for this purpose - first, a customized ExporTech process to develop the strategic aspects of a growth plan for Europe, and second, a high-level facilitated session to further develop the marketing and selling aspects of the plan. Combined goals for both projects included offering outside feedback on Concept NREC's plan from other experienced executives with export experience and connecting the company to other reputable expert resources and organizations while minimizing and managing risk. The US Commercial Service Vermont Office of the U.S. Department of Commerce was very instrumental in initiating the project, securing State Trade Expansion Program (STEP) funding as well as actively participating in all meetings with the client.

**"We consider VMEC an essential business partner and will continue to leverage their team and resources for export guidance, market insights, and SBA STEP grant opportunities through the Agency of Commerce and Community Development. Each interaction is straightforward and yields substantial rewards for our company's growth and development."**

-Kate Guerrina, Marketing Manager

## RESULTS



2 jobs retained



\$40,000 in increased investment

## CONTACT US



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