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## *#AdyInsights for Manufacturers*

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### **As I See It - Growth Starts Here**

*by Janet Ady, President / CEO, Ady Advantage*

Sometimes, there are good reasons why conventional wisdom has stood the test of time.

Consider the old saying, "It's easier to keep your current customers than to find new ones."

When we work with a manufacturing client on growth initiatives, our first line of questioning usually focuses on existing (and former) clients. Who are they? What do they buy? If they stopped buying, when and why?

If, like most manufacturers, you're looking to grow your sales, start with a solid analysis of your existing customer base. Use the Internet and social media to keep track of changes with existing customers. Whether it is a change in leadership, acquisitions and divestitures, or new product introductions, changes can give you an excuse to check in with your customer and more importantly, understand your customer's strategies better.

## How do we help manufacturers?

Contact Janet at [jady@adyadvantage.com](mailto:jady@adyadvantage.com), call [608.663.9218](tel:608.663.9218), or connect on [LinkedIn](#). We look forward to hearing from you!

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### More insight:

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