

Production Brainstorming Minutes

January 15, 2019

10:30am – 12:00pm

Attending: Carrie P., Beth S., Ann K., Charlie C. and Steve H.

A. Guest speaker: Charlie Clour presented:

As a recap, Charlie is a private, business consultant who is working with WACOSA to help us improve our business and financial systems in order to begin working with us on a commission only basis. Charlie's efforts have been prompted by WACOSA's impending loss of Electrolux/West Rock work by the 3rd quarter of this year. Charlie, presently, is a very charitable man and is not being compensated by WACOSA. Charlie is extremely knowledgeable in business, manufacturing, fulfillment and other processes similar to what WACOSA does. He is a consummate entrepreneur who the Brainstorming Committee believes is one of our very best chances for helping to alleviate the soon-to-be loss of work.

- i. **Dayta Marketing Meeting:** Charlie and Ann K. met with Dayta Marketing to determine the best strategy moving forward for marketing the WACOSA Brand. It was determined that the effort would focus on gaining business via a strategy using Linked In and contacts. One of the most likely ways of being successful in this proposed plan is to have Dayta manage our Linked In accounts. In order to stay within budget, Ann will take on some of the work that Dayta was originally scheduled to do, while Dayta handles some of these new duties.
- ii. **Info USA:** Charlie contacted Info USA, a business that maintains lists of business contacts across the United States. This list sells for approximately \$800, though Charlie believes he can facilitate an even better price than this for WACOSA. This list has thousands of email contacts we will need to be successful marketing the WACOSA Brand and services. The data obtained here can be vetted into various sets of data, within the boundaries we need to explore as we seek out potential customers.

Charlie explained that, in his mind, WACOSA needs to search for manufacturing operations that are 5million dollars or more across MN. Right now, Charlie learned that there are 1,783 such businesses. Once sorting occurs, based upon the queries posed for the demographic we are seeking, we should be able to whittle this number down to approximately 800 - 1,000, a range he believes is reasonable to reach. The geographical range we are discussing is roughly the northern Mpls./St. Paul Metro area, to Fargo to the west and Duluth to the east. The question should be, "Who haven't we talked to in this area about our services?" As a standard scenario, we should consider 1,000 contacts to be leads, 700 of which might be prospects, ultimately resulting in approximately 70 as customers.

- iii. **Marketing:** Ann will be working with Charlie to refine a few of our marketing flyers etc. Right now, he feels that much of what we have is very good and won't need to be tweaked much. It may be necessary to purchase additional copies if we run out. Business contacts usually need to be contacted between 5 – 10 times before they will remember you. So, marketing tools build important brand awareness. Charlie will be meeting with Beth to discuss some key words that our current and potential customers key into and that help identify us as their potential resource for help. We need to be in Google searches with words that help WACOSA's name pop up when certain queries are made. Charlie and Beth will also work on creating a form for each of the Operations processes and then follow the form through to see where issues might develop or product get stuck along the way, in order to refine the process.
- iv. **Budget:** Charlie shared that developing a budget for moving forward with some of the ideas we have will be important. This will have to be done recognizing the boundaries of our existing agency-wide budget.
- v. **Full use of NetSuite:** Charlie shared that he is well acquainted with Customer Retention Management (CRM) systems. This includes NetSuite. He feels strongly that this tool can be used in impactful and efficient ways that we are not currently taking advantage of. Charlie is willing to consult with all of us on how we use NetSuite and, perhaps, fill in the blanks that NetSuite folks may not have helped us with or clarified. The tool can be customized for operations. Charlie will assist with this and help us see the tool's potential in the business world. Again, he feels we need to make our lives easier and become disciplined in using NetSuite efficiently. Nancy, Traci and Jessie will all be brought into this process so that we gain a comprehensive approach on how to move forward, given what we already know. Charlie's goal is to meet with each department and WACOSA and help develop a template to navigate the system of operations we will need to be successful.
- vi. **For next meeting:**
- Ann and Charlie will finish up the work they are doing.
 - We need to determine if we have clients who can staff a phone line. Only 1 or two is needed. Calls will be very basic just to collect email addresses. Charlie will talk to Nancy about this.
 - If we have a caller, we will order the Infor USA list.
 - Charlie will work on a script for the caller/s.
 - Ann will look at the marketing materials to see if we need to order more or if minor tweaks of presentation are needed.
 - Our next meeting will need to be a group meeting to bring Nancy, Traci and Jessie up-to-speed on what the proposed plan is moving forward and to get their input.

Meeting Adjourned at 12:00pm.

Next meeting - TBD