# Company Recruitment for the Florida Manufacturers Business Growth Program

Overview

Florida’s top priority is creating the jobs of tomorrow, and at GrowFL, we recognize second-stage companies are among the most essential sector of Florida’s economy. And even more specifically, the impact that the manufacturing and manufacturing-related companies can have. Florida’s manufacturing sector ranks 34th in the nation in terms of productivity (value-added/employee); the primary measure of manufacturing competitiveness. If Florida increases its manufacturing productivity to the national average, it will add roughly $20B to the State’s economy.

At GrowFL, we understand the challenges CEO’s experience, which is why for nearly a decade, we have supplied thousands of Florida’s growing second-stage companies the most comprehensive market research, professional coaching, peer group accountability and practical tools needed to scale their businesses.

GrowFL, is driven by one goal, to cultivate growth companies across the state. Through our partnership with FloridaMakes, we are committed to local delivery of services that help second‐stage growth companies achieve their potential. GrowFL offers a suite of high‐end, high‐speed strategic research and business resources. A team of highly trained and experienced analysts are deployed to function, not as consultants, but as an extension of the company. CEOs consider them an elite staff to help take their company to the next level. The GrowFL program is designed to provide business information and intelligence to second‐stage companies that have the intent and capacity to grow their business.

Outreach Script –

Good {morning/afternoon}, my name is {insert callers’ name} and I am calling on behalf the (Organization) to discuss a program that is available for companies in (community). We are working to identify CEOs of manufacturing and manufacturing-related companies that are interested in growing their businesses. We are getting ready to kick off the program in May and are eager to find more great companies that we can serve.

We will help provide you gain access to data and information that can help you grow your top-line revenues in current or new markets. Strategic Research tools identify markets, monitor competitors, track industry trends, locate customer clusters on maps and use search engine optimization/social media for marketing and various customized research. It is like having a Fortune 500 market research team working for you in helping you explore new revenue opportunities.

The program is available now and continues through February of next year. Companies need to be registered and accepted into the program by May 17, 2019. Let me review pre- qualifications with you right now. Then I will send you a pre-qualification form and more details for your review. Pre-Qual form is due back to me by (date).

Requirements:

1. Manufacturing, engineering, research & development; biotechnology company, metal wholesalers
2. Between 6 and 150 employees
3. Revenue between $750,000 to $100 million
4. Intent and desire to grow.

Key points to make in your general conversation

* Not only gain access to Strategic Research, but be part of a Manufacturing Mastermind Group that will bring together manufacturers on a statewide basis for peer learning, curriculum from Gino Wickman’s “Traction – Entrepreneur Operating System”, human resources, finance, and much more.
* Strategic research is a great way to grow a company’s top-line revenue by addressing the company’s current opportunities and challenges for growth.
* Qualified businesses will have access to a fortune 500 caliber team of specialists at your finger tips
* Strategic research is done in a virtual setting where our Strategic Research Team Lead will first do two discovery calls, and then a full call is set with the Strategic Research Team that are appropriate for the research that needs to be completed.
* Research will focus on providing information you can use to examine alternative strategies for growing your company, identify ways to efficiently and effectively find and target new customers, and provide strategies and insights to improve your web presence or social media results.
* GrowFL has worked with more than 1000 companies Florida.
* Resources for additional information and testimonials can be found on the GrowFL website at [www.GrowFL.com](http://www.GrowFL.com)