

How Niche is Your Niche Focus?

When talking with company CEOs, Presidents and heads of sales and marketing, we often hear about their growth challenges, especially in today's ever changing marketplace. Between competition, new technologies, and mergers and acquisitions, it is a much tougher environment in which to sell a company's products and services. But the companies that are doing it best are those who focus on particular market niches and align sales and marketing campaigns to maximize their efforts in those markets.

At this year's Inc. 500 conference, winners were asked to identify the single most important reason for their growth. The answer was overwhelmingly *niche marketing*. Is your company really focused on its best niches?

Growth Strategy Partners recently worked with a mid-sized office products firm that was losing market share. They had evaluated new product ideas before and developed a long list of possible opportunities. They turned the sales force loose to develop new business and nothing happened. Once we focused on the opportunities that best met the needs of their critical market niches and had potential to bring in substantial revenue, we began to see progress in selling new products from the sales force.

If you want to see your sales increase, ask yourself the following five questions:

1. Which market segments bring in the most profitable business today?
2. How well do we understand their business issues?
3. How well do our products and services, pricing and distribution meet their needs?
4. Are our sales and marketing campaigns targeted specifically to those niches?
5. How effective are we at demonstrating our expertise in providing products and services to address their market needs?

Targeting & focusing your limited sales and marketing resources to market niches where you have strength will result in the most efficient type of growth.

Growth Strategy Partners LLC accelerates the revenue and profit growth and performance of small and mid size businesses by implementing its research based 7 Keys to Growth.

To learn more visit www.GrowthStrategyPartners.com or call Chris DiCenso at 781.837.3276