



UPCO, Inc.

*Simply Better*

EUREKA!

Winning Ways



## UPCO, Inc.

- A privately held manufacturer of oil field products.
- Smallest of three domestic manufacturers.
- Have repositioned ourselves as a (the) high quality producer.
- One hundred employees



## Past eight years.

- Lean manufacturing.
- Brand development.
- New products and applications.



# Lean manufacturing

- Lean manufacturing philosophy is based on driving out waste.
  - Unfairly portrayed as just a cost reduction solution.
  - Payoff is generating extra revenue from more efficient operation.
    - Using new found capacity.



# Generating money.

- Return on investment (ROI).

- = Profitability \* Asset turnover

- =  $(\text{Sales} - \text{Costs}) / \text{Sales} * \text{Sales} / \text{Investment}$

- Manufacturers tend to focus on cost and inventories.



# Marketing?

- What does the typical small manufacturer know about marketing?
  - Very little.
  - Thinks sales is marketing.



# Customer focused

- Must become customer driven, but
  - Who really knows the market?
  - Who really knows or understands the customer?
  - Who can speak their language?
  - What are we really offering the customer?



# Eureka!

- Is a structured approach to finding these answers.
- Is a process that channels thoughts and attention to better understand the business.
- Is a process that focuses on the customer.



# The Eureka Process



# Maximize marketplace success

- Premise:
  - Often all a company needs to grow sales is to sharpen its marketing message.
  - In the end, the customer is all that matters – it's the message that motivates customers.



# Three laws of marketing physics

- Overt Benefit
  - Focus on benefits, not features
- Real Reason to Believe
  - Clear, distinct creditable communication
- Dramatic Difference
  - Uniqueness deriving from the Overt Benefit and Real Reason to Believe



# Overt Benefit to UPCO

- We are focusing on benefits generated, not features or effort.
- We are more rounded business people.
- We are more cognizant of a larger world.
- We are more effective.