



Miller
INDUSTRIAL

BRINGING NEW MEANING TO THE WORD, SATISFACTORY

As a popular maintenance, repair, and operations product supplier, Miller Industrial has served the manufacturing, skilled trades, and municipal departments in the Chicago area for almost a century. After three generations of family ownership, Peter Jackson was recently welcomed as the company's new owner. Jackson started with the company with the intention of bringing his entrepreneurial spirit and innovative approach to the otherwise mundane world of MRO supplies.

This large-scale hardware store to more than 3,800 businesses and 400 manufacturers within the Elk Grove community strives to add a little more joy to their industry. With a vast inventory of supplies ranging from power tools to plumbing equipment, Miller Industrial CEO, Peter Jackson, teamed up with NLNW coach Jeff Williams to implement a new approach to market research and expand his network by connecting with like-minded individuals.

THERE'S MORE THAN ONE WAY TO PUT A HOLE IN A WALL

Setting out to grow a business amidst a global pandemic is an intimidating endeavor, but Miller Industrial was up to the task. Their mission is simple: to help advance an industrial business further into the 21st century and elevate Miller Industrial's culture of continuous improvement through thoughtful marketing, human-centered design, advanced technology, and old-fashioned problem-solving.

With innate innovation on their side, Miller Industrial set out to prove that there is, in fact, more than one way to put a hole in the wall. Jackson says, "there are so many inputs when you are running a business, there are so many things you can focus on. It can get very cloudy and very noisy. The ability to sort through what is signal versus what is noise is a great benefit of the program."

With the ability to distinguish between signal and noise, Miller Industrial was able to identify a concise path to an updated marketing strategy and expand its supplier and lead networks, all while maintaining their entire team through the pandemic.

100%
EMPLOYEE
RETENTION
DURING THE PANDEMIC

ONE NEW HIRE
PLANNED
AFTER COMPLETING PROGRAM

They made me feel welcome and **PROUD THAT I'M LEADING A BUSINESS BASED IN ELK GROVE VILLAGE.**

Peter Jackson, CEO of Miller Industrial

RENOVATING WITHOUT REINVENTING THE WHEEL

With the help of their NLNW coach, Miller Industrial was able to put a look-alike strategy in place to grow their leads. After using data-driven insights to compile a new lead targeting list, Peter and Jeff defined a budget, assessed new risks, and identified potential audiences to pave the way for an updated marketing strategy.

Jackson excitedly states that “once our strategy is solid enough and we are acquiring customers based on the new look-alike strategy, we hope to bring on a new salesperson.”

When asked about his relationship with his coach, Peter stated, “I didn’t have any challenges when it came to communicating with Jeff. I never felt awkward about sharing whatever challenges, numbers, and what was going on in the business or in the industry at large.” Peter gives special thanks to NLNW and his coach, as he admired Jeff’s double-whammy understanding of both government and business, and his ability to promote the benefits of the two working in tandem. “They made me feel welcome and proud that I’m leading a business based in Elk Grove Village.”

He’s also thankful to have connected with Jeffrey Taylor, “a super-innovator and rockstar”, of Crafts Technology through the program. Jeffrey was a role-model and advisor throughout the program, and Peter thanks him for providing new, creative ways to view and disrupt the industry.

ABOUT NEXT LEVEL NORTHWEST

Next Level Northwest is a not-for-profit business accelerator program that supports existing local businesses. The program was founded by five Northwest Chicagoland municipalities—Elk Grove Village, Hanover Park, Hoffman Estates, Rolling Meadows, and Schaumburg—as a public-private partnership to support regional and local businesses through collaborative and innovative initiatives to help grow local economies. To learn more about Next Level Northwest or to submit an application for your company to join the next class of companies in the business accelerator program, visit www.nextlevelnorthwest.org.

THE PATH TO SUCCESS STARTS HERE



To get started, visit NextLevelNorthwest.org and/or contact your local Economic Development Director for more information.

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