

**Target Keyword:** sales growth ideas for Manufacturing Companies  
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Over the last decade, changes in the workforce as well as the economy have been blamed for causing the death of manufacturing as we know it, at least on US soil, that is. Fate, it would seem has intervened, if you want to call economic recovery versus an outsourcing reality check, fate.

### **From Goliath to Cinderella: A Modern-Day Fairytale about the Rise and Fall of Offshore Manufacturing**

As recently as 2008, moving American manufacturing offshore seemed to be a no-brainer. The cost of shipping was negligible and the cost of labor at least 50% lower than the domestic workforce. Fast forward seven years and the picture, as well as the tide, is beginning to change. In that short time span, offshore manufacturing costs have increased by 150%. The giants of outsourced manufacturing, like China, have started to falter.

China has had an increase in inflation that exceeds the cost-effective threshold. The quality of the products is also sub-par. Manufacturers are no longer willing to cover exorbitant transport costs and inflation of over 5% if doing so produces defective results. Failure to meet and exceed the expectations of bastions in the manufacturing industry has opened up the door for the American workforce to reclaim their domestic birthright.

Many manufacturers are willing to pay a higher premium for a better product. The question is: how do we develop sales growth ideas for manufacturing companies, so that the revenue brought in makes up for the expense that is exported out? We have collected five strategies to help speed up the maturation process of manufacturing's rebirth on our shores.

### **The Industrial Comeback Kid's How-To Manual: 5 Sales Growth Ideas for Manufacturing Companies**

The last 17 months have been a learning experience for prodigal manufacturers. As optimistic as the future of the industry looks, they understand there is a lot of work to be done in order to strengthen the domestic arm of manufacturing.

Here are five ways to support growth while domestic manufacturing hubs are under construction:

**Step #1: Be prepared.** Re-shoring takes time and it takes money. Yes, you will pay-and perhaps handsomely-for the privilege of manufacturing on US soil. The

trade-off is that the quality and cost of your deliverables are guaranteed. Gone are the delays, squabbles over shipping, and defective merchandise. Domestically, if something goes wrong, you have immediate and cost-effective recourse.

**Step #2: Learn the ropes of lean labor-management.** The American workforce that once fueled this industry has dwindled, due to lack of demand and slim job market. The best thing that you can do is look for the silver lining, grab onto it, and pull.

Perhaps the most effective sales growth idea for manufacturing companies to come out of this crisis is lean labor-management. Using this model you invest in what brings you the greatest return: your workforce. You may only produce enough supply to cover the demand; you may digitize inventory and shipping processes, but in taking the steps to cut costs, it also creates funding to retrain and retain workers. Manufacturers are able to offer training programs that are 2 to 3 years long and incentives to draw a ready and willing workforce out of the woodwork.

**Step #3: Design to urbanize.** Manufacturing may be pulling up stakes in foreign countries, but that doesn't mean the vacancy will be left unfilled. Chances are these countries will benefit from importing items that are made in America. The urbanization of the developing world is already responsible for 55% of US-based exports. These emerging markets are expected to fuel sales growth ideas for manufacturing companies for decades to come.

**Step #4: Automate and digitize your supply chain.** Domestic manufacturing is not error-free. The most ineffective and expensive problem area is in the supply chain. Managers are still relying on archaic manual processes to get shipments from point A to point B. The right software can help increase productivity, accuracy, and practice planning.

**Step #5: Go green.** Somewhere among consumer demand, federal regulations, and sales growth ideas for manufacturing companies, being environmentally-friendly just makes good business sense. Internally, companies can save as much as \$1.8 million in production costs, remain compliant with new government regulations, and appeal to a larger, more environmentally-conscious customer base. Translation: there's longevity in manufacturing with an environmental edge.

The future of manufacturing in the United States looks bright, but only if you come to the table well-prepared. These sales growth ideas for manufacturing companies will help you step back into domestic production as if you never left.