

Manufacturers Forum



Manufacturers Forum Series Continues!

Experience the Manufacturers Forum, a quarterly learning series for local manufacturers brought to you by RAMAC, RCEDC, and WMEP. Join expert-led training sessions fostering peer-to-peer learning.

Quarterly sessions:

April 29, 2025, 8:00am – 9:30am

August 19, 2025, 8:00am – 9:30am

November 18, 2025, 8:00am – 9:30am

Location:

SC Johnson iMET Center

2320 Renaissance Blvd, AUDITORIUM

Sturtevant

April 29th - Sales Diversification Tactics for Small to Mid-Sized Job Shops

Many of the manufacturers located in Wisconsin are job shops – they produce components, parts, and ingredients that are used by other larger manufacturers in making an end-use product. One common challenge that small to mid-sized job shops face is what happens when one customer ends up representing a large portion of their total sales. How do you hang onto that key customer while diversifying sales with new customers? How do you grow total sales while satisfying one or more key customers?

George Bureau, WMEP's Senior Vice President of Consulting Services, will lead the group through several ideas and exercises to get them thinking about how to grow sales in their job shop environments.

Register for each session separately from the RAMAC website events calendar. Search by date:
<https://business.racinechamber.com/events/calendar/>

This series is free for RAMAC members and RCEDC investors. \$25 for nonmembers.

Questions or concerns? Contact Anna Clementi, RAMAC:

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