



market**boomer**

Market Share

HOW TO GUIDE

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understanding

what each report is showing you

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understanding
what each report is showing you

**step
one**

SEE HOW YOUR MARKETSHARE GROWS OR SHRINKS OVER TIME - MARKETSHARE MOVEMENT

You can now also launch a sales campaign targeting a particular hotel group, and be able to see exactly how much your marketshare moves as a result of that campaign.

PURCHASER NAME	JUL	JUN	MAY	APR	MAR
Customer 01	16%	30%	32%	33%	30%
Customer 02	51%	50%	44%	45%	39%
Customer 03	92%	98%	70%	58%	57%
Customer 04	0%	0%	0%	0%	0%
Customer 05	0%	0%	0%	0%	0%
Customer 06	83%	83%	84%	84%	82%
Customer 07	24%	44%	45%	0%	0%

The marketshare movement example shows 5 months data from our **Marketshare Movement report** for 7 customers. The most recent month is on the left.

From this data we can easily decipher that:



Customer 1 is a concern.

They are a consistent customer who has dropped off in the past month.



Customer 3 is doing well.

The supplier has captured almost all of the market shares in their categories over the past 5 months.



Customer 7 should be visited.

They are a new customer who started using the supplier for almost half of their products in categories the supplier sells, however the supplier has dropped to 1/4 of their purchases in their categories in the past month. Is this an early indication that they are not satisfied with the product or service? Time to call them and find out.



SEE WHAT YOUR CUSTOMERS ARE BUYING

You can now see everything that your customers and prospects are buying, not just from you but from all suppliers, allowing you to ensure that you are offering the full range of products your

customers need. You can also see how important each product is to your customers by checking the rank, an item with a ranking of 1 is extremely important.

CATEGORY	SUBCATEGORY	DESCRIPTION	SELL UNIT	SUPPLIER PRODUCT CODE	TOTAL SOLD	TOTAL ORDERED	RANK	PERCENTAGE WON
Fruit and Vegetables	Funghi	Mushrooms Button 4 kg case	each of 1	MUSH014	724	1700	1	42.59%
Fruit and Vegetables	Fruit	Watermelon Seedless : (AW 5-7kg) 1 kg	each of 1	WATE011	15707	26259	2	59.82%
Dairy and Eggs	Eggs	Egg Pulp Whole 10 kg	each of 1		0	729	3	0.00%
Dairy and Eggs	Eggs	Eggs 60g Fresh 1 DOZ	carton of 15	EGGS010	4	769	4	0.52%
Fruit and Vegetables	Funghi	Mushrooms Button Seconds 4 kg case	each of 1	MUSH012	224	1009	5	22.20%
Fruit and Vegetables	Fruit	Rockmelon : #6-9 14 kg case	each of 1	ROCK019	941	1262	8	74.56%
Fruit and Vegetables	Fruit	Pineapples 14s 18 kg carton	each of 1	PINE015	394	849	9	46.41%
Dairy and Eggs	Eggs	Eggs : Large Bulk (AW 50-59g) 1 DOZ	carton of 15		0	628	10	0.00%
Fruit and Vegetables	Vegetables	Tomatoes : Medium 10 kg carton	each of 1	TOMA013	649	827	11	78.48%
Fruit and Vegetables	Fruit	Limes 5 kg case	each of 1	LIME018	558	735	12	75.92%



key challenges, and the solution

Now that you've got all of the information, the next few pages will take you through the key challenges you can now combat

- 1. Regaining lost marketshare**
- 2. Maintaining marketshare**
- 3. Winning new customers**

REGAINING LOST MARKETSHARE



Now that you have access to marketshare reports you can begin to make informed decisions when attempting to regain marketshare. This report will enable you to identify:

- **When your marketshare began to decrease.**
- **The items which marketshare has decreased on.**
- **what items are important to the customer using the ranking column, that you don't currently supply.**
- **Which items that customer is buying, but you are not gaining enough if any marketshare for.**

Once you have identified the key factors affecting your marketshare you can create a tailor made proposal/catalogue for this customer to fulfil their needs.

MAINTAINING MARKETSHARE



Ensure that you continue to track a healthy marketshare, this is much easier to maintain than it is to rectify an unhealthy marketshare.

- **Generate regular marketshare reports to show you which new products your buyers are purchasing, allowing you to make informed decisions when increasing/changing your product ranging.**
- **When/if you begin see a decrease in marketshare for a customer/ product reach out to the relevant buyers to ask what you can do to maintain their custom.**

NEW CUSTOMERS



Using your marketshare report you can now identify buyers who are purchasing products within your categories, but are not yet your customers - and see exactly how to approach them.

Look at their top 10 products, identify which ones you currently supply, make these the key point of your sales approach/proposal.

Now you can build a customized catalogue of products specific to that customer, removing the need to have numerous meetings and waste valuable resource on the wrong items

You can also identify products you sell, which they are not currently buying and suggest these if they seem appropriate from their current buy list.