

# Restoring Revenue

Iowa Western Community College

September 2, 2020

# Restoring Revenue - Outline

- CIRAS
- Economic Outlook
- Strategies & Tactics for Restoring Revenue
- Questions to Consider
- Q&A and Next Steps

## **CIRAS Mission:**

*Enhance the performance of industry through applied research, education, and technical assistance.*



### **GROWTH**

- B2B Networking**
- Exporting**
- Government Contracting**
- Marketing Strategy**

### **LEADERSHIP**

- Culture**
- Innovation**
- Management Systems**
- Strategy**

### **PRODUCTIVITY**

- Lean**
- Operational Excellence**
- Operations Management**
- Quality**

### **TECHNOLOGY**

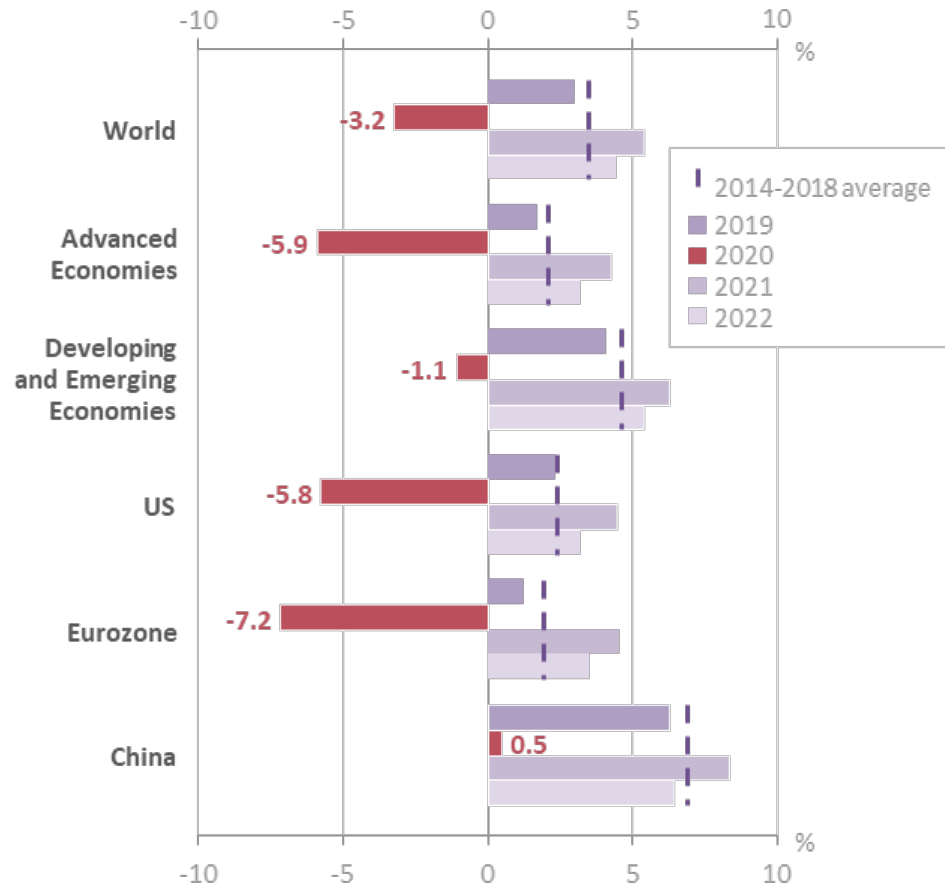
- Digital Manufacturing**
- Emerging Technologies**
- Engineering**
- Testing**

### **WORKFORCE**

- Economic Development**
- Hire a Student**
- K-12**
- Workforce Strategies**

# Economic Outlook – Impact on Revenue

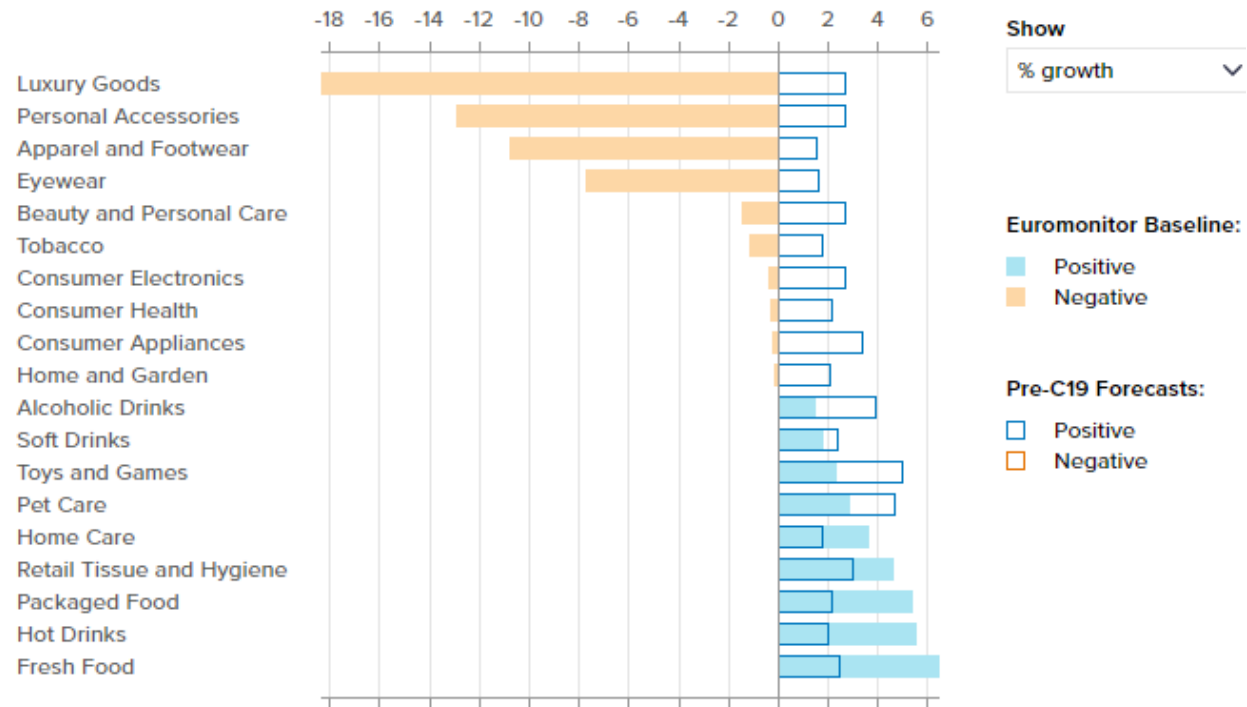
Global Real GDP Growth Baseline Forecast



Source: Euromonitor International Macro Model

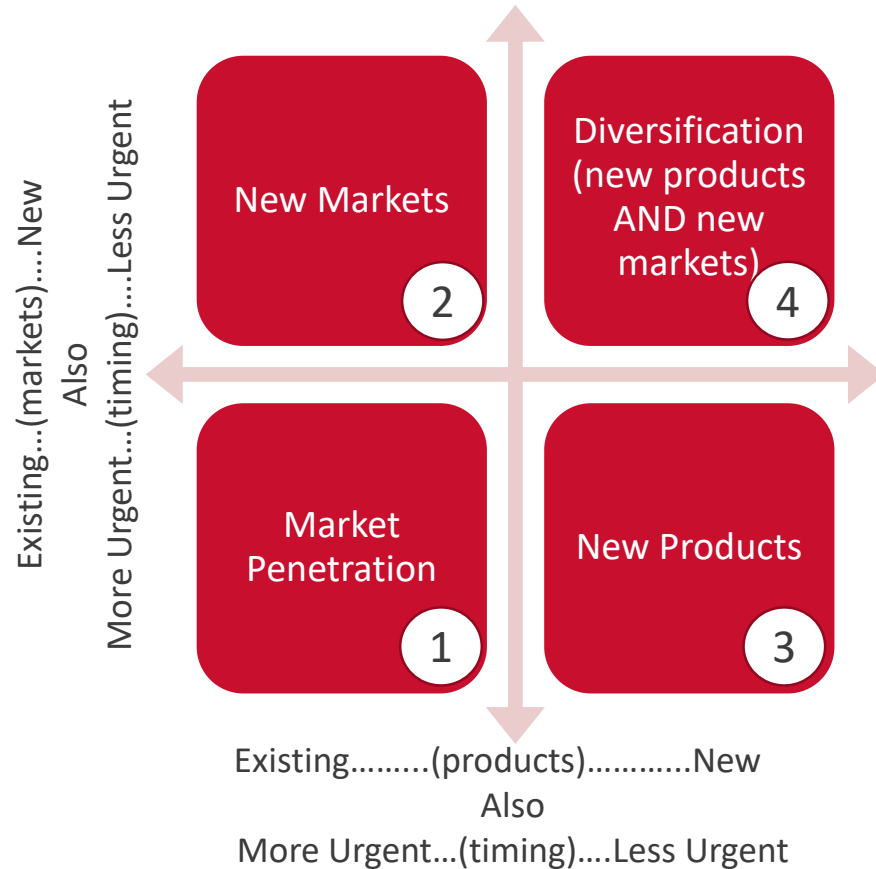
WORLD PRE-C19 FORECASTS SCENARIO FORECAST I

Industry Level Retail Sales 2019-2020, % growth, 2019 constant prices, fixed year exchange rate ⓘ



# Restoring Revenue - Strategy

## Ansoff Matrix



### 1. Market Penetration:

- Lowest investment cost
- Opportunities created by customers with disrupted supply chains
- Best focus when need is urgent

### 2. New Markets:

- Identify new, and significantly currently underserved markets that need existing products
- Identify customer needs and candidates
- Requires a longer time horizon

### 3. New Products:

- Develop new products for existing markets
- New COVID opportunities

### 4. Diversification:

- Developing new products and new markets
- Most challenging and longest timeline



# Restoring Revenue – Supporting Tactics



# Highlight Event:

Finding Better  
Customers

## About this Webinar:

- All companies seek new and better customers
- How do you find them on a limited budget?
- CIRAS will show small and medium-sized Iowa businesses how they can:
  - Focus on the best accounts
  - Profile accounts to create meaningful segments
  - Use free, publically available sources to find new customers
- Free recorded webinar that was held Thursday, July 9<sup>th</sup>
- [Register](#) to watch

## Four Step High level Process:

1. Apply the “**80 / 20**” analysis to gain focus on most impactful customers
2. **Use ReferenceUSA to get additional information about current customers** in support of developing target segments
3. Analyze current customers to find patterns for **developing target segments**
4. **Use ReferenceUSA to find new customers** that fit the profile of your target segments

Poll  
#2

# Event Excerpt:

Finding Better  
Customers

**What is it?** ReferenceUSA is database of business and residential information available through select libraries in Iowa

## How can you get it?

1. Locate subscribing library (see below)
2. Obtain a library card \*
3. Understand & explore ReferenceUSA



## Known library subscribers:

- Ames Public Library
- Cedar Rapids Public Library
- Davenport Public Library
- Des Moines Public Library
- Dubuque - Carnegie Stout Public Library
- Sioux City Public Library
- West Des Moines Public Library

To see if another Iowa library subscribes, contact:

TJ Pridell, Executive Sales Consultant of  
Infogroup®

Office: 402.836.1205

Cell: 402.651.8348

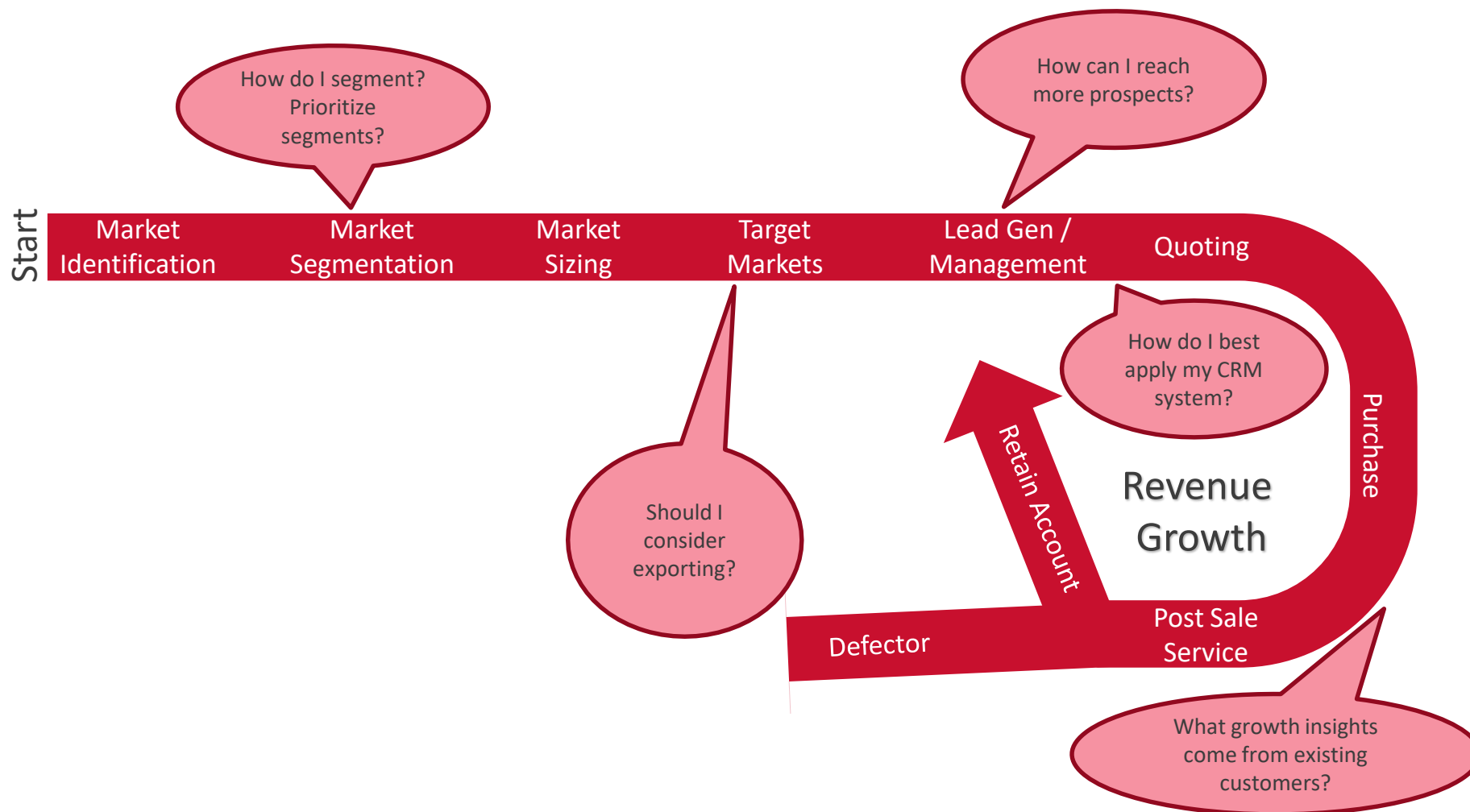
Email: [Thomas.Pridell@infogroup.com](mailto:Thomas.Pridell@infogroup.com)

Note: \* People who reside outside the county of the subscribing library can often qualify for a library card via the state of Iowa Open Access Program



# Diagnostics

## Using the Business Cycle to Identify Growth Opportunities



# Questions to consider

- Have you considered growth initiatives that fit into each of the four quadrants of the Ansoff Matrix (products, markets)?
  - Which quadrant is responsible for most of your growth over the last 3 years?
  - Next three years?
- Which restoring revenue tactic is of most interest to you? What might you do to pursue that?
- Which point in the business cycle represents the greatest opportunity for improvement?
  - How might others in your company answer this question?
  - What options are you considering to pursue that opportunity?



# Q&A and Next Steps

- Q&A
- Next Steps [Southwestern Iowa Account Manager – Paul Dunnwald](#)
- Resources:
  - [CIRAS COVID Site](#)
  - [CIRAS Events](#)

# Thank you!

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