

Tools to Drive Your Sales Growth

23 April 2020 – Suzi Mein & Melissa Emerson





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Machining Segment
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Firetrace's Distributor Portal

The screenshot shows the Firetrace International website header with the logo, contact information, and social media icons. The main navigation menu includes 'About Us', 'System & Solutions', 'Applications', 'Firetrace Aerospace', 'Resources', and 'Support', along with a 'Get A Quote' button. The main content area features a large image of a metal part being machined, with the text 'Distributor Login' and a brief description of the portal's purpose.

The portal and the resources contained within it are only available to authorized Firetrace distributors who have requested a login. If you have not yet registered, you can request login info [here](#).

1. Email
2. Password

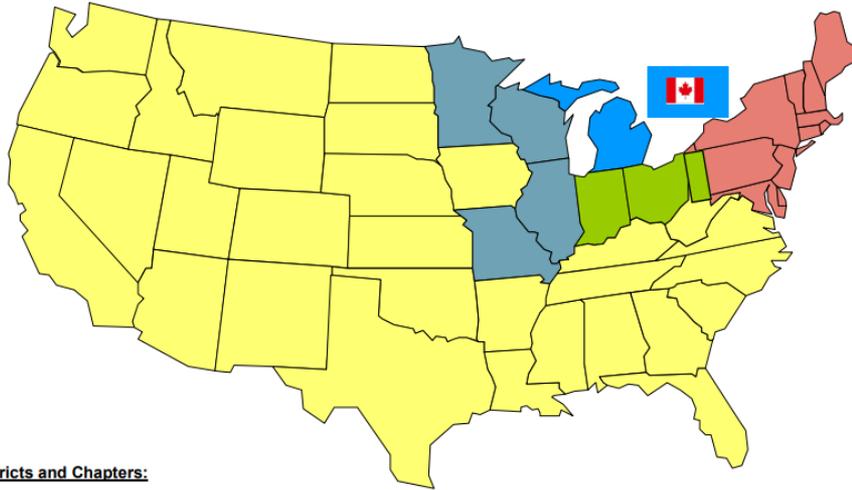
[Sign In](#) | [Forgot your password?](#)

The screenshot shows the Onehub interface with a navigation bar at the top. The main content area displays a list of shared items, including 'Firetrace Engineered Systems Partner Portal' and 'Firetrace Pre-Engineered Tubing Systems Partner Portal'. The footer includes the copyright notice '© 2020 Onehub' and a 'Send Feedback to Onehub' link.

Firetrace Resources

- Distributor Login Page: firetrace.com/distributor-login
- Request Access: firetrace.com/distributor-registration
- Forgot Password: firetrace.com/password-reset
- Brochures: firetrace.com/brochures
- Manuals: firetrace.com/manual
- Certifications: firetrace.com/certification
- MSDS Information: firetrace.com/msds-information
- Blog: firetrace.com/blog

Local Chapters - PMPA



New PMPA Districts and Chapters:

District I

Eastern New England Chapter (States of Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont), **Empire State Chapter** (Central and Western New York State), **Middle Atlantic Chapter** (States of New Jersey, Delaware, Maryland and Central and Eastern Pennsylvania and Eastern New York State), **Naugatuck Valley Chapter** (State of Connecticut and Western Massachusetts)

District II

Indiana/Southern Ohio Chapter, **Northern Ohio Chapter**, **Northwest Pennsylvania Chapter**

District III

Canada Chapter, **Southeast Michigan Chapter**, **Western Michigan Chapter**

District IV

Illinois Chapter, **Minnesota Chapter**, **Missouri Chapter**, **Wisconsin Chapter**

District V

Southern California Chapter, **Northern California Chapter**, **Pacific Northwest Chapter**, **Southeast Chapter** (States of Arkansas, Louisiana, Kentucky, Tennessee, Mississippi, Alabama, Florida, Georgia, South Carolina, North Carolina, Virginia, and West Virginia), **West/Southwest Chapter** (States of Montana, North Dakota, Idaho, Wyoming, South Dakota, Nebraska, Iowa, Utah, Colorado, Kansas, Oklahoma, Texas, Nevada, New Mexico and Arizona)

Local Resources

- Chamber of Commerce
- Better Business Bureau [Accreditation](#)
- Membership local chapters of [PMPA](#), [AMT](#), [NTMA](#), [SME](#)
- Subscribe to local business journals
- Attend local and regional events
- Submit abstracts for speaking engagements/articles

Industry Online Resources

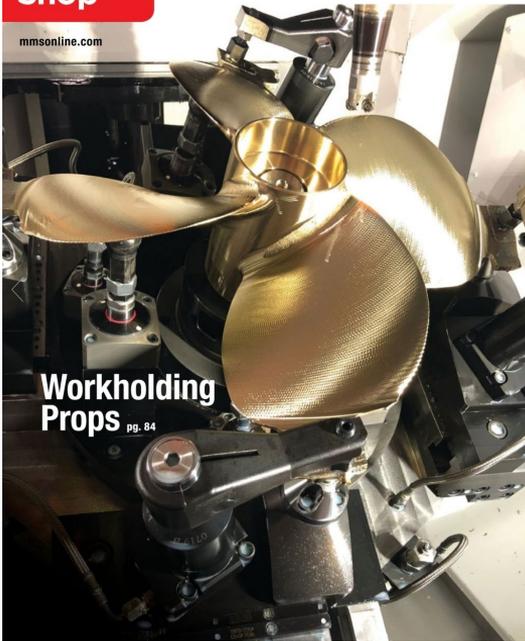
Modern Machine Shop

mmsonline.com

ROTARY BROACHING
Creating hex shapes in hard materials pg. 60

ADDITIVE MANUFACTURING
The value of 3D printing in a contract shop pg. 68

NEW JOB QUOTING
A more effective way to estimate costs pg. 76



Workholding Props pg. 84

PRACTICAL MACHINIST Largest Manufacturing Technology Community on the Web Stay Connected: [f](#) [@](#) [in](#) [p](#) [t](#)

Home Forum COVID-19 Coverage eZine Search Jobs Shop REGISTER FREE

Featured

FROM OUR YOUTUBE CHANNEL
Video: Thread cutting on a lathe
Seeing a lathe turn metal into a thread can be quite entertaining. Check it out.

Sponsored Content

Blaser

How To Maintain Coolant During Downtime
Chemistry and microbiology are active in the machine sump even when it's not running. Here are some preventative maintenance tips and video tutorials to help you be proactive and avoid coolant deterioration.

[LEARN MORE](#)

COVID-19 Coverage

| Industry News | Shop Stories | Educational Resources |
|---|---|--|
| <p>How the metalworking industry is reacting to the global crisis How is the metalworking industry responding to the pandemic? Check back daily to find out how COVID-19 is impacting manufacturers. Read More</p> | <p>The impact of COVID-19 on the metalworking community Learn how the COVID-19 pandemic is affecting the jobs and lives of metalworkers across the world and how the metalworking community is making a difference in these tough times. Read More</p> | <p>Tools to help you stay productive during the pandemic Here are some e-learning courses and shop productivity tips to help you make the most out of this difficult period while also building your skills in a wide variety of areas. Read More</p> |

[View all](#)

| | |
|---|---|
| <p>Parting & Grooving: Advanced Tech Delivers Quality Parts, Results</p> <p>HS Students 'Pedal' Towards Manufacturing Jobs</p> <p>Toolpath Simulation Allows Shop to Go 'Crash-Free in Course'</p> | <p>Sometimes the Trickiest Part of CNC Machining is Holding the Part</p> <p>Rotary Broaching: Making Hard Materials Look Easy</p> <p>3D Printing's Value-Add Keeps Adding Up</p> |
|---|---|

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PM PRODUCTION

Machining

BAR FEEDERS - pg 26
Lathe Automation

INTERNET OF THINGS - pg 28
Information Technology

TOOLING TRENDS - pg 46
New Tooling Systems

Better Quality Through Automation

PRODUCED IN CO-OPERATION WITH **PMPA**

SWARF CAST

TODAY'S MACHINING WORLD

MakingChips

EQUIP & INSPIRE
MANUFACTURING LEADERS

Industry Online Resources

- [Modern Machine Shop](#)
- [Cutting Tool Engineering](#)
- [Manufacturing Engineering](#)
- [Production Machining](#)
- [Practical Machinist](#)
- Podcasts: [Swarf Cast](#), [All Axes](#), [Making Chips](#), [Machinist Therapy](#)

Marketing Online Resources

| | | | |
|---|--|---|---|
| <p>MARKETING SALES SERVICE</p> <p>Going From the Funnel to the Flywheel in HubSpot</p> <p>4 lessons 2 hours</p> <p>In this course, you'll learn how you can take your business from a funnel to a flywheel model. Along the way, you'll discover strategies that place...</p> | <p>SALES</p> <p>Frictionless Sales</p> <p>CERTIFICATION</p> <p>5 lessons 1 hour</p> <p>In the world of inbound, businesses are visualized as flywheels instead of funnels. A flywheel is a machine that stores rotational energy, and its...</p> | <p>MARKETING</p> <p>How to Build an Advanced Twitter Strategy</p> <p>5 lessons 3 hours</p> <p>Want to build an advanced Twitter marketing strategy to garner you more followers, retweets, traffic, and sales? Learn from Twitter experts Ai...</p> | <p>Building Your First Web App</p> <p>7 lessons 2 hours</p> <p>Build your first fully featured web app using modern tools and technologies.</p> |
| <p>MARKETING</p> <p>Content Strategy Course</p> <p>8 lessons 4 hours</p> <p>A successful content strategy is telling your business's story in a way that attracts, engages and delights your audience through each stage of the...</p> | <p>MARKETING</p> <p>Using HubSpot's Free Marketing Tools</p> <p>4 lessons 1 hour</p> <p>Learn how to start, nurture, and manage relationships with your leads, prospects, and customers with the HubSpot CRM and free marketing tools.</p> | <p>MARKETING SALES SERVICE</p> <p>ELEVATE: The Growth Accelerator</p> <p>9 lessons 7 hours</p> <p>A free, virtual accelerator designed to help early stage startups learn the principles of inbound marketing, sales, and service while creating a...</p> | <p>MARKETING SALES</p> <p>Nurture Leads and Customers With HubSpot</p> <p>6 lessons 2 hours</p> <p>Attract, engage, and delight. Each piece of the inbound methodology comes together to spin your business's flywheel. Nurturing your customers—and...</p> |
| <p>MARKETING SALES</p> <p>Build Your Lead Engagement Strategy in HubSpot</p> <p>5 lessons 2 hours</p> <p>Build a strategy to engage and capture leads. Learn how to build a foundation for conversion and create forms, landing pages, CTAs, and...</p> | <p>MARKETING</p> <p>Develop Your Strategy for Attracting Visitors</p> <p>5 lessons 3 hours</p> <p>Learn how to attract visitors to your website with buyer personas, a blogging strategy, inbound advertising, and social media.</p> | <p>MARKETING</p> <p>YouTube Marketing Course</p> <p>5 lessons 2 hours</p> <p>Build your audience and your brand on YouTube, the world's second largest search engine behind Google. Learn from YouTube influencers and experts how...</p> | <p>MARKETING SALES SERVICE</p> <p>Building Custom Reports in HubSpot</p> <p>6 lessons 1 hour</p> <p>Learn how to create and manage custom reports in HubSpot. This course covers the custom report builder, the types of reports you can</p> |

PPC 101: A Beginner's Guide to PPC

Get Started With This Step-by-Step Guide

Whether you're new to this or have PPC knowledge and are looking for more advanced topics, this course is for you. It covers all the basics, from how to set up your account to how to track your results.

- What is PPC?
- How to Choose Your Offer
- Quality Score
- Bidding
- Ad Extensions

MarketingProfs

How COVID-19 is Impacting Marketing Budgets at Enterprise Companies

CONTENT TYPE: Blog | DATE: 4/23/2020 at 10:00 AM

Marketers at enterprise companies say they plan to shift budget away from in-person conferences and spend more on virtual events because of the COVID-19 pandemic, according to recent research from NewScoop and Sirin Research.

What Top-Performing Sales Negotiators Do Differently

CONTENT TYPE: Blog | DATE: 4/23/2020 at 10:00 AM

What do top-performing sales negotiators do differently? Do they tend to rely more on certain approaches and tactics than other sales? Finis Group surveyed 202 salespeople who work in 26 industries. Here's what it found.

Five Ways to Supercharge Your Email Marketing

CONTENT TYPE: Blog | DATE: 4/23/2020 at 10:00 AM

With new social and messaging platforms emerging every day, it's hard to decide whether email is still relevant. But, even though we have a myriad ways to communicate with customers today, email is still connected. And these five tips will help you maximize your return from email even more.

SNAPPA FEATURES TEMPLATES PRICING LOG IN [GET STARTED FREE](#)

Create online graphics in a snap.

Whip up graphics for social media, ads, blogs, and more - even if you're not a graphic designer.

[Create My Graphic Now](#)

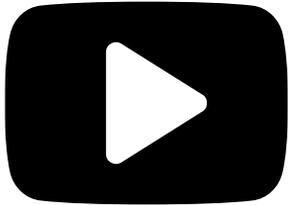
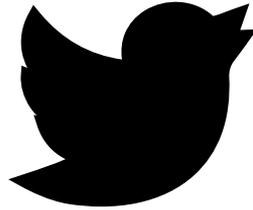


Snappa saves you time every step of the way

Marketing Online Resources

- [HubSpot Academy](#)
- [MarketingProfs](#)
- [PPC University](#)
- [Podcasts](#)
- [Social Media Examiner](#)
- [Snappa](#)

Social Media



#cncmachinist

#machining

#machinist

#instamachinist

#igmachinist

#precisionmachining

LinkedIn Sales Navigator

The screenshot displays the LinkedIn Sales Navigator interface. At the top, there is a navigation bar with the LinkedIn logo, 'SALES NAVIGATOR', and menu items: Home, Lists, Saved Searches, and Admin. A search bar contains the text 'Search for leads and accounts'. Below the search bar, there are tabs for 'Lead results' and 'Account results', and a 'Save search' button.

The main content area shows search results for the keyword 'machining'. It includes a 'Keywords' section with a search box containing 'machining' and a list of suggestions: 'cnc machining', 'machining machining', and 'machining machine'. To the right, there are several statistics cards: '520K+ Total results', '13K+ Changed jobs in past 90 days', '14 Mentioned in the news in past 30 days', '44K+ Posted on LinkedIn in past 30 days', and '1.5 Share exp...'. Below these cards is a toolbar with 'Select all', 'Save to list', and 'Tag' options.

At the bottom, there are two filter panels. The left panel, titled 'Filters', includes 'Clear' and several filter categories with plus signs: 'Custom Lists', 'Past Lead and Account Activity', 'Geography', 'Relationship', 'Company', and 'Industry'. The right panel, titled 'Company headcount', includes 'Seniority level', 'Function', 'Title', and 'Tags', each with a plus sign. A 'View all filters' link is located at the bottom of the right panel.

Search Tools

The screenshot shows the UpLead search interface. At the top, there's a search bar and a 'COMPANY SEARCH' button. Below that, a table lists search results. The first result is highlighted, showing details for 'Hawkeye Precision, Inc'.

| COMPANY | INDUSTRY | SALES | PHONE | LOCATION | WEBSITE | CONTACTS AVAILABLE | ALIAS BANKING | ACTIONS |
|--------------------------------|---|-----------------------------|----------------|--------------|-----------------------|--------------------|---------------|-----------------|
| Hawkeye Precision, Inc | Health Services, Medical Devices | Under \$1 Million | (408) 688-0241 | Southern, AZ | hawkeyeprecision.com | 15 | | VIEW & DOWNLOAD |
| Wescon Engineering Co. | Metal Milling, Automation & Aerospace | \$1 Million - \$10 Million | (602) 272-7174 | Phoenix, AZ | wesconengineering.com | 1 | | VIEW & DOWNLOAD |
| Blue Concepts, Inc. | Health Services, Medical Devices | \$1 Million - \$10 Million | (602) 987-7614 | Phoenix, AZ | bluecon.com | 1 | | VIEW & DOWNLOAD |
| LBI International, Inc. | Transportation - Equipment, Aviation & Aerial | \$10 Million - \$50 Million | (480) 348-6942 | Southern, AZ | lbi.com | 94 | | VIEW & DOWNLOAD |
| St. Michael's, Inc. | Single-Family Residential Construction | \$10 Million - \$50 Million | (602) 789-0700 | Phoenix, AZ | stmic.com | 2 | | VIEW & DOWNLOAD |
| Western Industrial, Inc. | Mechanical, Electrical & Plumbing | \$10 Million - \$50 Million | (602) 907-7260 | Phoenix, AZ | westernind.com | 193 | | VIEW & DOWNLOAD |
| Optical Digital Research, Inc. | Engineering, Accounting, Research, Analysis | \$10 Million - \$50 Million | (602) 970-1027 | Mesa, AZ | optical.com | 1 | | VIEW & DOWNLOAD |

The detailed view for 'Hawkeye Precision, Inc' shows contact information: Phone: (480) 528-8822, Website: www.hawkeyeprecision.com, and a list of contacts with columns for CONTACT, COMPANY, TITLE, PHONE, EMAIL, LOCATION, INDUSTRY, and ACTIONS.

The screenshot shows a Google Maps search for 'Machine Shops' in Peoria, Arizona. The map displays several machine shops with red location pins. A list of results is shown on the left side of the map.

Machine Shops

Rating: 4.5 (12) More filters

Verify info with places: Hours or services may differ due to COVID-19

- MetzFab Industries**
5.0 (1) Metal Fabricator • 23012 N 118th Ave
Open until 5:00 PM • (602) 539-9391
Website Directions
- Rupp Machine Shop Services**
5.5 (4) Machine shop
Closing soon: 4:00 PM • (602) 790-9904
Website Directions
- J B's Precision**
Machine shop • 2520 W Parkside Ln
Closing soon: 4:30 PM • (602) 581-9038
Website Directions
- Powell Manufacturing & Engineering**
5.0 (7) Machine shop • 21000 N 27th Ave
Closed: Opens at 6:00 AM • (602) 790-4100
Website Directions
- J D Baker Machinist**
4.2 (5) Machine shop • 17916 N 32nd Ave
(602) 992-9627
Directions

Showing results 1-20

- Membership Directories
- UpLead
- Google Maps

The screenshot shows the PMPA (Precision Machined Products Association) Membership Directory. The header includes the PMPA logo and the tagline 'Tools You Can Use'. There are navigation links for 'My Profile', 'Join', 'Renew', 'Blog', and 'Contact Us'. A search bar is present with the text 'search the site'. Below the search bar, there are navigation tabs: 'About Us', 'Membership', 'Events', 'News', 'PMPA Community', 'Knowledge & Tools', 'Government Affairs', 'Careers', 'Email Lists', and 'Mastery Program'.

Home / My Profile

My Profile
Privacy Policy
Email Lists

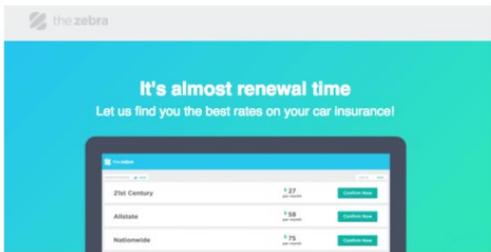
Membership Directory

This advanced, members-only search will provide you with the addresses, names, titles and contact information of the member organizations, affiliates, and their staff.

The more criteria you select, the narrower the search results will be. You may search for organizations or for individuals

To view a listing of all Member Organizations with web sites, click here.

Email Campaign



Hi Smiles Davis,

You shopped for car insurance on our site a few months ago. I just wanted to send you a quick reminder to make sure you shop around before you renew to make sure you are getting the best rates.

Compare quotes from all the top insurance companies today to see if you are overpaying and can save some money.

If you have any questions or want to get a quote over the phone just call (844) 889-9435

Also, don't forget that if you cancel your current policy before the end date, you're usually entitled to a refund of the remaining balance. It pays to shop around!

Get Quotes!

Take care,

George Rogers
Customer Happiness Engineer
TheZebra.com

Wealthsimple

Start investing now. Future You will thank you.

Starting early is the single-most important factor to determining your future wealth.

If you were to invest \$6,000 per year starting at age 25, you could have nearly \$1 million at retirement. That's almost double what someone who started at age 35 would have, assuming an annual return of 6%.

Start now

No Account Minimums

There's no minimum balance requirement at Wealthsimple. Start with a little or a lot, and we will make sure you're well taken care of.

Your First \$5,000 Managed Free

Try us out and we'll manage up to your first \$5,000 for free. It takes just 5 minutes to start.

Available in the App Store or Google Play.

Stay in touch with Wealthsimple

View in browser • Unsubscribe
860 Richmond St. West, Ste. 300
Toronto, ON, M6J 1C9

buffer My Dashboard

Hi,

I'm guessing it's not every day that you sign up for a new service. That's why I want to make sure everything is in place for you to feel welcome and at home. On the slightest whim, please drop us a line hello@bufferapp.com or Tweet us [@buffer](https://twitter.com/buffer).

I hope you have already got the gist of using Buffer. If there is just one single tip for getting the most out of it, I'd say try the [browser extension](#). I think you'll love it. It's a terrific way to amaze your friends and followers with awesome content you find on the web. Whenever you find something you want to share, click the Buffer icon in your browser. That's it.

One last thing I want to say is that the whole team are always around, almost 24/7, to reply to your emails. In fact, you can just hit reply to this email or any others you receive from us. Whether you need help, have ideas or just want to say 'hello', we'll get back to you within a few hours.

SuperOffice. CRM

Make Your Own CRM Business Case

Hi

Convinced that you need CRM software but not exactly sure how you're going to sell it into your company?

Well, help is here. With our newly released CRM business case (in PowerPoint format), we do the hard work for you.

Download free guide

Email Campaign

- Lists from current database, directories, events, searches
- Search how to guides [optinmonster.com](https://www.optinmonster.com) & [saastrack.com](https://www.saastrack.com)
- Select [email campaign program](#)
- Follow the [CAN-SPAM Act](#)
- Adhere to [State Data & Privacy Protection Regulations](#)

Questions & Answers