



**THE 2 SECRETS
YOU MUST
KNOW TO WIN
CHALLENGES
IN THIS PARTICULAR
MOMENT**

GET BACK TO MAKING MONEY

As Competitively As You Used To!

By Maurizio Porta

THE 2 SECRETS YOU MUST KNOW TO WIN CHALLENGES IN THIS PARTICULAR MOMENT



Currently I see a very positive period, not for everyone, but, on average speaking, I notice customers who are facing with great courage the challenges of the moment.

HERE ARE THE 2 SECRETS YOU MUST KNOW TO WIN!

1. STRATEGY
2. SCALABILITY OF BUSINESS

IF YOU ARE LIVING A COMPLICATED MOMENT, YOU HAVE A PROBLEM IN ONE OF THESE TWO AREAS

IF YOU WANT TO SOLVE YOUR PROBLEM

.... THEN FOLLOW ME, BECAUSE I KNOW HOW TO DO IT!

SECRET 1: STRATEGY

Nowadays your competitors can copy your product quickly. The secret is to structure your "added value" not in the product, but in the STRATEGY.

How did I come to this conclusion?

Because your STRATEGY, if well set up, is a war machine that can hardly be copied!

The product can be copied much more easily.

**IF YOU SET AN EFFECTIVE STRATEGY,
YOUR COMPETITORS WILL GO TO TILT!**

By visiting many companies, I notice a big difference in STRATEGIES: companies that have responded to

complaints by the market request to supply small/medium lots, others, on the contrary, have structured themselves with a very EFFECTIVE STRATEGY.

The latter have changed their business model, i.e. before they were oriented to respond to large lots through the use of Transfer machines.

IF YOU SET AN EFFECTIVE STRATEGY, YOUR COMPETITORS WILL GO TO TILT!

Now they have understood that responding to small/medium lots has become a way to get new customers hooked!

Once captured with small/medium batches, then, very cleverly, they also take them to buy larger batches.

As you can see the STRATEGY thus conceived is a programmed way to capture new customers and goes beyond the product itself.

In fact, your product becomes the STRATEGY, that is no longer what you do, but HOW YOU DO IT!

Nowadays you cannot contact the market thinking of selling your product (back-end) right away. You must have a product "magnet" (front-end) to attract to you customers, the front end product is NEVER the product with which you marginalize.

To make it simple it is as if you ask a girl:

"Can I talk to you two minutes to figure out if you want to marry me?"

Too direct!

As you know it starts from a chat, the exchange of phone numbers, messages in WhatsApp, then an aperitif with lots, lots of alcohol then try to ... no, no I'm joking ... then say a dinner and so on, until if you pass the various steps you get to the final goal that from the first day you had in mind: marriage (just to stay in the romantic concept ...)

If we leave the personal sphere and try to get into that of the business, for example, we see in the inkjet printer sector where the printer becomes a front-end product: it is not marginalized with that, in fact you buy it at € 39.90 while the product back-end are the ink refill cartridges at € 49.90 which are ordered constantly and over time.

Or, again, many telephone operators make you have a free loan phone (free) with a 36-month subscription plan, a front-end phone, a back-end subscription.

Having a front-end product to get to the back-end product is a strategy that, as you can see, goes beyond the product itself!

For this reason, very skilled companies (few) instead of complaining about the small/medium lots required by the market, have understood to turn this problem into an opportunity making it a front-end product.

These innovative companies have started to advertise their front end products, that is, the production of small/medium lots, a very counter intuitive move, at first sight a suicide, nobody wants the problems ...

In fact, the competition remained displaced, shortly after, when the new customer appreciated the front-end service of small/medium lots. Only afterwards has the continuation of this service been bound to the purchase of the large lots (back-end) that all the other competitors offered, in order to increase the market shares.

If these companies had immediately offered their back-end product, they would have had no chance to acquire the customer, but, thanks to the front-end product, they then came to sell the back-end.

Theoretically, by using industrial accounting well, you can get to the point of not marginalizing or even going into loss with the front-end product and then recovering with the back-end product.

Why did I tell you this story of business strategy?

First of all to give you a starting point and an incentive to change your business model. Only a few years ago it was not needed. Today you must have clear STRATEGIES to place your final product on the market.

I am sure that in the category in which you operate, there are many other companies like yours, so much so that you make a lot of efforts to point out to the end customer your strengths.

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Struggling to point out your differentiating point, the customer sees you and others at the same level and the logical thing is that for him (and you would do it too ...) for the same product the only available lever is the price ... and so here we fall into the price war, and we all know the relative negative consequences.

Being able to position yourself differently from your competition by having a strategy allows you to have an angle of attack that others do not have, so think of a front-end product to arrive only after the back-end product, you position differently and it allows you not to fall into the price war because you do not make yourself comparable to others.

We all do NOT want 3 things:

- 1) be compared with other competitors in our sector;
- 2) fall into the price war;
- 3) dealing with customers without money.

Secondly, if you are in the business of producing / designing parts using TRANSFER machines, the management of small/medium lots could be your NEW STRATEGY.

Third, the most IMPORTANT: you have to know that with the FLEXIBLE PRODUCTION method that aims to produce only the sold, without stock, without stress and for this with more cash on your current account, you can also marginalize with your front end product in managing the small and medium lots and send your competitors into total chaos!!

**THIS WORKS ONLY IF YOU ARE POSSIBLE TO CHANGE,
DO NOT SAY: WE HAVE ALWAYS DONE IT THIS WAY!**

The METHOD allows you to not only marginalize, which is very important in the company's income statement, but allows you to remain more liquid thanks to the flexibility and speed of retooling, so less stock and more Cash on the current account!

I have come to the conclusion that business profit is important but it is only theory, cash is reality!!

I know that many will not agree with my vision, but the bills, the investments you make them with the profit or cash on the current account?

Obviously we need to understand what cash we are talking about because if the cash you have is the result of bank loans only, obviously it is "bad" cash.

The biggest obstacle I often see is resistance to change. You want to get different results, without wanting to change anything.



But according to you ... if you continue to behave in the same way, how many chances will you get different results?

I know it ... I know it... I know it

ZERO!!

If you are interested in deepening this theme, get the book of over 220 pages that speaks of the FLEXIBLE PRODUCTION METHOD, where you will find testimonies of those who have already applied the method and are getting excellent results!



To get the book, visit:

www.flexibleproductionbook.com

**AND NOW WE PASS TO THE SECOND SECRET:
SCALABILITY OF BUSINESS**

Today I see companies very well positioned on the market but with a problem of SCALABILITY of the business.

What do I mean with a scalability problem??

The first step is to have an excellent product/service to sell on the market. This is normally never the problem, many, many companies have excellent products. This is why I hypothesize that you are already in this condition.

Clarified that you have an interesting product to propose the question that I invite you to do is:

Is my business scalable?

In general terms, a scalable business is its ability to grow quickly based on market demand.

In business, having clear scalable solutions, very often determines the success of a company.

Simplifying, the question you need to ask is:

"If the market requires 10, 100, 1000 times my product, can I provide such a request?"

Mainly this exercise brings to light the famous bottlenecks, i.e. areas, departments, suppliers, raw materials in which it is apparently impossible to churn out more, losing the

possibility of supplying the market and automatically letting others (competitors) do it.

Lately I have met companies that have identified areas of “bottleneck” and I have been called into question to provide solutions.

I’ll give you an immediate premise: these “bottlenecks” have emerged in companies using battery machining centers.

Yes, because the concept of scalability is too often thought upwards, in fact scalability must also be downward.

Everything works like the manual change of your car: a good race of Rally or Formula 1 needs a change that goes to the high gears, but at certain times also need the low gears.

The winner is the one who best uses the gearbox with both high and low gears!

Now let’s see how the FLEXIBLE PRODUCTION Method contains a new business model that can be scaled up and down.

SCALABLE TO THE HIGH:

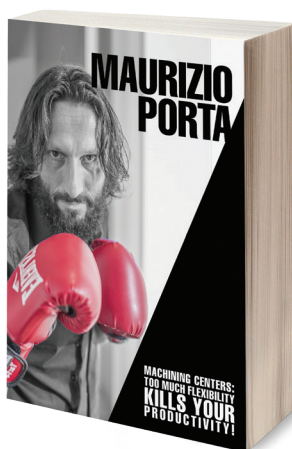
let us remember once again the definition of scalable:

“Its ability to grow or decrease quickly based on market demand”

The FLEXIBLE PRODUCTION Method is a method by which the upward scalability we find when we compare it with a battery of machining centers.

If you are also using batteries of machining centers ... then I have something interesting for you, because I know the 7 problems you find yourself in and how they hinder the scalability of your business!

If you want to find out everything quickly, get my new book:
MACHINING CENTERS: TOO MUCH FLEXIBILITY KILLS YOUR PRODUCTIVITY!



To get the book, visit:
www.maurizioporta.com

On the last page you will find the testimony of those who have already adopted this method!

In the book you will find how we aim to PRODUCE more and more EFFECTIVELY, to be more competitive.

Now, if you remember, in this article you read how the FLEXIBLE PRODUCTION Method IS USED BY SCALING DOWN in the opposite way of PRODUCTIVITY.

You will remember how the METHOD described the advantage of FLEXIBILITY which aimed to produce small/medium batches also marginalizing with the front-end product and allowing you to remain more profitable in your current accounts ...

In this case I was called by companies that use TRANSFER machines and had the problem of small/medium lots.

Conclusions:

The FLEXIBLE PRODUCTION Method is a scalable downward (book 1) and upward business model (book 2).

It is no coincidence that the METHOD baptized it with two words: the first, FLEXIBILITY, which in fact represents the possibility of scaling down the ranks of your company downwards, and the second word, PRODUCTION, which represents the opportunity to shift gears to take production speed!

Now I have given you all the elements to understand how to invest so that your business is scalable, reminding you that:

In business, having clear scalable solutions, very often determines the success of a company.

... and that CHANGE is the biggest obstacle that separates you from a new model of WINNING Business!

***Basically, addressing and managing
CHANGE is the key to WINNING!***

Now you have no more excuses, I put it in your corner, the choice is yours!

RESULTS not PRODUCTS...



Each of us sells a result.

Or rather, each of our customers buys only one thing from us: RESULTS!

If this is not clear to you, you risk losing the goal of your business and having the wrong view.

Consider my case, for example. Only when I understood that I had to go from selling the PRODUCT to selling the RESULT did things start to turn in the right direction.

Many people think that the success I'm getting is thanks to the product I offer, the MULTICENTER, but I'll tell you a secret: it's not like that ...

A lot of people congratulate with me for this beautiful INVENTION ... But nearly identical machines existed before the MULTICENTER (well, do not exaggerate 😊).

Actually, I did not invent anything because, even before the MULTICENTER, the customers were able to satisfy the necessary production, not as effectively, but still managed to do it somehow ...

I have decoded a hidden question that already existed before, so I argue that I did not invent anything, but this question was still met differently.

Sometimes, by adopting TRANSFER machines trying to introduce flexibility like revolver heads, rotary clamps, but still remaining a special Transfer machine and not flexible in the true sense of the word.

Other times, however, starting from machining centers in battery or twin-spindle centers in search of productivity, but still remaining unproductive and having very obvious limitations.

I presented myself to the market by offering a METHOD, not a machine tool, the FLEXIBLE PRODUCTION Method for which I published a book in 2015 that is now translated into 9 languages.

Since I showed up on the market to sell a RESULT everything has changed!

What result do I sell?

In reality, there are two fundamental results that you can get depending on which problem you have.

The FLEXIBLE PRODUCTION Method was born initially to solve the problems related to the production of small medium / lots that were harassing and still harassing the users of high production TRANSFER machines.

In fact, for this target of customers, the METHOD sells the following result:

PRODUCE WHAT YOU SELL, NO STOCK, NO STRESS, MORE CASH!

The first 50 copies of the book are free, to get the book visit:

www.flexibleproductionbook.com

What does this sentence mean?

There it is! It is the result!

It is not a product, a machine tool, but a RESULT!

In fact, if you analyze the sentence, it is very effective, it is a RESULT that all entrepreneurs DREAM to reach ...

Produce only the sold quantity, without stock, without stress and with more cash!

A dream!

But thanks to a machine that was designed to achieve this specific result, it is possible to achieve this dream!

Obviously I sell the MULTICENTER, but it is a consequence.

The FLEXIBLE PRODUCTION METHOD can also be used to reach a second RESULT.

There are customers who do not have the problem of small / medium batches of production, but on the contrary have the problem of wanting to produce more quantities at

lower cost.

In this case the METHOD sells the result:

QUADRUPLICATE YOUR PRODUCTION, WITH LESS SPACE, LESS ENERGY AND LESS PERSONAL!

The first 50 books are free, visit:

www.maurizioporta.com

As you can see I still talk about RESULTS, not about machines or products.

So, for this second customer target, I published a brand new book dedicated to companies that use machining centers in battery to increase productivity.

Thanks to this METHOD today you can reach a RESULT much better than the one you use in production, i.e. single-spindle or twin-spindle machining centers.

Whether you are a user of Transfer machines with the problem of small / medium batches or a user of machining centers in battery with the problem of increasing production, the METHOD offers you a business model different from the one you are used to.

Changing your company's business model leads you to get different RESULTS.

***Here is the secret of success!
Do not sell PRODUCTS, sell RESULTS!***

www.flexibleproduction.com

Testimony of a customer who applied the method Flexible Production



BOEME SRL

HERE WHAT THE MULTICENTER SOLVED!

Below are the three questions that I asked one of my customers who uses the MULTICENTER.

Incidentally, let's give real names and surnames, because there are too many endorsements that praise certain products that are entirely made up. The funny thing is that it is never possible to verify them, and this aspect, which is the result of science-fiction marketing, upsets me a great deal!

Why? Well... Because there is no signature at the bottom of these endorsements; no one knows who this super satisfied customer is and, because of privacy laws, you are not allowed to know... This is a typical gimmick!

SO, WHAT DID I DO?

I simply asked my 3 questions and then asked for permission to publish the answers as an endorsement (in compliance with privacy laws) with all the necessary references so that anyone, even you, can contact the person/company in question and verify the truth of what is being reported!

Here are my three questions and the respective answers, verbatim:

1. What kind of problems were you experiencing before buying the multicenter?

I made the right choice when I bought the MULTICENTER since (even if I do not have other machines similar to yours) I found the right compromise between "PRODUCTIVITY" and "FLEXIBILITY". We have different parts that are machined on your machine with batches which sometimes are small (500/1.000 parts) and sometimes are bigger (15.000/20.000). Before these parts were produced by single machining centers or by twin spindle lathe.

2. How did you solve this problem thanks to the multicenter?

We found out that the tooling times of the MULTICENTER are similar to the previous machines but the productivity is immediately FIVE TIMES BETTER than the previous one (from annual statement). Before we had a twin spindle center and two centers dedicated to the production of those parts and often we made them produce outside. Now the MULTICENTER is enough and we still have a good safety margin.

3. What positive results have you achieved by using the multicenter?

We appreciate your fixture design and your project allowed to realize the part clamping in an extremely functional and performable way.

Do not hesitate to contact us if you have potential customers interested in purchasing the MULTICENTER.

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