



# Defining and Penetrating NEW Markets

Canby Industrial Forum

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OREGON MANUFACTURING EXTENSION PARTNERSHIP



# What We Do

- **OMEPP** 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

## PROJECTS BY COUNTY

**OMEP** / Manufacturing Growth Through Innovation

Partial list of OMEP projects:

JUNE 2012

**BAKER**  
Behlen Manufacturing  
Cutters Edge  
Orchard Wood Products  
St. Elizabeth Health  
Tasty Bake

**CLACKAMAS**  
Benchmade Knife Co.  
Bob's Red Mill  
Cascade Engineering  
Crimson Trace  
Exosed Enterprises  
Great Northern Corp.  
J. Frank Schmidt & Sons  
LightSpeed Aviation  
Miles Fiberglass and Composites  
Oregon Aash of Nurseries  
Oregon Iron Works  
Oregon Wild Harvest  
Pioneer Pump  
SAM Medical  
Timbercon  
WW Metallab  
Wilcox Farms  
Xzere

**CLATSOP**  
J&H Boat Works  
Fl. George Brewery

**COLUMBIA**  
Composites Universal  
Photo Solutions  
TNW Firearms  
USIA

**COOS**  
Hardin Optical

**CROOK**  
Consolidated Pine

**DESCHUTES**  
Ablitree  
Advanced Manufacturing  
American Licorice  
Deschutes Brewery  
Klao Paddles  
Michi Design  
Structus  
Suterra  
Vocal Booth

**DOUGLAS**  
FOC Commercial Furniture

**GRANT**  
Malheur Lumber

**HOOD RIVER**  
Diamond Fruit  
The Fruit Company

**JACKSON**  
Brammo Sports  
Collins Manufacturing  
Micro Trains

**JEFFERSON**  
Earth20  
Keith Manufacturing

**JOSEPHINE**  
Bentwood Furniture  
Encore Ceramics  
Fire Mountain Gems  
Jefferson State Forest

**KLAMATH**  
MCX Inc.  
REACH  
Smith Bates

**LAKE**  
Pacific Pine Products



**LANE**  
Bennett Stone and Tile  
Farwest Steel  
Jody Coyote  
Mill Log Equipment  
Newwood Display  
Willamette Valley Company

**LINN**  
Pacific Cast

**MALHEUR**  
Holy Rosary Medical Center

**MARION**  
Blazer Industries  
Cabinet Door Services  
Chemeketa CC  
Columbia Helicopters  
GhislandiQuest  
Highland Laboratories

Kerr Concentrates  
Silverton Hospital  
The Trading Company  
Trutt Brothers  
The Ulven Companies

**MORROW**  
Boardman Foods

**MULTNOMAH**  
Alo Audio  
American Red Cross

AmFor Electronics  
Ajinomoto Frozen Foods  
Applied Plastics  
Machining  
Badge Print  
Beall Corporation  
Best Manufacturers  
Bridgetown Bakery  
Bushwacker  
Cascade Corp.  
CCI Industries  
CNH Parts & Service

Columbia Steel Casting  
Connor Manufacturing  
Crazy Shoes  
Daimler Trucks  
Energy Trust of Oregon  
Georgia Pacific Gunderson  
Harry's Fresh Foods  
Housenworks  
Imperial Manufacturing  
Lansbaby  
Madden Manufacturing  
McTavish Shortbread  
Miles Fiberglass  
Moventas  
Mudshark Studios LLC

Nature Bake  
NW Pipe  
Pacific Power  
Peco Manufacturing  
PGE  
QPM Aerospace  
Service Steel  
Shed Rain  
Sign Wizards  
Speedy Moto  
Stack Metallurgical  
Steimer Sheet Metal Works  
Sunshine Dairy  
Tanner Goods  
Teeny Foods  
Veris

**POLK**  
Marquis Spa

**TILLAMOOK**  
Halco Industries  
McRae and Sons

**UMATILLA**  
Pioneer Asphalt

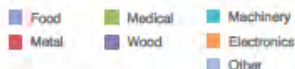
**WALLOWA**  
Integrated Biomass Resources

**WASCO**  
Oregon Cherry Growers

**WASHINGTON**  
Acumed  
Apex Industries  
Cartwright Innovations-ATAC  
B&L Wood Products  
Englander  
Hardwood Industries  
JAE Oregon  
Kinetics  
LightSpeed Technologies  
Life Time Gate  
Maxim  
Northwest Signal  
O&D Manufacturing  
Reiser's Fine Foods  
TriQuint Semiconductor  
Vanguard EMS  
Warne Scope Mounts  
Welch Allyn

**YAMHILL**  
A.R.E. Manufacturing  
Betty Lou's  
Cascade Steel Rolling Mills  
Climax Portable  
Machine Tools  
Meggett Silicone Products  
Mission Foods  
Northwest UAV  
Pacific Wood

## PROJECTS BY INDUSTRY



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# 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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