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Going "Green?" –  
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## JT Precision Website Generates New Business

**B**usiness is good! Both revenues and customers are solid. Now is the time to expand. Learn how one Niagara County manufacturer pursued his vision to grow his company by developing a new website to generate new business.

### Who is JT Precision?

JT Precision ([www.jtprecision.com](http://www.jtprecision.com)) is a contract manufacturer located in Barker, NY. The company produces turned and machined components for medical, electronics, aerospace, military, commercial and industrial applications. Services such as supplier qualification and assembling and testing of sub-assemblies are also provided. JT Precision serves customers who need moderate quantities of a wide mix of machined components that are designed for performance and reliability in products such as vacuum pumps and compressors. The company works with a wide variety of materials including ferrous, alloyed and nonferrous metals, plastics and graphite. JT Precision has a variety of up-to-date turning, machining, finishing and inspection equipment, including Swiss-style turning centers for small, high-precision parts.

### Situation - *Expert in Machining, Not Marketing*

JT Precision has a solid base of customers and revenues, but the founder and President's vision was to expand both the customer base and revenues. Although he has years of experience in precision machin-



Optical Comparator and Coordinate Measuring machine are used for precision quality control at JT Precision, Inc.

ing, he has had limited exposure to marketing techniques used to secure new customers.

**"It was a good decision to bring in an outside sales & marketing expert. He not only provided much needed guidance on how to grow my company, but also helped accelerate implementation of the improvements we needed to make it happen."**

**Jeff Thuman, President,  
JT Precision, Inc.**

A contact at the Niagara County Center for Economic Development (Niagara IDA) referred him to Insyte Consulting for assistance in helping him grow his business. He then decided to engage Insyte Consulting in multiple areas related to growing his business.

Statistics indicate that purchasing agents use Internet search engines over 90% of the time to locate and initially qualify new suppliers. For this reason, the Insyte consultant advised that having a website that presented JT Precision suitably to prospective buyers was an essential first step.

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## Methodology versus Tools

by Benjamin Rand

I was having lunch with a friend of mine recently. He happens to be a successful business owner who has been able to consistently grow his company, even in these challenging times. "I've got a question for you,"

he said, "and spare me the sales pitches and political correctness. If I wanted to launch an improvement program in my business, which one should it be? Frankly, I can't keep track of them all-Lean, Six Sigma, Continuous Improvement. I remember TQM and I read The Goal, wasn't that Theory of Constraints or something... Which would you do?"

"None of them," I said.

"Don't be difficult. I just asked a simple question."

"Maybe, but methodologies don't matter. Tools matter and selecting the right tools depends on what you're trying to do. So the real question you should be asking is what do you want to achieve in your business? Do you want more sales? More new products? Lower costs? Faster delivery? Better brand recognition?"

"Yes, yes, yes, yes and yes. I want all of that and more," he said in exasperation. "Doesn't everybody?"

"Look," I replied, "everyday you go to work and you have to decide what's important today. You prioritize because you can't do everything at once. This is the same thing. That's usually where a consultant can help. A good one should help you identify where and how to get the biggest bang for their buck."

"Okay, so I have to decide what I want to focus on. I get it," he said, "but then I should be able to select a methodology, right?"

"Well, you should be able to select the tools," I replied.

"Think of a methodology as a tool box full of tools-analyses, concepts, process changes, techniques, etc. The tool box may help you stay organized, but it's the tools themselves that get the job done not the box."

"That's exactly the problem!" he exclaimed sending his potato chips flying. "Which one should I do?"

"My whole point is you should not be wed to one methodology. I don't care if you call your program 'Lean' or 'Continuous Improvement' or 'Six Sigma' but your consultant should be selecting the tools you need from among all those methodologies to get the job done."

"Why are you so uptight about this?" he asked.

"I've seen people lose sight of the goal because they got so hung up on methodological purity," I said, "and I wouldn't want that to happen to you."

"What goal?"

"Making more money," I replied. "It isn't about whether you're ISO certified or how many black belts or TOC Jonahs you have on staff. It's about making more money."

"Now that's the most intelligent thing you've said so far."

A handwritten signature in black ink that reads "Ben Rand".



## Ask the Business Doctor

you know what's going on?

*Patrick K., Buffalo, NY*

**A**nswer: This is a very unusual situation. You are correct that the AS9100 Rev C (2009) has been the new standard for more than a year. But we are aware of several auditors, like yours, who will not audit to Rev C. We are not sure what the underlying issue is. Usually, when a standard changes like this, there is a real push to get the new standard adopted. We can say this, everything included in AS9100 Rev B

(2004) is also in Rev C. So if you implement Rev C in your company, you should be able to pass a Rev B audit and also be prepared at some point in the future for Rev C. Our advice is to discuss the situation up front with your registrar. If they are resistant or difficult, consider finding another registrar. After all, the registrar works for you and you will want a good working relationship in order to get the most out of your audits. ❖

**Q**uestion: I recently had a problem with an AS9100 certification audit. We had prepared for a Rev C audit, since that's been the standard for more than a year. But our registrar said they could only audit to Rev B because there is no checklist for auditing to Rev C. Do

### RSM McGladrey's fourth annual Manufacturing and Wholesale Distribution National Survey Available

**T**his report combines insights gained from the previous three surveys with information concerning trends from the current recession. While the sector faces continuing challenges, the survey identifies key actions companies are taking in response to today's market conditions and provides insight and analysis into how these challenges can be met.

Read the report at [http://www.freedmaxick.com/rsm\\_manufacturing\\_survey\\_of\\_cfos.php](http://www.freedmaxick.com/rsm_manufacturing_survey_of_cfos.php) ❖

### Save the Date ASQ Conference "Lean Six Sigma" October 19-21, 2010

For more information:

[www.asqbuffalo.org](http://www.asqbuffalo.org)

## S.Tier Training Grants Available

**T**he Workforce Development Institute and the Workforce Investment Leadership of the Southern Tier (includes Chautauqua, Cattaraugus and Allegany counties) has announced the latest round of training grants for incumbent workers. Local companies may receive up to \$10,000 for job-related training that provides transferrable skills to its work force.

**In short, New York State is offering to pay for your employees to be trained!**

#### Eligible Training Projects:

This initiative is limited to training that supports the Advanced Manufacturing needs of this sector. Specific training includes:

- Lean Manufacturing, Six Sigma and Theory of Constraints programs
- ISO 9001:2008 and related quality systems
- Strategic Planning or Market Development activities

#### Company Eligibility

- Private sector, for-profit manufacturing businesses
- Minimum 4 employees (excluding owners, partners etc.)
- At least 1 facility in eligible counties
- All funds applied to workers at the NYS facility

#### Timeline:

- Allowable training timeline February 1, 2010- October 15, 2010
- Applications must be received by September 30, 2010
- All training must be completed within 60 days

**Contact Insyte Consulting at 716.636.3626 for further information or to get started on this excellent funding opportunity. ❖**

## Generate More Leads from Your Website

by Robert Kosobucki

Websites have become a key tool for companies that want to identify new suppliers, and for suppliers that want to find new customers. But, the typical display of products and company information on supplier websites often results in limited success in generating sales leads—even with Search Engine Optimization (SEO). You can dramatically improve lead

generation by using some Marketing 101 marketing/sales analysis tools to guide content development and how it is presented on your website. Use the following questions to guide development of your website content and you can take a major step forward on the road to generating more sales leads.

Website Lead Generation Tip	Why this is Important
1. Who are your targeted customers? What industries /applications?	Most suppliers present their products from their perspective. Instead, communicate the information in the context of the buyers' needs and applications. Different markets have specialized requirements. Buyers prefer suppliers who appear to understand and have experience with their unique requirements.
2. What are the different site visitors looking for?	Different functional roles (buyers vs. technical persons) are looking for distinct types of information that may need to be presented differently. Understand what their key evaluation criteria is for selecting a supplier and use it to determine what content is needed and how it should be presented to guide them toward selecting you.
3. What differentiates you? Say it briefly and where it is most likely to be read, and say it in the context of what is important to them.	What is your strategy to beat competitors? What aspects of your company, products and people can differentiate you and would make you a better choice than other companies?
4. What do you want the website visitor to do? a. Order b. Download info c. Phone you to discuss their requirements d. Email you their RFQ e. Give you their email address f. Remember something about you	For B2B businesses the goal of a website should be to guide the customer toward involving your company in the next incremental step of their buying decision process. Simple product presentation does not do that. You have to solicit particular actions from them.

The table above is only the first step of the five steps listed below for developing a website that is more effective in generating leads.

1. Develop the right content by answering the marketing questions in the table above.
2. Attract more of the **right** visitors to your site by researching keywords to incorporate into content.
3. Keep visitors on your site longer by using Best Practices in the presentation of content and in site layout.
4. Persuade visitors to contact you by using the above tips to convince them that contacting you will help them make a better purchase decision.

5. Continue to increase lead generation by incorporating website analytics into your site and using it to make improvements.

None of the above five steps alone is sufficient to increase lead generation. But together the steps are the framework of a sales and marketing strategy that can dramatically increase your lead generation. Contact Insyte at 716-636-3626 to discuss how we can help you increase your sales.

*Robert Kosobucki, a consultant with Insyte Consulting, has over 20 years experience in product development, marketing, sales and strategic planning with technology and manufacturing companies, in both domestic and international markets.❖*



## Free Your Mojo

*Find Your Passion and Purpose* by Russ Kamis

The highest need in life, according to the *Hierarchy of Needs*

by famed psychologist Maslow, is to achieve self actualization—to be all you can be, to develop into the best you possible. This is the ultimate accomplishment, the pinnacle of personal success. The good news is that you get to define what it means to be the best—and the options are unlimited. When you are self actualized your confidence is strong, your energy high and you exude joy and peace. Simply put, you've found your "mojo."

I always wanted to be an actor, to be famous, to live in Hollywood. I always liked being in the spotlight. I also wanted to have relevance, do something with meaning and of import, to leave my mark on the world as it were. My dream was some combination of Paul Revere, Ben Franklin, Thomas Edison and Johnny Appleseed. As CEO of a \$100 million global company with over 500 employees, I satisfied that need for many years. But interests change; people grow and evolve.

A wise Sioux Proverb states "If you don't know where you are going, any path will take you there." A vast majority of people spend their days working very hard and get up and do it over again and again and again. Like a hamster on its wheel, they simply do. Their lives are filled with busyness, activities, and distractions. As a result, many adults live the same year some 50 or more times.

A much smaller minority live 50 or more

unique years, each building upon the other. Their foundation is a continuous process of learning, self-improvement and goal setting. They set out to be all they can be and make life all they want it to be—they are true successes. As such, they achieve many outstanding accomplishments and attain many substantial goals. We all know these people—they've got "it"—they've got mojo.

Which group are you in? To find your mojo, you must pursue your wish. Your life will come alive and everything will have more meaning the moment you start to go after your dream.

So, what is your wish? A few people know what they want out of life without hesitation, they have always known it, it is in the fiber of their being. Every day in every way they have been doing something about it. The rest of us have to find it.

As children, we often know what we want. While our dreams can sometimes change with age, the real issue is that our ability to appreciate them fades. As we "mature," we stop taking our dreams seriously because we have judged them too frivolous, unworthy or difficult—often influenced by society, our family and friends. So, what did you want to be?

To re-remember your wish answer the following and look for common themes:

- **Focus on your wish.** What do you want to be, accomplish, or do? Start with your childhood and repeat the exercise at adolescence, when you graduated college and today.
- **Find your zone.** What is it that makes time pass rapidly without awareness? What motivates, energizes or fascinates you? What brings you joy, pleasure or satisfaction?

- **Look to others.** What is it that impresses you most about others? What stands out as amazing and desirable? These are often wonderful clues to your own hidden genius. For what we appreciate most about others are actually natural talents in ourselves that we don't recognize, honor or fully take advantage of.
- **Listen to compliments.** What do trusted others see in you and tell you about yourself? These are often true—especially those you don't agree with. Be open to input in areas of strength to which you are "blind" and develop your awareness there.
- **Ask yourself.** "If I could do anything with my life and could not fail, what would it be?" "What have I always wanted but never got?" "If I found a magic lantern, rubbed it, and awakened a genie who could grant me as many wishes as I wanted, what would I ask for? (Note: be careful of choices that don't help your growth or provide service for others/society. Play out more trivial pursuits that often bore or tire over time by asking—"and then what?")

Finding your mojo is the critical step to living your passion. Today, I spend most of my time improving people's lives. No, I'm not an actor nor am I a famous person of import.

Yet, I'm clearly living the spirit of my dream. I spend my time speaking, studying and writing. I teach, run seminars and facilitate retreats. I challenge people to think differently so they can live better. I help them accomplish their goals and get the most out of their lives. And in doing so, I am true to my interest

Free Your Mojo continued on page 6

## LinkedIn® Social Networking for Business People by Bill Shepard

LinkedIn is a great tool that can pay huge dividends for any business. I have personally been a member for about six months and find it a useful means to acquire new contacts, learn where old contacts have surfaced, and network into new companies.

Joining is free. Although there are premium levels, most people find that they can effectively utilize the free basic membership. Registration takes just a few minutes and then you are on your way. Google "LinkedIn" and follow the instructions.

One practical feature is the ability to search by either individual or company name. You can narrow your search for common names geographically, enabling you to locate people ordinary search engines may not be able to find.

Recently I was struggling to find a contact name at a WNY company. The company's website and other traditional internet searches were not helpful. The "gatekeeper" who answered the phone was uncooperative so I turned to LinkedIn. I searched under the company name and got back the names of three key people. I was able to secure an appointment and hope to soon have them as a client.

Once you "connect" with someone, you have the ability to see all of that person's contacts. This is a great way to expand your network. I currently have over 70 contacts and my 2010 resolution is to expand my network to 200 or more. I recommend only adding contact names of people you know reasonably well to avoid being snubbed by someone with whom you are only casually acquainted. I'm still awaiting President

Obama's (yes, he really is a member of LinkedIn) response to my connection request.

The website is easy to navigate, with features that include: answers to business questions; article postings; and the opportunity to join groups of businesspeople with common interests. You can even tell the LinkedIn world what book you are currently reading. I joined the group "Manufacturers of Upstate NY" which, as of this writing, has 162 members who share information and best practices. Many of our clients are members of this group as well.

LinkedIn members can ask friends and colleagues for recommendations specific to their work. Job seekers utilize it for networking, and prospective employers can post jobs. I recently saw one job posting that was exclusively available to LinkedIn members.

The best way to get started is, well, to get started. Join, build your profile, and start networking. Spend some time on the website before you plunge into adding contacts, as there is useful information to help guide you. If I can do it, anyone can. And, if you choose to sign up, I hope you will add me as a contact.

*Bill Shepard, an Insyte Consulting Regional Sales Manager, has over 30 years of experience in sales, marketing and managerial development. ❖*

Free Your Mojo continued from page 5

(performing), doing what I love (having relevance) and leveraging my passion (creative thinking and problem solving).

As one of my close friends said after I took the risk and made bold sweeping changes to follow my wish, "Wow, you've really changed; you've got your mojo back!"

Don't wait. Make a wish and free your Mojo.

Go ahead, grow to live.

*Russ Kamis is the Founder and Principal of the Kamis Group, LLC. Russ specializes in helping Presidents, CEOs and their leadership teams create a winning atmosphere ideal for*

*success. To learn more about Russ visit*

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*Editor's Note: This is the third in a series of articles written by Russ Kamis that we are offering to our readers. Future articles will deal with achieving success both professionally and personally. This is a shift from our usual newsletter content and we are interested in your feedback. ❖*

JT Precision continued from page 1

## **The Solution – Develop a Website that Highlights Our Strengths in Terms of What Prospective Customers are Looking For**

The overall goal of the website was to persuade the "right" prospective new customers to contact JT Precision to request a quotation. Before beginning any website development the consultant worked with the president to answer some fundamental Marketing 101 questions including:

- Articulate what type(s) of prospective customers would be most interested in JT Precision's capabilities.
- Describe the unique aspects of JT Precision's capabilities that most interest prospective customers.
- Determine the specific information that prospective customers want to see on the website.
- Identify who were likely competitors and how they presented themselves.

Using this information and further research, the consultant developed a sales and marketing strategy with supporting tactics that would:

- Cause more of the "right" prospective customers to visit the site.
- Cause site visitors to contact JT Precision for quotations.
- Build JT Precision's reputation (branding) in particular market applications.

The key points of the recommendations were:

- Write content that highlighted JT Precision's capabilities in terms of what site visitors were looking for and that differentiated the company from competitors.
- Incorporate keywords that were most likely to be used by someone searching for a new supplier.
- Organize the site layout and content in a manner that followed Best Practices, so that the site visitor could easily see and read information that would persuade him to contact the company.

The Insyte consultant defined the entire website using the acquired information, recommendations and sales and marketing strategy including:

- Page structure and navigation of the entire website for ease in locating desired information
- Conceptual layout for the website content using Best Practices to keep visitors on the site
- Keywords for Search Engine Optimization (SEO)
- Content for each page that provided the information site visitors would be looking for, that was easy to find, and that differentiated JT Precision from competitors

The Insyte consultant did not program the website but instead directed a third party website programmer selected by JT Precision. The programmer developed the graphical format for the website for "look and feel" and did the programming and debugging to create a working website.

## **Results – A New Website in 6 Weeks**

The resulting website was created from scratch in six weeks and may be viewed at [www.JTPrecision.com](http://www.JTPrecision.com). Pages were optimized with search keywords including terms that cause Google to list them if someone was doing a geographic search for machining in specific local cities and counties. In addition, Google Analytics was included in the new website HTML source code so that visitors to the site could be recorded and analyzed. The website has only been on-line a few months, and it takes several months to rise in the search engine rankings. But, within the first ten days, JT Precision received a request for quotation from a completely new prospective customer who was looking for a supplier in the area. Hits on the site continue to increase, and together with activity generated by a newly hired sales person, JT Precision is receiving an increasing number of requests for quotations from completely new customers. ❖

## **Firm Benefits**

- New website created from scratch in 6 weeks
- First Request for Quotation received from new prospect within 10 days after website startup
- Growing number of requests for quotation from new prospective customers being received



Precision parts including thin-walled stainless steel sleeves and aerospace application gear shims manufactured at JT Precision.



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## Principles of Lean Manufacturing

Join Insyte Consulting for a fast-paced, information-packed session that will show you how to reduce costs, speed up delivery times and improve quality in your manufacturing operations.

**Date:** Wednesday, March 24, 2009

**Time:** 8:00 AM - 4:30 PM (coffee & networking 7:30 AM)

**Site:** LCo Building, 726 Exchange Street,  
6th Floor, Barton Room, Buffalo NY 14210

**Cost:** \$75.00  
(includes lunch & training materials)

For more information or to register visit  
[www.insyte-consulting.com](http://www.insyte-consulting.com) or call 716.636.3626.

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This interactive workshop introduces the basic concepts of lean manufactur-  
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tion with hands-on simulation of a production facility. ❖

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Many of the articles in the *Affiliates News* are available for reprint. In addi-  
tion, Insyte can provide speakers, versed in a variety of topics, for your audi-  
ence. Contact Karen Delius at 716.636.3626 ext. 301 for information. ❖

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