

# **Tools to Drive Your Sales Growth**

23 April 2020 – Suzi Mein & Melissa Emerson





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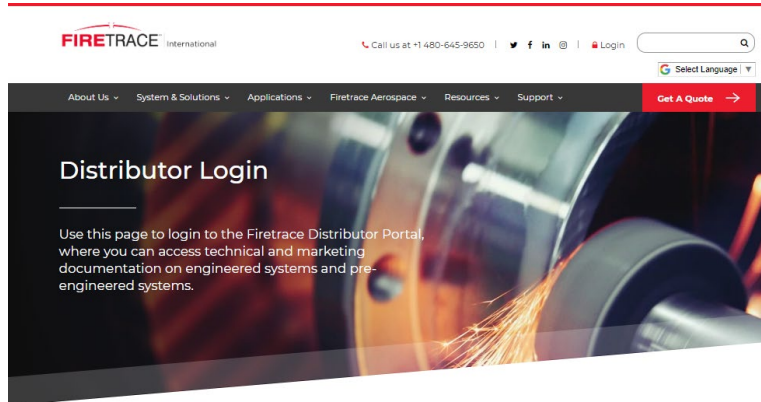
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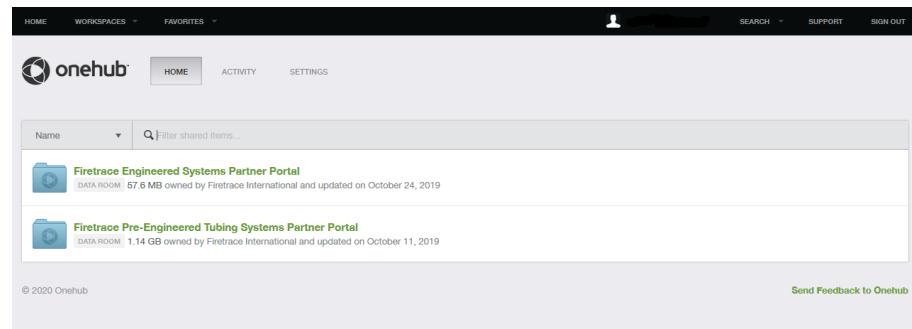
# Firetrace's Distributor Portal



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

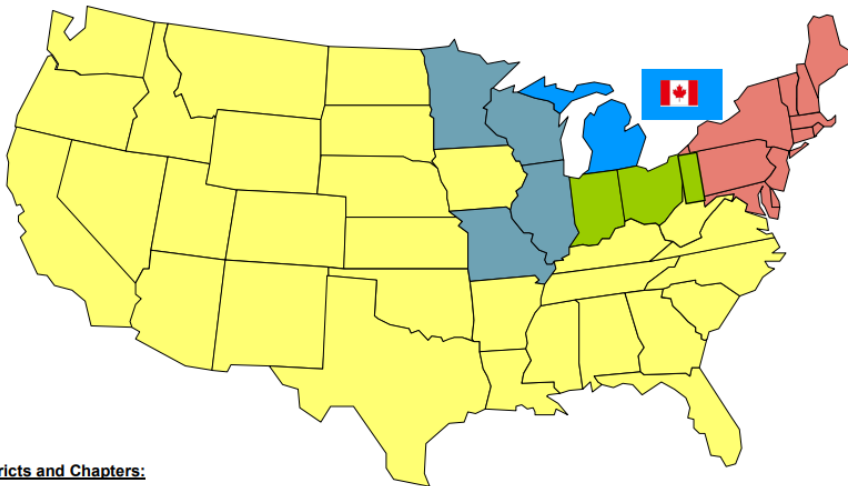
[Sign In](#) [Forgot your password?](#)



# Firetrace Resources

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

[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><b>COVID-19</b> <a href="#">Read More</a></p> <p><b>How the metalworking industry is reacting to the global crisis</b> How is the metalworking industry responding to the pandemic? Check back daily to find out how COVID-19 is impacting manufacturers. <a href="#">Read More</a></p>	<p><b>COVID-19</b> <a href="#">Read More</a></p> <p><b>The impact of COVID-19 on the metalworking community</b> 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. <a href="#">Read More</a></p>	<p><b>COVID-19</b> <a href="#">Read More</a></p> <p><b>Tools to help you stay productive during the pandemic</b> 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. <a href="#">Read More</a></p>

[View all](#)

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

**Better Quality Through Automation**

**PM PRODUCTION**

**BAR FEEDERS - pg 28**  
**Lathe Automation**

**INTERNET OF THINGS - pg 30**  
**Information Technology**

**TOOLING/TOOLS - pg 32**  
**New Tooling Systems**

**PM PRODUCTION**

**PM PRODUCTION**

**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

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

**PPC 101: A Beginner's Guide to PPC**

Get Started With This Step-by-Step Guide

Whether you're new to PPC or looking to refresh your knowledge, this guide will help you understand the basics of PPC and how to get started. It covers everything from account setup to campaign creation and optimization.

Download the Guide

First Name:

Last Name:

Email:

Phone Number:

Website:

How often do you check your email?

What's your favorite PPC platform?

What's your biggest challenge with PPC?

[GET YOUR FREE GUIDE](#)

MarketingProfs

**How COVID-19 is Impacting Marketing Budgets at Enterprise Companies**

**CONTENT TYPE:** Case Study | **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 NewCloud and Brain Research.

**What Top-Performing Sales Negotiators Do Differently**

**CONTENT TYPE:** Case Study | **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 salespeople? Find out in this new eBook from Salespeople who work in 26 industries. Here's what it found.

**Five Ways to Supercharge Your Email Marketing**

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

With new social and messaging platforms emerging every day, it's natural to wonder whether email is still relevant. But, even though we have a myriad ways to communicate with customers today, email is still unmatched. And these five tips will help you increase 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](#)

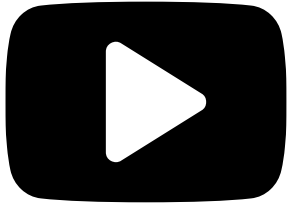
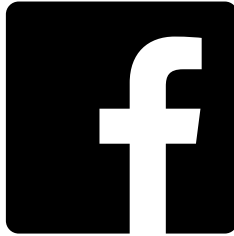
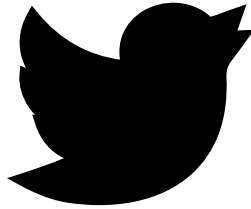
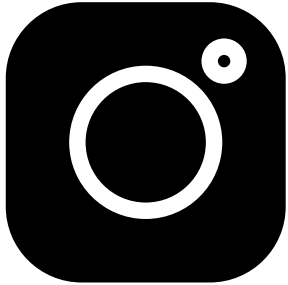
Watch 55s demo

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**

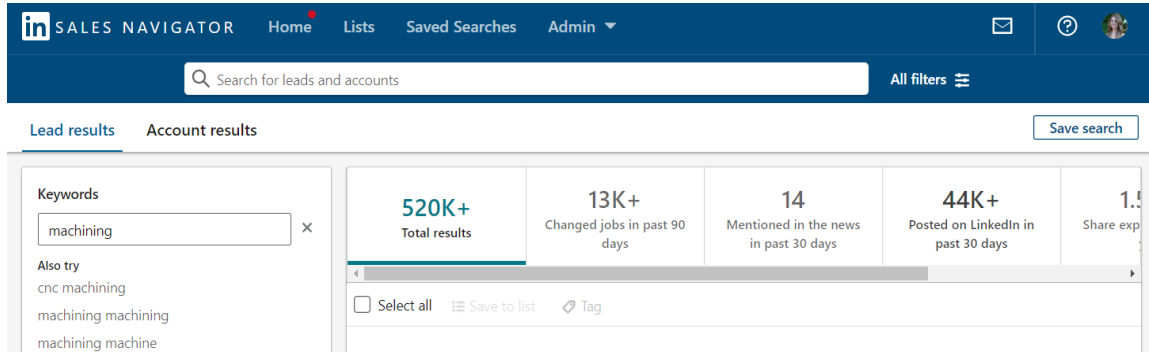
**#machinist**

**#instamachinist**

**#igmachinist**

**#precisionmachining**

# LinkedIn Sales Navigator



The screenshot shows the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'SALES NAVIGATOR', 'Home', 'Lists', 'Saved Searches', and 'Admin'. A search bar contains 'machining'. Below the search bar, there are tabs for 'Lead results' and 'Account results'. The 'Lead results' tab is active, showing a summary of results: 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 the summary, there's a list of results with a 'Select all' checkbox, 'Save to list', and 'Tag' options. On the left, there's a 'Keywords' section with 'machining' and 'Also try' suggestions: 'cnc machining', 'machining machining', and 'machining machine'.

SALES NAVIGATOR Home Lists Saved Searches Admin

Search for leads and accounts All filters

Lead results Account results Save search

Keywords

machining

Also try

- cnc machining
- machining machining
- machining machine

520K+ Total results

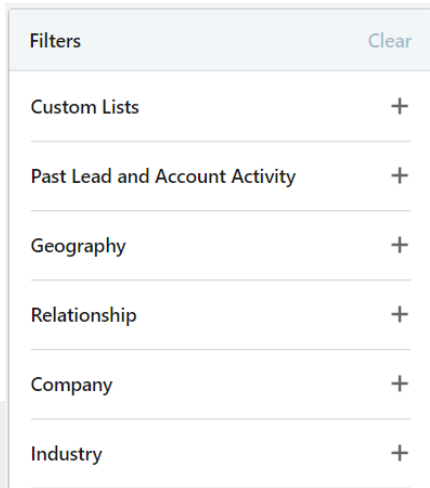
13K+ Changed jobs in past 90 days

14 Mentioned in the news in past 30 days

44K+ Posted on LinkedIn in past 30 days

1.5 Share exp

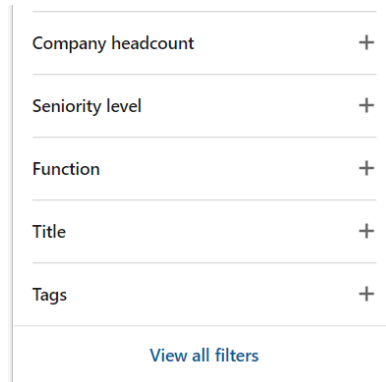
Select all Save to list Tag



The screenshot shows the LinkedIn Sales Navigator filters panel. It has a 'Filters' header and a 'Clear' button. The filters are organized into a list with expandable sections: 'Custom Lists', 'Past Lead and Account Activity', 'Geography', 'Relationship', 'Company', and 'Industry'. Each section has a '+' icon to expand it.

Filters Clear

- Custom Lists +
- Past Lead and Account Activity +
- Geography +
- Relationship +
- Company +
- Industry +



The screenshot shows the LinkedIn Sales Navigator filters panel with expandable sections: 'Company headcount', 'Seniority level', 'Function', 'Title', and 'Tags'. Each section has a '+' icon to expand it. At the bottom, there's a 'View all filters' link.

- Company headcount +
- Seniority level +
- Function +
- Title +
- Tags +

View all filters

# Search Tools

The screenshot shows the UpLead search results for 'Hawkeye Precision, Inc.'. The interface includes a search bar, filters, and a list of results. The details for 'Hawkeye Precision, Inc.' are expanded, showing contact information, website, and a description.

COMPANY	INDUSTRY	SALES	PHONE	LOCATION	WEBSITE	CONTACTS AVAILABLE	ALIAS RANKING	ACTIONS
Hawkeye Precision, Inc.	Health Services, Medical Devices	Under \$1 Million	(855) 444-0241	Scottsdale, AZ	hawkeyeprecision.com	1	CNN &	
Neuson Engineering Co.	Material Handling, Material & Equipment	\$1 Million - \$10 Million	(855) 272-7174	Phoenix, AZ	neusoneengineering.com	1	CNN &	
Neo Concepts, Inc.	Health Services, Medical Devices	\$1 Million - \$10 Million	(855) 367-3624	Phoenix, AZ	neo-con.com	1	CNN &	
LRI International, Inc.	Transportation Equipment, Aviation & Aeronautics	\$10 Million - \$50 Million	(855) 344-0342	Scottsdale, AZ	lri.com	94	CNN &	
J.D. Machist, Inc.	Transportation Equipment, Aviation & Aeronautics	\$10 Million - \$50 Million	(855) 789-0700	Phoenix, AZ	jd-machist.com	2	CNN &	
Proquest Industries, Inc.	Manufacturing, Industrial & Equipment	\$10 Million - \$50 Million	(855) 789-0700	Phoenix, AZ	proquest.com	192	CNN &	
Optical Polymer Research, Inc.	Engineering, Accounting, Research, Analysis	\$10 Million - \$50 Million	(855) 789-0700	Mesa, AZ	optical.com	1	CNN &	

Details for Hawkeye Precision, Inc. (Expanded):

- Address: 10000 N. 19th Ave, Suite 100, Phoenix, AZ 85021
- Phone: (480) 528-6632
- Website: www.hawkeyeprecision.com
- Industry: Health Services, Medical Devices
- Type: Private
- Employees: 10 to 50

The screenshot shows a Google Maps search for 'Machine Shops' in the Phoenix area. The map displays several locations marked with red pins, including MetzFab Industries, Rugs Machine Shop Services, J.B.'s Precision, Powell Manufacturing & Engineering, and J.D. Baker Machinist. The search results list includes details for each shop, such as address, phone number, and website.

Search Results:

- MetzFab Industries** (3.0 stars)
  - Model Fabricator • 23012 N 10th Ave
  - Open until 5:00 PM • (602) 539-9391
  - Website | Directions
- Rugs Machine Shop Services** (3.5 stars)
  - Machine shop
  - Closing soon • 4:00 PM
  - (602) 790-5904
  - Website | Directions
- J.B.'s Precision**
  - Machine shop • 2320 W Parkside Ln
  - Closing soon • 4:30 PM
  - (602) 581-9088
  - Website | Directions
- Powell Manufacturing & Engineering** (5.0 stars)
  - Machine shop • 21030 N 27th Ave
  - Closed • Opens at 6:00 AM
  - (602) 780-4100
  - Website | Directions
- J.D. Baker Machinist** (4.2 stars)
  - Machine shop • 17816 N 25th Ave
  - (602) 992-9627
  - Directions

The screenshot shows the PMPA (Professional Machine Product Manufacturers Association) Membership Directory website. The header includes the PMPA logo and navigation links. The main content area features a search bar and a list of member organizations.

Website Header:

- My Profile | Join / Renew | Blog | Contact Us
- Tools You Can Use
- Search the site

Navigation Menu:

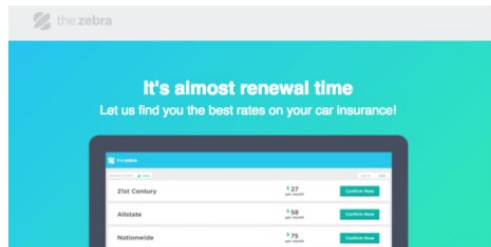
- About Us
- Membership
- Events
- News
- PMPA Community
- Knowledge & Tools
- Government Affairs
- Careers
- Email Lists
- Mastery Program

Content Area:

- Home / My Profile
- My Profile
- Privacy Policy
- Email Lists

- Membership Directories
- UpLead
- Google Maps

# 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%.

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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.

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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](mailto:hello@bufferapp.com) or Tweet us @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) & [saaslist.com](https://www.saaslist.com)
- Select [email campaign program](#)
- Follow the [CAN-SPAM Act](#)
- Adhere to [State Data & Privacy Protection Regulations](#)



# Questions & Answers