



Larry Jacobs, Director of Marketing and Sales, Hayward Tyler

Story

Although Hayward Tyler was already a seasoned exporter with offices abroad, they wanted to increase their exports in emerging markets. According to Larry Jacobs, Director, Sales & Marketing at Hayward Tyler, they wanted to "...do a better job of growing markets where they had a presence." Hayward Tyler (HT) is a manufacturer of high-performance electric pumps and motors for extreme operating applications. With an interest of improving their market presence in China and Mexico in particular, this seasoned manufacturer took advantage of ExporTech's training program to hone their strategy in those markets.

Wow Discovery

"Even if you are already exporting, there is much to be learned by bringing together such a diverse body of knowledge."

Key for HT was learning more about various foreign partner agreements and the different approaches taken with foreign representatives. ExporTech's 'think-tank' style allowed them to learn about various marketing strategies from expert speakers, as well as hear actual experiences from fellow exporters and their lessons learned. This forum approach allowed HT to re-examine their methodology and decipher their own unique solutions for their situation. Across industries and country practices there are a vast variety of needs or barriers and HT was well aware there is no "one-size fits all" strategy. Sharing common problems, however, provides inspiration to formulate new solutions.

Also advantageous, was the terrific networking opportunity. HT established contacts with Susan Murray, Director, Export Assistance Center, Department of Commerce, who provided marketing research for China, and Michael Stone, of Stone & Associates who provided pertinent information on partnering.

Aspect Most Helpful

Most useful for HT was the module on marketing, as it required them to identify and agree on their product's differentiators, as well as hone in on the technique to capitalize on them. With this, HT could go forward in one, unified direction.

Tangible impact

As a result of attending, HT re-examined its partnership with their Mexican representative and determined they could also utilize on their capabilities as a machined-product supplier. This move not only strengthened the relationship, but cut costs considerably and shortened cycle time. It proved extremely beneficial, as this allowed them to successfully bid two, large deals for which they would not have otherwise qualified. It was a win for all parties.

In China, given what they had learned about intellectual property, cultural differences and understanding their target audience, it was clear that their partnership would allow the local office to manage more details, permitting HT management to focus on other matters.

What would you tell others?

"I went back and looked at the application I filled out for ExporTech and I had stated our sales goal for the year we just finished was \$30M with international sales 20% of that. Our fiscal year that we just completed March 31, 2016 had results of \$30.4M in sales and 23% international. ExporTech was helpful in getting us focused on one market as opposed to trying to attack too many at one time. It was also helpful in understanding how to structure foreign partner agreements. The connections we made at ExporTech were also invaluable."

After ExporTech

HT attended two trade shows in China. Though they were already scheduled, the market information gained from Susan Murry at the DOC validated their plan and provided valuable advice on other events to attend in China.

What's next?

HT is going confidently forward into new business development with India and China with better insight. As a result, two new business development specialists were added to focus on those responsibilities.