

Arkansas Manufacturing Solutions & The Client Engagement Process

Collaboration and Work-Based Learning
with Arkansas Manufacturing Solutions

11/06/2024

WHO WE ARE

ARKANSAS
INC

MANUFACTURING
SOLUTIONS



AMS established in 1995



Existing Business Resource
Division



Federally
funded through 5-
year grant

Mission

Maximize enterprise value for manufacturers through
Organizational Excellence, Operational Excellence,
Leadership Development, Supply Chain Optimization
and Advanced Technology.



Vision

To be the preferred partner and trusted advisor serving Arkansas manufacturers that pursue excellence and growth.

Training & Consulting Solutions

AMS industry experts provide hands-on business and technical assistance to make Arkansas industries more competitive.

Industry specialists have varied backgrounds and many years of private experience.

7 Trainers stationed in NWA, NEA, and CA.



Keith Gammil

Director, Arkansas
Manufacturing Solutions



Bill Kraus

Manager of Client Services



Candy Burris

Manager of Client Services



Phil Plyler

Manager of Client Services



Tim Hall

Manager of Client Services



**Amy Turnbull-
Weegram**

Manager of Client Services



Brandon Brown

Manager of Client Services

Results Driven



Impact of our work is measured quarterly and yearly by outside third party.



AMS ranks in the top MEP centers in the USA



Train & consult with over 200 manufacturers each year.

WHAT We Do

AMS is mandated by federal government to train and consult with Manufacturers, Freight Trucking, Warehousing, Industrial Design & Computer Programming companies.

AMS Services Include:



Operational Excellence



Supply Chain Optimization



Growth & Innovation



Leadership Development



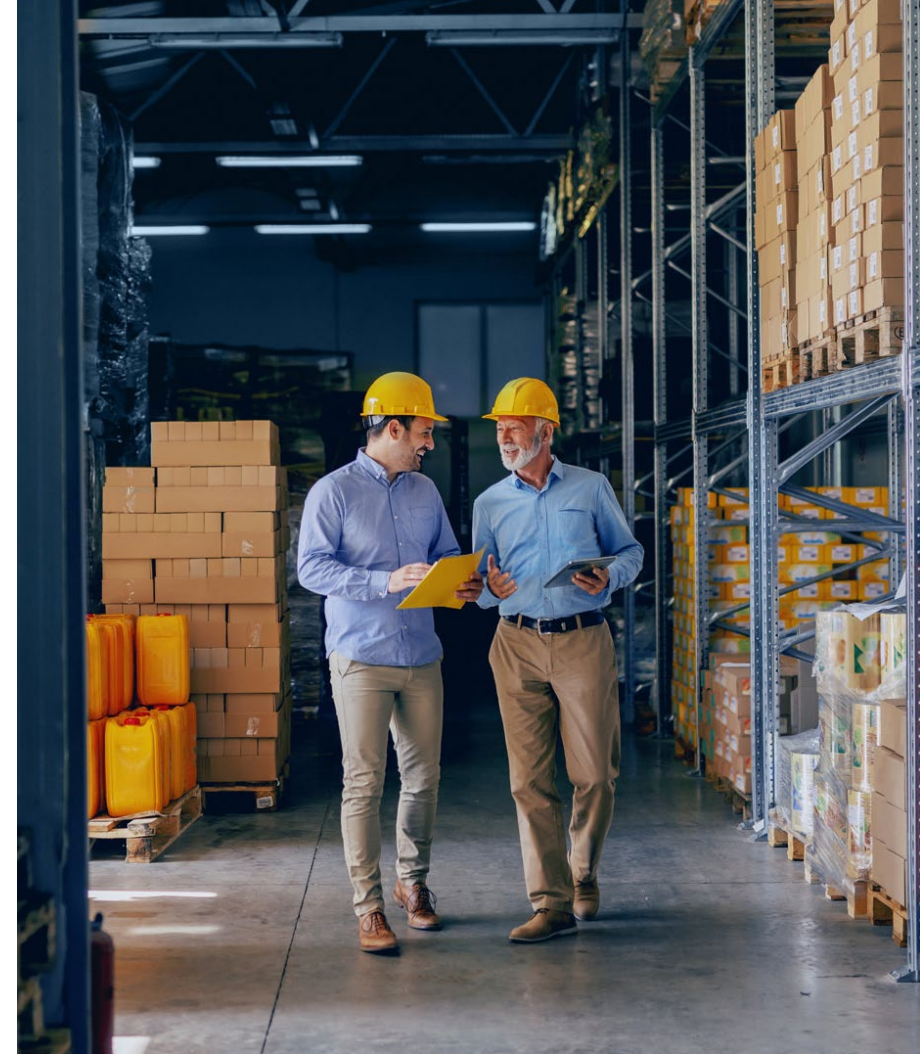
Advanced Technology

Some services are free, some are not.

Those that we charge for, AMS writes the grants to be reimbursed for a minimum of 50%.

WHEN We Do the Training

Business Managers are also in the EBRD. Their sole purpose is to meet with companies, gather basic information, discover their needs and provide needed resources. BM make referrals to AMS when there is a need to assist. BM sometimes refer to other state, local, private or non-profit entities.



Co-visits can occur with BM& AMS, Chambers, EDOs, Colleges, DWS, etc.



WHERE We Do the Training

Trainings are customized to companies' availability. Companies sometimes partner with other, non-competing companies to reduce cost and convenience. They can occur at their facility, a college, a community training center, a Chamber of Commerce, an EDO, or any entity convenient to all parties involved.

WHY We Do the Training

AMS wants all manufacturers to
excel and be the best they can be.

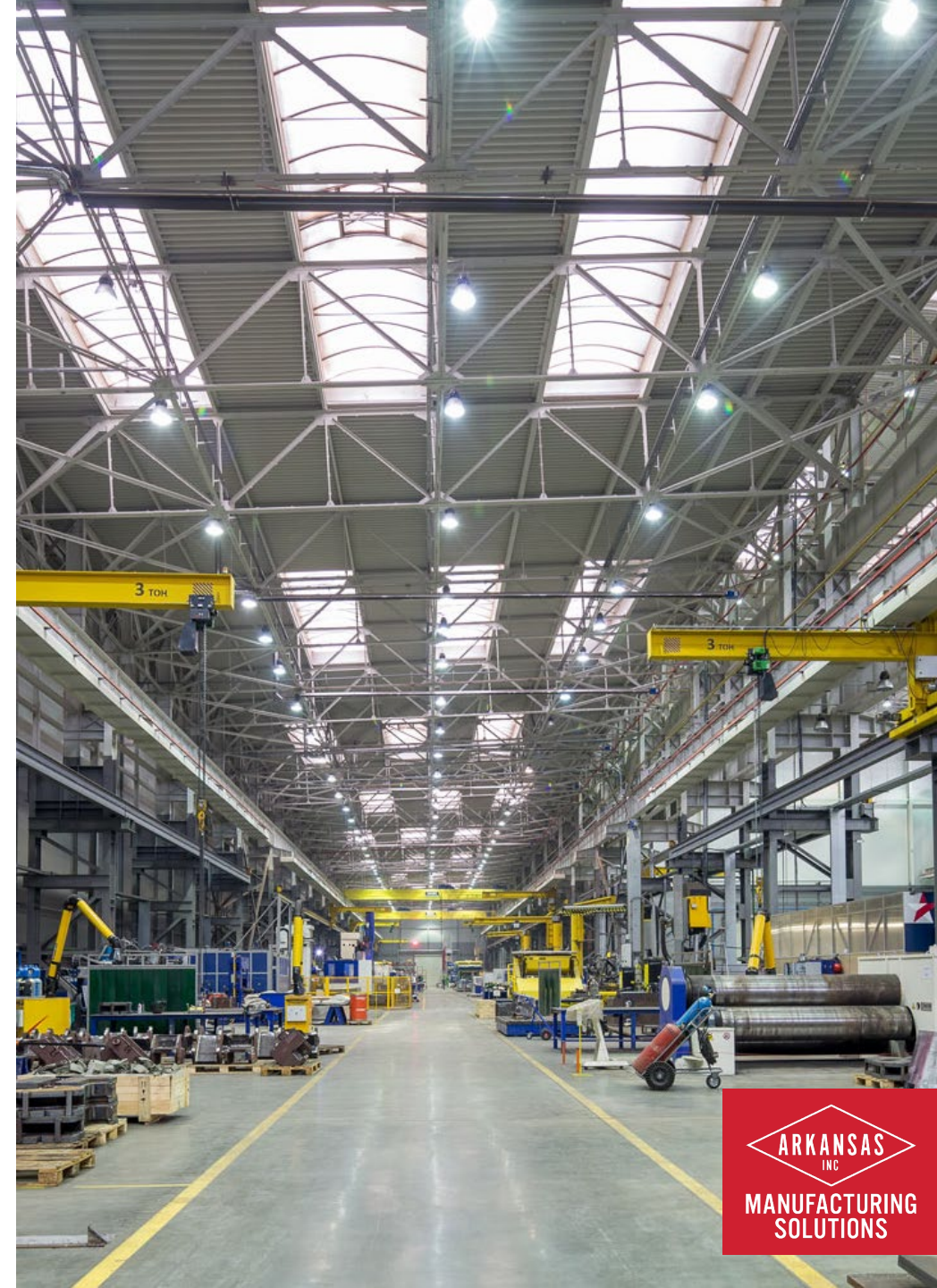


HOW We Do the Training

Trainings can be in-person, digital, whatever is convenient for the company. Some trainings involve combinations of in-person, digital and/or online studies. For trainings and certifications that are not included in AMS ability, we partner with trusted 3rd parties to conduct the training/certifications.

OUTREACH to Companies

BMs call, email and cold-call companies in their territories, usually in that order. They will call and email companies in a community and sometimes receive no replies. They then visit the area hoping to meet with the plant manager, HR, CEO, training manager, etc. in each of the companies contacted. A 20-minute in-person conversation may lead to a referral to a necessary entity. Once trust is established, a long-term relationship may be maintained.





THE MOST DIFFICULT
ASPECT OF THE BM JOB IS
GETTING AN APPOINTMENT



CLIENT ENGAGEMENT PROCESS

My “Secret Sauce”

You're Not
There to Sell...

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08
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They think too little
who talk too much.

John Dryden

quote fancy

You have three objectives for the first meeting:

1. Establish Trust and Rapport

TRUST.

1. firm belief in the reliability, truth, ability, or strength of someone or something.

You have three objectives for the first meeting:

2. Establish Yourself as A Credible Resource





What most of us want is to
be heard, to communicate.

Dory Previn

“ quote fancy

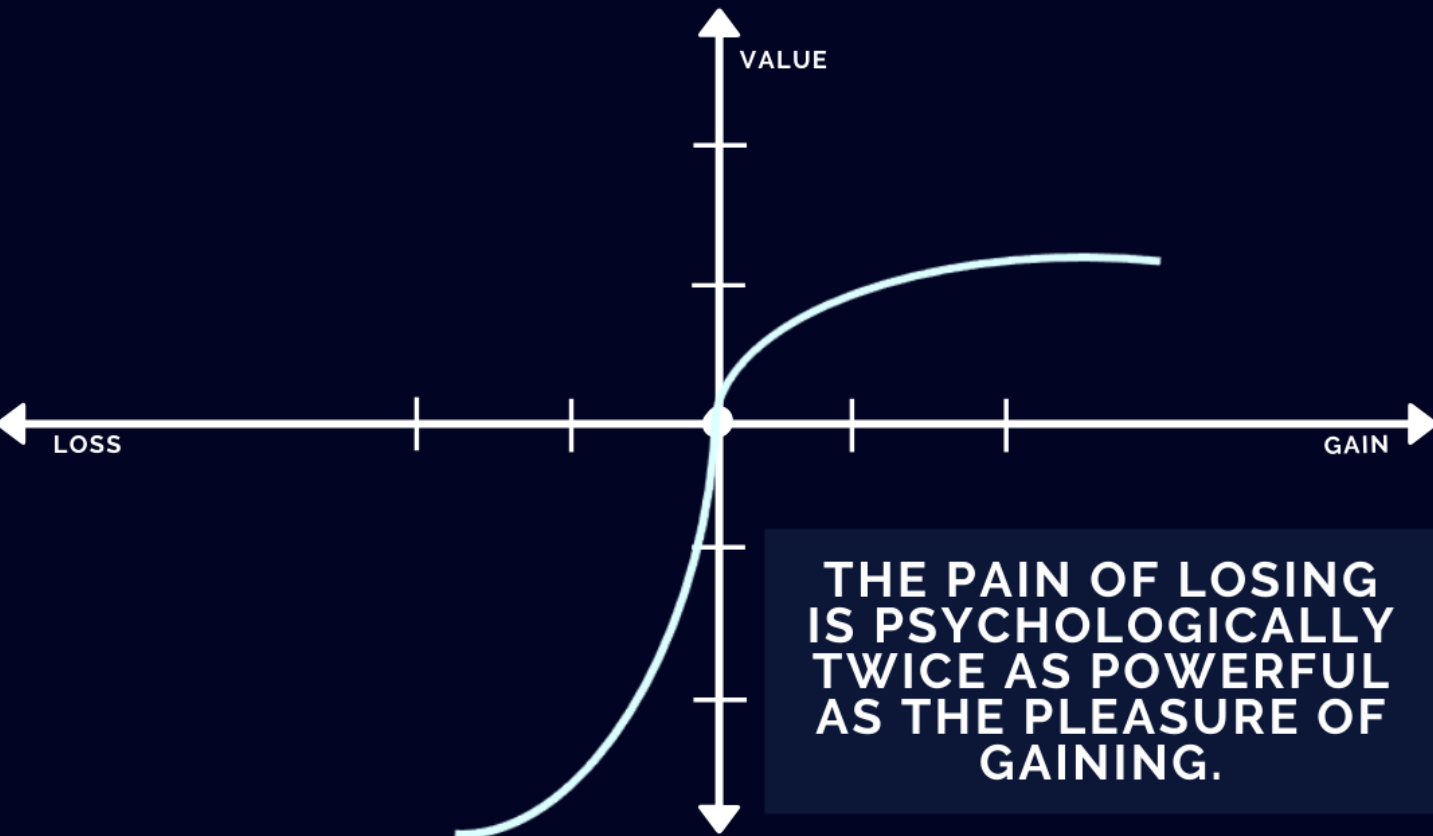
You have three objectives for the first meeting:

3. Let Them Know They've Been Heard



THE PROSPECT THEORY

INDIVIDUALS MAKE DECISIONS BASED ON THE
POTENTIAL LOSSES OR GAINS



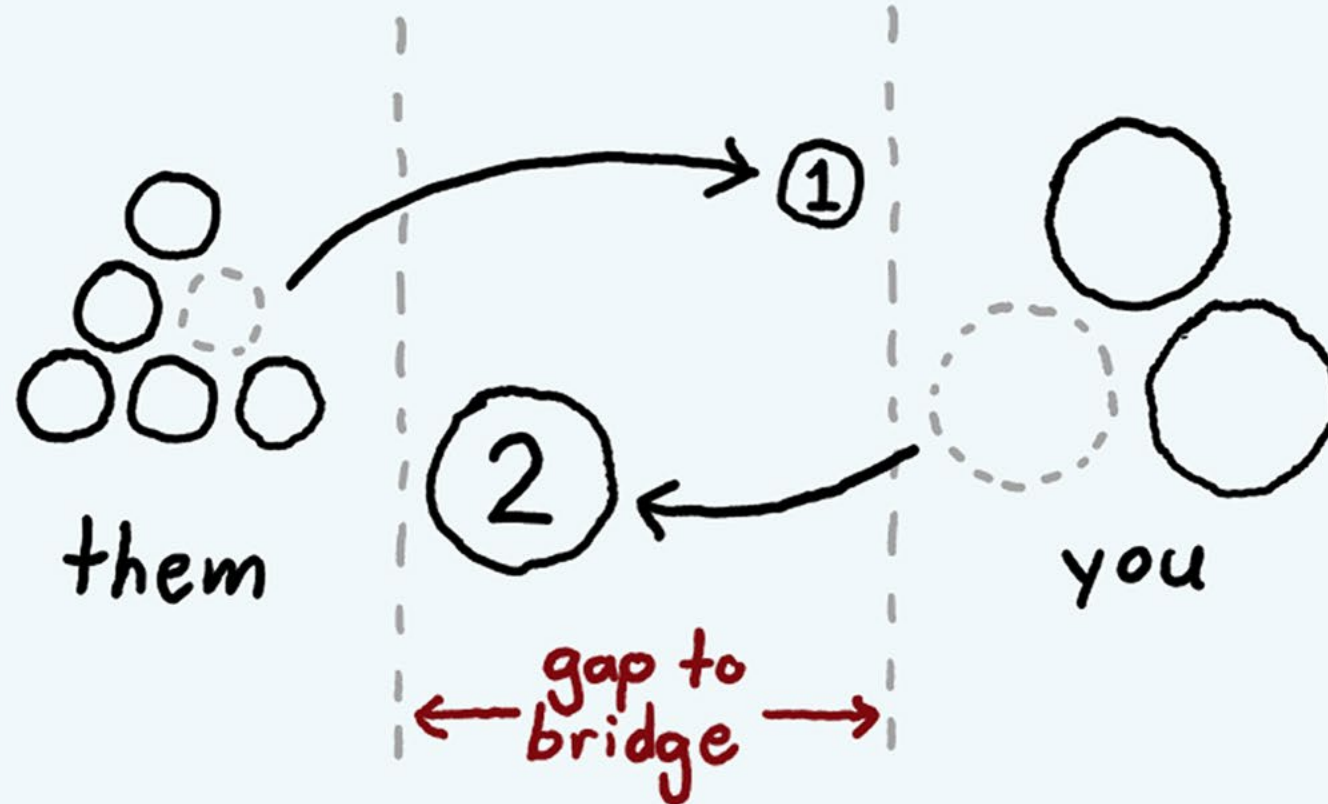
Prospect Theory



Paint a Picture

Encourage Reciprocity

Principle of reciprocity



Set the Hook



“ Stay in Touch

The fortune is in the follow up.

– Jim Rohn

”

Small Group Breakout

- Break out into groups of 3 – 4
- Take turns sharing your client engagement “hacks” that help you secure more appointments and help more clients
- Capture themes on flip chart and prepare to report out
- Team name



What's your
secret sauce?

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