



#AdyInsights for Manufacturers

As I See It - There's No Better Time to Diversify Than Now

by Janet Ady, President / CEO, Ady Advantage

Let's face it: the Great Recession was brutal, and the recovery, although it has had its bright spots, has also been marred by huge swings in oil and gas, mining, and defense, among other key industries. If the last six years haven't made you catch your breath more than once, you're operating in a bubble that most of your peers would be envious of.

Diversification is the answer: diversification of products, of industries, and of customers. You know that. The question is *how* to do it, especially when your company may not be in its strongest position.

Here are some tips that some of our clients have found successful:

1. **Don't put it off any longer.** Start now, and devote as much time to it as you can. Time, attitude, and persistence may well be more important than money, certainly in the beginning stages.
2. **Be smart.** Cold calling unqualified prospects is probably not going to give you the best results.

3. **Focus your efforts.** Use research on emerging markets, call current and former customers and ask for referrals, and ask prospects how they heard about you, for starters.

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How do we help manufacturers?

Contact Janet at 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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