

New Resource for Mid Size B2B Manufacturing Companies on Manufacturing Day 2014

Consilium Global Business Advisors announces the launch of its simplified website with resources for market development strategy



BOSTON, MA, USA, October 2, 2014 /EINPresswire.com/ -- Manufacturing Day provides the opportunity to celebrate the great successes of innovative American manufacturers and rededicate ourselves to the collective work of further improvement in the competitiveness and quality of "Made in USA" products.

To that end Consilium Global Business Advisors (www.ConsiliumGlobalBusinessAdvisors.com) has introduced a simplified, redesigned mobile friendly responsive website to provide [business development consulting](#) resources to B2B manufacturing companies. Consilium's commentary offers a regular flow of articles and opinion pieces on how b2b manufacturing companies can apply process excellence to all stages of business development – just as they have successfully done to operations.

"There's a remarkable dissonance between the way companies rigorously manage operations vs. the casual approach to revenue growth," comments Ed Marsh, Consilium founder.

"Manufacturing is optimized with LEAN initiatives and other methods while business development is still executed using outdated approaches without a sound [market development strategy](#)."

"Every day I speak with companies who scoff at buying from cold calls...and yet rely on them for sales. We believe that the next breakthrough for manufacturers will come when they evolve their entire business development function to help today's business buyers buy the way they want to."

Consilium's relaunched site provides specific perspectives to CEOs & presidents of mid-size manufacturing companies in industrial and security/defense fields, and to leadership of B2B trade associations and B2B trade publishers. It features best practices of [B2B internet marketing](#) and outlines Consilium's recommended growth strategies for mid-size manufacturers.

On Manufacturing Day '14 Consilium joins America's manufacturers in celebrating the

resurgence and competitiveness of our industrial manufacturing base.

About Consilium Global Business Advisors: Consilium assists American manufacturers in applying process excellence to their business development. In other words we help lean, well managed companies with rock solid bottom lines effectively and consistently grow their top lines to match. We work primarily with mid size industrial manufacturing companies, guiding them through a journey of designing and executing business grade B2B inbound marketing and focused, profitable global market expansion.

Press release courtesy of Online PR Media: <http://bit.ly/1mV6cl8>

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