What We Do

- OMEP is a non-profit organization that aims to help Oregon manufacturers respond to the challenges of competing in an increasingly global economy.

- We work with owners, executives, managers and operators to assess company needs in all areas. We move quickly from assessment to implementation to ensure that the company’s efforts provide an immediate payback. Regardless of our starting point, our goal is to unleashing a company’s growth potential.
Who We’ve Helped
5 Ways to Increase Market Share

- Know Your Customers
- Sell More to Existing Customers
- Get Old Customers Back
- Market and Sell to Similar Customers
- Consider Diversification
  - Marketing Effectively
  - Selling Overseas
Know Your Customers

Answer the key questions:

- who are your customers
- what they buy
- why they buy
- how they buy
- who else could buy from you
- the typical budget of existing and new buyers
- where else they buy from

Use your research to get as clear a picture of the future as you can. It’s often difficult to predict with certainty - but the more you know about how your customers and market will look in the medium to long term, the more likely you are to successfully build your market share.
Sell More to Existing Clients

- Encourage more frequent buying
  - Increase market share by getting customers to buy more frequently. If your research shows customers buy at a particular time, make contact with them just beforehand.
  - A courtesy phone call, email or letter in the middle of the month can be effective.

- Get customers to spend more
  - Offer purchase incentives and price promotions on items that they usually buy from competitors, such as 'buy one get one free' or 'buy for ten months and get two free'.

The Pareto principle - often referred to as the 80/20 rule – says that 80 per cent of your success in any given field is often due to 20 per cent of your effort.
Get Old Customers Back

- Identify why customers stopped buying from you. Consider whether your product or service is:
  - no longer necessary
  - too expensive
  - unsatisfactory
  - being beaten by a competitive offer

- Try to have some form of regular contact e.g. monthly or quarterly phone calls, formal or informal visits to customers, mail shots or email newsletters - so that customers don't feel they are being ignored and look elsewhere.

- Make an offer to temp them back: Limited time offers, temporary discounts, new product demo

  IF SERVICE WAS UNSATISFACTORY, ASK HOW AND TRY TO FIX IT!
Market & Sell to Similar Customers

Finding Similar Customers

Grow your market share by bringing in these potential customers in a similar way to your existing customers.

This can be an effective route to increasing your market share as you may need to make only minimal adaptations to your products, services and systems to meet similar customers' needs.

Ideas to Identify your next customer:

- Use formal market research such as market reports and demographic studies to identify groups of potential customers.
- A follow up combination of quantitative and qualitative research such as surveys or sampling with a significant number of responses, measured against smaller focus groups will give you a complete picture.
Market & Sell to Similar Customers

Reaching New Customers

- **Direct Mail**
  - Sending mail shots, either by post or email, introducing yourself and what you offer

- **Cold Calling**
  - Door-to-door or telesales, depending on the nature of your business and the understanding of potential customers' buying preferences.

- **Advertising**
  - *Trade mags, radio, television, & internet*

- **Word of Mouth and Recommendations**

- **Use your Network**
  - *Suppliers*
  - *Distributors*
Tried and True

- Stay on top of trends
- Keep a quick pace
- Ask customers for ideas
- Observe your competitors
- Watch for competing companies that did not make it...
- Lots of resources
- BE FLEXIBLE
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