



TOP-LINE GROWTH SERVICES OVERVIEW

New Product Innovation

SCMEP's New Product Innovation services help companies:

- Create and develop breakthrough ideas
- Focus on developing winners instead of costly losers
- Measure ideas for market success potential
- Reduce project cycle times by 50%
- Increase project on-time delivery to 90%
- Reduce manufacturing cost by more than 30%

- Eureka! Winning Ways
 - The only growth program grounded in the scientific method and in hard data, available exclusively through SCMEP to help small and mid-size companies to ignite new ideas and take action to drive top-line growth. Eureka! Winning Ways is focused on:
 - Generation of growth opportunities
 - Evaluation of opportunities for probability of success
 - Rapid project execution via fast, nimble and cheap cycles of learning

- Lean Product Development
 - A suite of tools dedicated to slashing both time-to-market and manufacturing cost by identifying and eliminating waste in the development process. Most companies realize an immediate payback by implementing many of the simplest tools.

- Lean Project Management
 - The basics of project management (cost, schedule, scope), but augmented with lean principles to keep projects on target. While most project management courses focus on the individual project manager, Lean Project Management focuses on the project team's:
 - Communication
 - Resource allocation
 - Documentation and deliverables

- New Product Development Services
 - For companies with limited or no product development resources, SCMEP will help engineer and launch your new product or service. Experienced project managers assemble support teams that provide idea filtering and feasibility analysis, continuing through to industrial and product design and initial product launch.



*Helping South Carolina
Companies Grow*



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FOCUSES ON THE **WHY** OF YOUR BUSINESS:
WHY WILL CUSTOMERS BUY FROM YOU VS. YOUR COMPETITORS?

What are the keys to driving growth and profit margins?

- Marketing and sales strategies devoted to attracting new customers
- Speed to market with a continuous stream of innovative new products and services

In tune with prevailing economic trends affecting small and mid-size companies, and in answer to their increased interest in growth and innovation, SCMEP is bolstering our top-line growth services with expanded offerings in both:

- Marketing & Sales
- New Product Innovation

Marketing & Sales

SCMEP's Marketing & Sales services help companies generate demand for their products to drive top-line growth:

- Strategic Market Research and Planning
 - Align goals and capabilities with market opportunities, and develop a roadmap outlining marketing strategies, tactics and activities.
- Market Development Programs
 - Design a customized strategic approach to improve market penetration and increase customer diversification by boosting the effectiveness and efficiency of marketing and sales.
- Marketing Communications
 - Create a positioning and branded identity and develop communications assets (website, brochures, etc.) that convey the company's key marketing messages.
- Sales & Sales Management Training
 - Improve sales planning, execution and accountability through monitoring, measuring and rewarding the effective performance of activities key to account development and management.
- Online Marketing
 - Take full advantage of online opportunities (website design/redesign, search engine optimization, e-mail marketing, etc.) to inform, interest, persuade and interact with target customers.