

## Making Your Business Grow & Thrive – **NOW!**

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Summer brings business growth to mind: All the grass mowing and weed pulling and tree pruning remind us that a successful lawn or garden doesn't just happen. The same is true of a successful business. It requires experience, planning, focus, boots on the ground, and occasional weeding.

In fact, summer is a good time to get a sense of how your business is doing. Are you on your way to meeting the goals you set for 2022? Or have you hit a wall? If you are not gaining income or customers as you had hoped, this is the time to take a look at some tools that can improve your prospects.

### Implementing Rep Firm Strategies to Expand Manufacturer's Sales Prospects

Joseph Robertson Foundries, Toronto, ON, Canada contacted us for help in expanding its business through marketing and public relations. As a foundation for its new marketing initiative, we restructured Robertson's outdated website. The new site: [www.josephrobertsonfoundries.com](http://www.josephrobertsonfoundries.com), used new design approaches, graphics, and content to highlight Robertson's casting expertise. Building on the new site's success, we developed ongoing marketing tools, including a quarterly newsletter and online advertising, case studies, op-ed columns, and news releases. Robertson Foundries later asked Lillian Group to find sales representatives to further expand their business.

Since 1999, we have worked with manufacturers to identify, screen, select, train, and manage high-performing sales reps. Our comprehensive selection process makes sure we find the strongest available rep or

agency in each location or market. We also recommend that our clients do all they can to support their reps so they can generate leads and new business prospects. This support includes marketing tools such as a strong website that drives traffic with company keywords and phrases, direct mail, and professional brochures, as well as agent stipends and commissions based on ongoing performance.

### Building a Business From the Ground Up: The Supply Chain Imperative

A prominent fitness entrepreneur recently revealed the reasons for her success. She said that one of the most important things any company can do is to find experts who know all about their particular business and market—the mentors, advisors, or consultants who have experience and information that can lift a company to a higher level. We know from years of experience that information about marketing and how to generate new goals and opportunities—along with the all-important step of taking action—can turn around a company.

Lillian Group has seen what information marketing can do to develop a small or mid-size business into something bigger. We also know the importance of a reliable and flexible supply chain for any business. A comprehensive marketing initiative and a strong sales representation can have a big impact. Consider the example of a sudden increase of website traffic. What if there is an immediate and unexpected acceleration in orders?



Can you count on reliable fulfillment of customer orders? What if you should suddenly have a sales rush on your products? A sudden spike in sales is the kind of problem most people are glad to have—but if your product is late or unfulfilled, you could lose customers and ultimately market share. It's best to be prepared for an upsurge in orders once your marketing and sales reps make an impact.

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