



MPE
Quality, Reliability, Performance

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Paul Currie, Sales & Marketing Director of MPE, presents the company's 2016 Top Distributor award to Technical Sales Solutions (TSS): from the left, Tom Griffin, Chief Financial Officer of TSS, Paul Currie & Terry Murch, President of TSS



The Technical Sales Solutions (TSS) team with MPE during a visit in late 2016: from the left, Terry Murch and Tom Griffin of TSS, Paul Currie & David Seabury of MPE

Breaking the US code with Technical Sales Solutions (TSS)

Many British brands have been unsuccessful in cracking the US market – notably Oasis, Marks & Spencer, Robbie Williams and most recently Tesco. However, the list of British names successfully exported to the USA is equally long, from David Beckham, Piers Morgan and Ricky Gervais to Pret-a-Manager, The Beatles and Downton Abbey. So might MPE now be added to this list?

The lure of the USA is indisputable . . . a common culture and language and an uncommonly large target audience all mean that, with a quality product, the reward for getting things right can be great. And without question MPE has a quality product range.

However, even with a quality product and the many common factors linking us, there are still significant obstacles to overcome, not least the little bit of water between the two countries. Looking back at the list of successful exports to the USA, great representation in the USA has always been the vital ingredient for successfully exporting to that market.

MPE has a history with Technical Sales Solutions (TSS) spanning ten years and, more recently, over the past five years, MPE and TSS have focussed their combined efforts on the US defense sector and the HEMP threat and requirements within that area.

TSS has been instrumental in overcoming many barriers to US market entry and has worked very closely with MPE in order to reach the right target audience. In the early stages, progress was steady but slow, while MPE established a track record first on US funded / owned projects. Subsequently MPE built upon this established track record with some high-profile applications and projects within the USA. MPE's year-on-year sales into the USA have grown, and with an effective strategy and focussed efforts, sales have grown significantly in the last two years.

This substantial rise saw the USA become MPE's single biggest export territory last year and culminated in TSS being honoured with MPE's Top Distributor award for 2016. The award was presented to Terry Murch, President of TSS, by MPE's Sales & Marketing Director, Paul Currie, during a visit to the USA in late April.

On the same visit, MPE and TSS also delivered a keynote address at an event organised by InfraGard in New England, and later on MPE welcomed a delegation from the US Department of Defense to Liverpool.

Paul Currie commented on the Top Distributor award: "You couldn't say that MPE has been an overnight success in the USA, but then very few organisations are. The key to the volume of exports which MPE is now seeing has been the setting of clear goals, sticking to a well-defined strategy and working closely with TSS. There are still tasks to complete and more rewards to be reaped from the USA, and our expectation is that 2017 will be an even better year than the last."

