

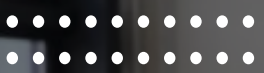
March 15, 2023

Welcome

Growth Strategies

Terry Kerscher
Business Development Leader

WIPFLI



Agenda

- New Realities of the Buying Process
- Explosion of Digital Exhaust
- How to Find Buyers
- Engaging with those Buyers



The way we use to sell!

Sales Pipeline Stages →



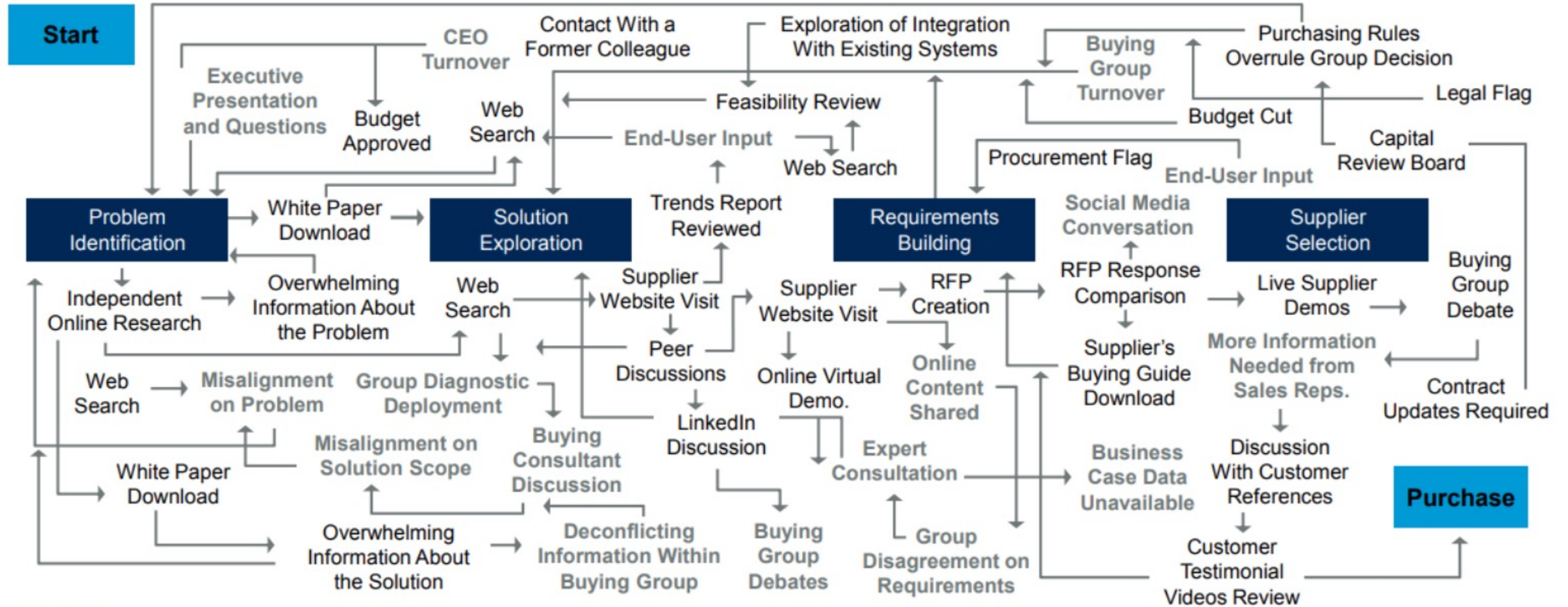
Buyer Journey Shifts...

- No longer linear
- Buying Teams have grown from 3 to 6 people to 8 to 11
- Each member is bringing 4 to 5 Content Resources to the Committee
- Can result in 30 to 50 resources that need to be merged into a single point of truth
- More turnover → larger teams → more backtracking
- Lengthened Buy Cycles



Spaghetti Bowl Buying

Illustrative B2B Buying Journey



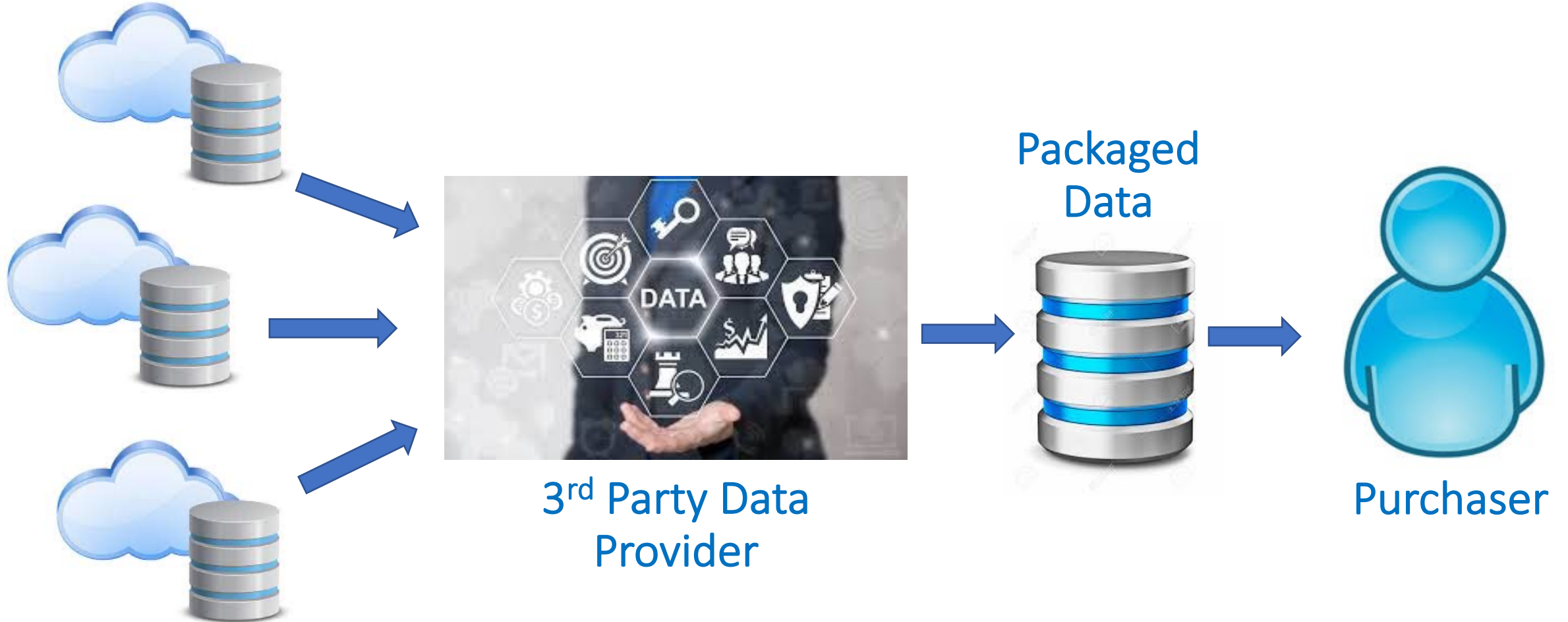
Source: Gartner

Explosion of Digital Exhaust

Every piece of Content Consumed leaves Fingerprints



3rd Party Data Providers



Finding Buyers: Buyer Intent

bombora



zoominfo



Demandbase™

LinkedIn
SALES NAVIGATOR

Bombora pioneered B2B intent and Company Surge® leads the now \$1B industry

Bombora data is gathered from our proprietary co-op of B2B research centers



Aggregated to enable unique perspective at unparalleled global scale

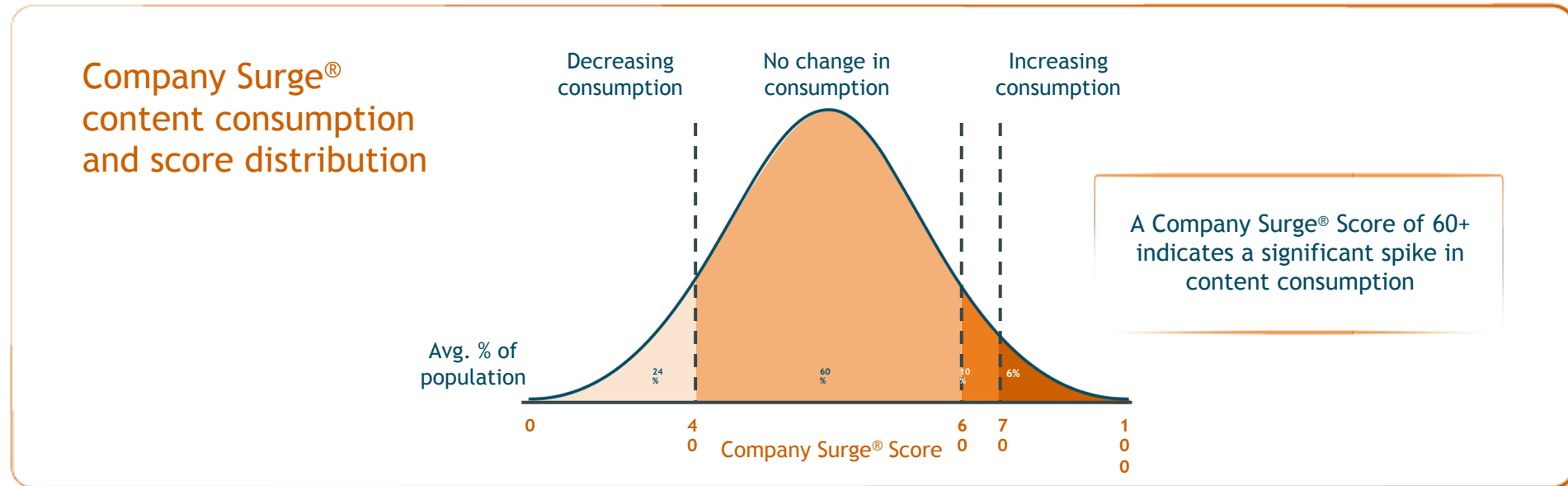


And distilled into two Bombora data products which align sales with marketing



*Figures for Q1 2020 (average of monthly figures from January to March)

A Company Surge[®] Score represents the intensity of research spikes compared to the normal behavior of a business and a topic



Features used to identify interest in a topic over a 12-week baseline



of topic events

The number of interactions between a company and a topic



of unique users

The number of people researching a topic from a company



Topic relevancy weight

The relevancy of the content to the topic (i.e. is the topic the focus or simply mentioned)



Content engagement

The depth of engagement of the interaction (e.g. scroll velocity, dwell time, etc.)

[< Company Surge[®] Reports](#)

✎ Manufacturing - Finance

[Add Label](#)[Estimate Interested Companies](#)Autogenerate: **None** ▾[Generate Report](#)

1 Choose Target Accounts

[Provide my own market](#)[Use Bombora's Database](#)

Industry (18 Selected)

The industry of your target audience.

manuf



- Manufacturing
- Manufacturing > Aerospace & Defense
- Manufacturing > Automobile
- Manufacturing > Boats & Marine
- Manufacturing > Building Materials
- Manufacturing > Chemicals & Gases
- Manufacturing > Computer Equipment
- Manufacturing > Consumer Goods

Company Size (4 Selected)

Select Company Sizes to be included in report.

- Micro (1 - 9 Employees)
- Small (10 - 49 Employees)
- Medium-Small (50 - 199 Employees)
- Medium (200 - 499 Employees)
- Medium-Large (500 - 999 Employees)
- Large (1,000 - 4,999 Employees)

Company Revenue (0 Selected)

Select Company Revenue ranges to be included in report.

- Micro (<\$1MM)

2 Select Intent Topics

Single Topics

Topic Clusters

Generate Topics

Let Bombora generate a list of topics for you.



Topics (Select up to 100000)

To be monitored for increased interest.

Cyber



Filter Topics By Theme



Filter Topics By Category



Cyber Crime Investigation



Cyber Insurance Risk Management



Cyber Liability Insurance



Cyber Maturity Model Certification (CMMC)



Upload PDF

Selected Topics (7 Selected)



View your selected Topics below. Click to remove from targeting.

Financial Systems



Big Data Analytics



Information Technology



Disaster Recovery



Double Taxation



Digital Transformation



Manufacturing - Finance

[View Report Settings](#)

Autogenerate: **None** ▾

96

Interested Companies

[Download Company Surge® Report](#)

Company Surge® Overview



10 Accounts
90+ Company Surge®
Score

66 Accounts
75+ Company Surge®
Score

96 Accounts
70+ Company Surge®
Score



Business Transition
Most popular topic

Target Accounts ⓘ

Search by Domain

Domain	Company Surge® Score ▾	Topics of Interest
authentix.com	97	1
nueske.com	95	1

Target Accounts ▶

Intent 20 topics selected ▶

Geography ▶

Output Information ▶

Report Details ▶

Embedded Intelligence

WIPFLI Sales Hub

Search

Refresh Save Save & Close New Follow Add to Marketing List Connect Run Report Deactivate Check Access Share

ME Mayville Engineering Co Inc - Saved
Account · Account (Sales UCI)

Mfg. Retail Distribution Milwaukee WI Milwaukee, WI (34)

Industry Market Office

Summary Contacts Leads Opportunities Activities Sales Nav Demandbase Account Plans Job Summaries Predictive Offers Marketing Insights Documents Map

MEC **Mayville Engineering Company, Inc.**
Public (NYSE:MEC) | Global Parent
Automobile Parts Manufacturing

Update CRM Wrong Info? Download PDF Follow

538 Contacts in this record

327 Intent Surges in the last week

6 Company News in the last 15 days

21 Similar Companies

622 family tree contacts

No Connections

Mayville Engineering Company, Inc. is a manufacturer of broad range of prototyping and tooling, production fabrication, coating, assembly, and aftermarket components. The Company focuses on producing metal components that are used in a range of heavy- and medium-duty commercial vehicles, construction, and access equipment, powersports, agricultural, military, and other products. It operates in diverse end markets, including heavy- and medium-duty commercial vehicles, construction & access equipment, powersports, agriculture, military and other end markets. The Company's capabilities include metal fabrication, metal stamping, tube bending and forming, robotic part forming, robotic welding, resistance welding, five-axis tube and fiber laser cutting and custom coatings, including high heat and chemical agent resistant coating (CARC) painting, are used in a variety of application. The Company is a supplier of engineered components to original equipment manufacturer (OEM) customers.

Overview

Industry: \$523.84 M (TTM, FYE: December)

Financials: 2,200

Family Tree: +1 920 387 4500

Similar Companies: 715 South St, Mayville, WI 53050-1810, United States

Tech Profile: https://www.mecinc.com/

21

InsideView ID: 19708

EFX ID: 006828463

Sources:

Top Job Functions

- Quality Assurance (44)
- Manufacturing (43)
- Information Technology (39)
- Purchasing and Procurement (37)
- Administration (36)

Tax Preparation (90) **Discount Strategy (87)**

Double Taxation (84) **Succession Planning (82)**

Mayville Engineering Company, Inc. (NYSE:MEC) Q4 2022 Earnings Call Transcript
InsiderMonkey.com | Mar 6, 2023, 8:08:46 PM PST

2 Real Estate: Construction

Form DEF 14A Mayville Engineering For: Apr 18
Street Insider | Mar 6, 2023, 6:33:47 AM PST

5 Company Presentation

Accounts

Contacts

Leads

Opportunities

Offers

Insights News

Campaigns

Topics Researched by Company

The screenshot displays a CRM interface for 'Mayville Engineering Co Inc'. The top navigation bar includes 'WIPFLI Sales Hub', a search bar, and utility icons. Below the navigation bar, the account name 'Mayville Engineering Co Inc' is shown, along with industry 'Mfg. Retail Distribution', market 'Milwaukee WI', and office 'Milwaukee, WI (34)'. A secondary navigation bar lists various account views, with 'Demandbase' selected. The main content area features a 'Demandbase ENTERPRISE' header and a table of intent topics. The table has three columns: 'Intent Topic', 'Score', and 'Trend'. The 'Trend' column uses green circles for positive changes and red circles for negative changes. A search bar for 'Search Intent' is located at the top right of the table area.

Intent

327 Intent Surges in the last week

Intent Topic	Score	Trend
Tax Preparation	90	↑ 20
Discount Strategy	87	↑ 17
Double Taxation	84	↑ 14
Succession Planning	82	↑ 12
Organizational Change Management	79	↑ 9
Digital Magazines	77	↓ -2
Desktop Computer	75	↓ -4
Brand Strategy	75	↑ 5
Property Tax	75	↑ 5
Employer Tax	73	↓ -7
Tax Year	73	↑ 3

Parent Accounts and Subsidiaries

The screenshot displays the WIPFLI Sales Hub interface. At the top, there is a blue header with the WIPFLI logo, 'Sales Hub', and a search bar. Below the header is a navigation bar with various actions like Refresh, Save, and Add to Marketing List. The main content area shows the account 'Mayville Engineering Co Inc' with a 'Family Tree' view. The Family Tree view includes a search bar, a 'Select All' checkbox, and a list of companies with their details and acquisition status.

WIPFLI Sales Hub

Search

Refresh Save Save & Close New Follow Add to Marketing List Connect Run Report Deactivate Check Access Share

ME **Mayville Engineering Co Inc** - Saved
Account · Account (Sales UCI)

Mfg. Retail Distribution Industry Milwaukee WI Market Milwaukee, WI (34) Office

Summary Contacts Leads Opportunities Activities Sales Nav **Demandbase** Account Plans Job Summaries Predictive Offers Marketing Insights Documents Map

D Demandbase. ENTERPRISE

Family Tree

15 Companies

Company Location

Geography

- All (8)
- North America (8)
- Asia (1)

Employee Count

Revenue

- All (1)
- < 1 M (1)
- 1 M to < 5 M (0)
- 5 M to < 50 M (2)
- 50 M to < 100 M (0)
- 100 M to < 1000 M (2)
- >= 1000 M (0)
- Unavailable (4)

Search Family Tree

Select All

- Mayville Engineering Company, Inc.**
Mayville, WI, United States 21
- Apex Clay Traps Corp.** Acquired
Smithville, MO, United States
- Center Manufacturing, Inc.** Acquired
Byron Center, MI, United States
- Steel Products Group** Acquired
Walled Lake, MI, United States
- Van Products, Inc.** Acquired
Raleigh, NC, United States
- Cummins Filtration Facility in Wautoma** Acquired
Wautoma, WI, United States
- Defiance Metal Products Inc.**

Finding Contacts

The screenshot displays the WIPFLI Sales Hub interface. At the top, the header includes the WIPFLI logo, 'Sales Hub', a search bar, and utility icons. Below the header is a toolbar with actions like Refresh, Save, Save & Close, New, Follow, Add to Marketing List, Connect, Run Report, Deactivate, Check Access, and Share. The main content area is for 'Mayville Engineering Co Inc - Saved' (Account · Account (Sales UCI)). It features a navigation menu with options like Summary, Contacts, Leads, Opportunities, Activities, Sales Nav, Demandbase (selected), Account Plans, Job Summaries, Predictive Offers, Marketing Insights, Documents, and Map. The 'Demandbase' section shows a search for 'John VP Marketing' with filters for 'Current (31)' and 'Former (22)'. A list of contacts is displayed, including Todd M. Butz (Chief Financial Officer), Jag Reddy (President, Chief Executive Officer and Director), Jagadeesh Reddy (President, Chief Executive Officer, Director), Jagadeesh A. Reddy (President, CEO & Director), Caitlyn Irwin (Partner, Group Director, Search and Social), and Sean P. Leuba (Senior VP of Corporate Development & General Counsel). A detailed profile for Todd M. Butz is shown on the right, including his contact information, location, and a bio.

WIPFLI Sales Hub

Search

Refresh Save Save & Close New Follow Add to Marketing List Connect Run Report Deactivate Check Access Share

ME **Mayville Engineering Co Inc** - Saved
Account · Account (Sales UCI)

Mfg. Retail Distribution Industry Milwaukee WI Market Milwaukee, WI (34) Office

Summary Contacts Leads Opportunities Activities Sales Nav **Demandbase** Account Plans Job Summaries Predictive Offers Marketing Insights Documents Map

D Search (e.g. John VP Marketing)

+ Add Family Tree Nodes

Job Function

- All
- Quality Assurance (1)
- Manufacturing (0)
- Information Technology (3)
- Purchasing and Procure... (3)
- Accounting and Finance (4)
- Administration (0)
- Operations (7)

View More

Job Level

- All
- Manager (64)
- Director (21)
- Board Member (10)
- Vice President (7)
- C Level (4)
- Senior Executive (3)
- Others (337)

Contact Location

Current (31) Former (22)

Todd M. Butz
Chief Financial Officer
Mayville, WI, United States
Mayville Engineering Company, Inc.

Jag Reddy
President, Chief Executive Officer and Director
Bethesda, MD, United States
Mayville Engineering Company, Inc.

Jagadeesh Reddy
President, Chief Executive Officer, Director
Mayville, WI, United States
Mayville Engineering Company, Inc.

Jagadeesh A. Reddy
President, CEO & Director
Mayville, WI, United States
Mayville Engineering Company, Inc.

Caitlyn Irwin
Partner, Group Director, Search and Social
Mayville, WI, United States
Mayville Engineering Company, Inc.

Sean P. Leuba
Senior VP of Corporate Development & General Counsel
Mayville, WI, United States

Demandbase. ENTERPRISE

Todd M. Butz
Chief Financial Officer
Mayville Engineering Company, Inc.
(Dec 31, 2013 - Present)

todd.butz@mecinc.com
+1 920 387 6049
+1 920 387 4500
Mayville, WI, United States
View Profile
Search Google
52
410,000
InsideView ID: 17215161
Sources: Mr. Todd M. Butz serves as Chief Financial Officer of the Company. Mr. Butz also serves on the Board of Trustees for Marian University. Prior to joining our company, Mr. Butz spent time in various roles including Manager of Worldwide Financial Reporting at Mercury Marine, a subsidiary of the Brunswick Corporation, and Audit Supervisor at Schenck Business Solutions. now Clifton

Market Intelligence

bombora Company Surge® Analytics Audience Solutions Measurement **Insights** Integrations Account: Bombora

Bombora | Market Insights | Intent Trends

Date * Taxonomy * Theme Category Topic Business Domain Company Size Industry Company Revenue Country Company Surge® Score 100

Topics Spiking in Interest

Top Topic Categories

Topic Category	Spiking Businesses (weekly avg.)	Research Spikes
Other	439,161	15,303,952
Security	364,750	19,798,358
Gaming	312,705	9,463,022
Business Solutions	292,555	11,172,816
Hardware	263,879	10,765,725
Software Engineering	258,809	10,549,169
Product Development & QA	252,958	5,151,756
IT Management	238,956	7,399,678
Web	230,217	6,788,075
Emerging Tech	184,375	5,183,034
Data Management	170,668	6,062,278
Networking	161,264	8,494,096
Document Management	149,903	3,449,167
Cloud	145,126	5,204,218

Top Topics

Topic Name	Spiking Businesses (weekly avg.)	Research Spikes
Search Results Page Design	120,673	1,424,991
Game Makers	112,223	1,356,244
Gaming Solutions	98,247	1,173,450
Research and Development / Test	91,278	1,105,543
Trackers	87,881	1,054,773
Smartphone and Tablet Games	87,710	1,046,704
Cultivate	84,144	1,009,671
Technology Research	80,363	964,380
Drones	76,693	930,130
Workbook	75,140	901,575
Cloud Gaming	74,108	886,455
PC Games	71,555	855,828
Unreal Engine	67,272	471,439
Row-Based Cooling	63,229	756,608

Intent by Company Size

Company Size	Spiking Businesses (weekly avg.)	Percent of Total
Micro (1 - 9 Employees)	189,848	23.8%
Small (10 - 49 Employees)	326,034	40.9%
Medium-Small (50 - 199 Employees)	153,791	19.3%
Medium (200 - 499 Employees)	53,287	6.7%
Medium-Large (500 - 999 Employees)	24,748	3.1%
Large (1,000 - 4,999 Employees)	27,184	3.4%
XLarge (5,000 - 10,000 Employees)	6,447	0.8%
XXLarge (10,000+ Employees)	8,461	1.1%

Intent by Industry

Industry	Spiking Businesses (weekly avg.)	Percent of Total
Business Services	89,330	11.2%
Manufacturing	73,772	9.2%
Healthcare	68,995	8.6%
Retail	65,187	8.2%
Construction	58,824	7.4%
Software	57,582	7.2%
Education	39,604	5.0%
Real Estate	37,969	4.8%
Finance	36,724	4.6%
Non-Profit	36,709	4.6%
Cultural	30,266	3.8%

Trending Topics

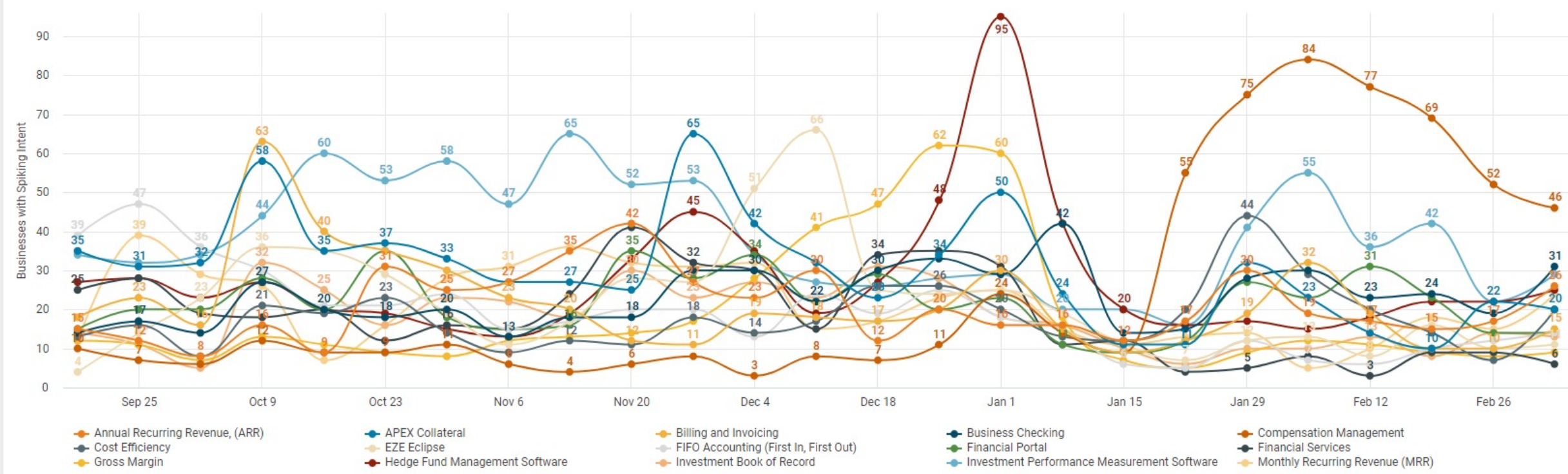
Market Insights | Intent Trends

just now ↻ ⋮

Date * Taxonomy * Theme Category Topic Target Account List Business Domain Company Size

Industry Company Revenue Score Type * Region Geo Company Surge® Score 100 Topics Spiking in Interest

Top Topics Spiking Over Time



Finding Relationships

Contact: Sales Insights ▾
Alex Wu
Read only

Summary ...

Good relationship and Steady

Who Knows Whom

Alicia Thomber
Strong Connection Strength
aliciac@contoso.com

The screenshot displays a mobile application interface for contact management. At the top, it shows the contact name 'Alex Wu' and a 'Read only' status. Below this is a 'Summary' section with a green icon and the text 'Good relationship and Steady'. The main section is titled 'Who Knows Whom' and features a network diagram with six circular profile pictures connected by lines. The central node is Alex Wu, who is highlighted with a green border. He is connected to five other contacts: a woman with glasses, a woman with dark hair, a man with a beard, a woman with dark hair, and a man with white hair. At the bottom, a card for 'Alicia Thomber' is visible, showing a 'Strong Connection Strength' and the email address 'aliciac@contoso.com'. The interface includes a navigation bar at the bottom with icons for back, home, search, and other functions.

Finding Relationships

WIPFLI | Sales Hub

Search

Refresh Save Save & Close New Follow Add to Marketing List Connect Run Report Deactivate Check Access Process Follow Share

ME Mayville Engineering Co Inc - Saved
Account · Account (Sales UCI)





Mfg. Retail Distribution Industry | Milwaukee WI Market | Milwaukee, WI (34) Office

Summary Contacts Leads Opportunities Activities Sales Nav Demandbase Account Plans Job Summaries Predictive Offers Marketing Insights Documents Map Additional Information

LinkedIn Account Profile

MEC (Mayville Engineering Company, Inc.)
Industrial Machinery Manufacturing
1001-5000 employees · Mayville, Wisconsin, United States
See all 674 employees on LinkedIn →
Save in Sales Navigator

Not the right company? Matched ⓘ

Connections	Recommended Leads	News
 Jag Reddy · 2nd President, Chief Executive Officer a... Greater Milwaukee Save in Sales Navigator	 Jennie Kent · 2nd Board Member/Compensation Co... Milwaukee, Wisconsin, United States Save in Sales Navigator	
 Kevin Stokstad · 2nd Vice President of Commercial Oper... Stoughton, Wisconsin, United States Save in Sales Navigator	 Jeff Jervis · 2nd Business Applications Developmen... Amelia, Ohio, United States Save in Sales Navigator	

Help Privacy & Terms ^

LinkedIn Member Profile

Todd Butz 2nd
Chief Financial Officer
Mayville, Wisconsin, United States
824 connections
7 shared connections

Current
Chief Financial Officer at Mayville Engineering Company, Inc.
14 yrs 11 mos

Previously
Finance Manager at Mercury Marine

Education
Oklahoma State University · 2008–2009
Save in Sales Navigator

Not the right person? Matched ⓘ

Help Privacy & Terms ^

Relationship Strength

GC Gabriela Christiansen - Saved
Lead · Sales Insights

Trade Show Lead Source | Warm Rating | New Status | **Kenny Smith** Owner

Lead to Opportunity Sal... Active for 7 months | Qualify (7 Mo) | Develop | Propose | Close

Summary | Relationship Analytics | Details | Related

CONTACT

Topic	* 5 Café Grande Espresso Machines ...
First Name	+ Gabriela
Last Name	* Christiansen
Job Title	Purchasing Manager
Business Phone	930-555-0168
Mobile Phone	930-555-0169
Email	gabriela@adatum.com

COMPANY

Company	+ A. Datum Corporation
Website	http://www.adatum.com/
Street 1	2345 Birchwood Dr

Timeline

- Search timeline
- Enter a note...
- Subject Follow-up call
Due: 1/25/2022 9:30 AM
[Discuss budget, needs and timeline](#)
Modified By: Kenny Smith
Closed
- Subject Qualification call
Due: 1/8/2022 4:02 AM
[Share details on our new line of Airpot machines](#)
Modified By: Kenny Smith
Closed
- Auto-post on Gabriela Christiansen
Kenny Smith1 created Gabriela Christiansen
1/11/2022 9:03 PM

Who Knows Whom

- Alan Steiner
alans@contoso.com
[Get Introduced](#)
- Allie Bellew
allieb@contoso.com
[Get Introduced](#)
- Diane Prescott
dianep@contoso.com
[Get Introduced](#)

Lead score ⓘ ...

84 Grade A
Improving

- ▲ Purchase timeframe is this quarter ⓘ
- ▲ Decision maker identified ⓘ
- ▲ Annual revenue is above average ⓘ

[Details](#)

Sidebar: Home, Recent, Pinned, Performance, Forecasts, Forecast configur..., Goals, My Work, Sales accelerator, Dashboards, Activities, Deal manager (pr...), Auto capture (preview), Activity suggestio..., Contact suggestio..., Customers, Accounts, Contacts, Sales, Leads

Conversation Intelligence

The screenshot displays the Dynamics 365 Sales Insights interface. At the top, there is a search bar with the text "Search for keywords, competitors, brands, tags, and more". The main header shows "Dynamics 365 Sales Insights" and a user profile "SP".

The interface is divided into several sections:

- Left Sidebar:** Contains navigation options: Home, Team Overview, Seller Details, and System Monitoring.
- Header:** Shows "Follow Up" with a timestamp "Jan 4, 2021 10:06 AM | 1m 8s".
- Overview/Action items:** Displays a "New task suggestion" for Sara Perez with the subject "...I'll call you back in a couple of weeks goodbye." and the owner Sara Perez. It includes fields for "Subject" and "owner", and buttons for "Create" and "Delete".
- Transcript:** Shows a list of messages from a customer and Sara Perez. The messages are:
 - 00:46 Customer: "We might be interested in CRM products."
 - 00:50 Customer: "I'm only working on sales reporting metrics at this time."
 - 00:53 Sara Perez: "OK, well what problems are you encountering with sales reporting?"
 - 00:58 Customer: "Can you call me again in two weeks, I'm going on vacation tomorrow."
 - 01:01 Sara Perez: "OK, I'll call you back in a couple of weeks goodbye."
 - 01:05 Customer: "Bye. thanks!"
- Timeline:** A visual representation of the conversation flow with segments for "Greetings and introduction", "Pricing", and "Closing". It includes a sentiment analysis bar at the bottom with a legend for Negative (red), Neutral (grey), and Positive (teal). The timeline shows sentiment changes over time, with a "Closing" segment highlighted at 01:01.

WHAT'S NEXT?

- Marketing & Sales tightly integrated
- Artificial Intelligence embedded in everything
- Generative AI (chatGPT) automates low end tasks
- 3rd Party Intelligence readily available to all
- Platforms stitch together intelligence

Additional Resources

- [Adaptive Selling / Relationship Intelligence](#)
- [Salesforce Einstein GPT Intro](#) [*Bloomberg Update*](#)
- [Bombora Buyer Intent](#)
- [ChatGPT](#)
- [Satya Nadella, Microsoft take on Open AI](#)