

5 Cs of Driving Market Share

Delivered by Dr. Eric Reidenbach

Founder of the 6 Sigma Marketing Institute



5 Cs of Driving Market Share Webinar Series

The Six Sigma Marketing Institute in conjunction with Business901 has developed a 6 part webinar series committed to showing a Value Centered approach to creating and driving market share.

We will outline the principle of the 5Cs of Driving Market Share and discuss several case studies to include how a wireless telecom provider used the principles of Six Sigma Marketing to discover and implement a reduction of customer retention by 50% and a twenty times more effective increase in service response. We will also cite several other examples, such as:



Equipment Management Company

- ◆ Increased revenue more than 400% in just over 10 years
- ◆ Increased market share by 4 – 6X in targeted markets
- ◆ Achieved record profitability in last 4 years

Heavy Equipment Manufacturer

- ◆ Increased ROE from 6% to 15% in 6 years

Plastics equipment supplier

- ◆ Doubled market share within 1 year
- ◆ Increased profitability by 5X

Packaged goods

- ◆ Identified key value adding opportunities in multiple product lines

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Marketing Manager, Wisconsin Public Service said:

"Our corporate mission is to deliver "Best Value in Energy and Related Services." We were provided with the methodology and discipline for gathering input from our customers, analyzing how they define value, tying value attributes to key customer processes, and finally measuring and tracking on-going performance against these attributes.

One of the most important results of the Customer Value approach is the knowledge transfer that has occurred, allowing us to take complete ownership and really making it a core process for us. According to our CEO, establishing a consistent foundation for decision-making when developing and communicating our customer strategy has been one of the biggest accomplishments of our group.

The value models enabled us to save millions of dollars on outage management; more effectively manage customer perceptions of our rate increases, and significantly enhance our corporate image in the small business sector."

Result: This Gas and Electric utility doubled their stock price in 4 years.

1st Webinar: Six Sigma Marketing Outline and Case Analysis Study

- Outline of the Six Sigma Marketing DMAIC approach to Marketing
- Case Analysis of a Wireless Telecom Provider
 - Regional wireless telecom provider
 - Primarily B2B
 - Sales oriented, not customer oriented
 - Churn (customer defection) rate of about 50%
 - Slow equipment delivery (10 days) resulting in lost sales (not qualifying for business)
 - Using customer satisfaction as their strategic metric
 - Intensively competitive markets
 - Management did not believe in segmentation
- Step by Step outline of the process using DMAIC
- Findings, Actions and Results for the Wireless Telecom Provider
- Applying the Customer Value Model in your organization.

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2nd Webinar: Customer Identification

The first step in the 5 Cs of Driving Market Share is identifying specific products or markets that offer the organization its best options for growth. You will learn how to evaluate products and markets using metrics such as current market share, market growth rate and competitive intensity to assess the best targets for the organization. When completed, you will eschew the notion that a company can be everything to everybody, and instead focuses on key market opportunities. This occurs in the Define/Identification stage and differs from the more project-oriented approach that traditional Six Sigma uses.



Topics:

1. Customer Identification Assessment
2. Market Opportunity Matrix
3. Product Market Matrix

3rd Webinar: Customer Value:

In the Value (Measure) stage of Driving Market Share, you will create a value model for each of your targeted product or markets. This value model is the voice of the market (VOM) that drives all operational and strategic initiatives undertaken by the organization. The VOM replaces agendas, hunches and strategic guessing as the guiding factor in growing market share. Learn how to use superior value creation and delivery to propel growth within the targeted product or markets.



Topics:

1. Customer Value Assessment
2. Using the Value Model
3. Value Model Form
4. Value Model Spreadsheet

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4th Webinar: Customer Acquisition:

In the Acquisition (Analyze) stage you will use primarily the Competitive Value Matrix to guide you through the delivery of value delivery. An organization's value is relative to that of its competitors. This is part of the buyers' comparative calculus in assessing where to buy. The buyer is asking a simple question: "Is this brand worth it?" By understanding your organization's competitive value proposition, leaders can make better decisions regarding market share growth.



Topics:

1. Customer Acquisition Value Assessment
2. Competitive Value Matrix
3. Competitive Value Model
1. CTQ Gap Analysis Spreadsheet
2. Competitive Value

5th Webinar: Customer Retention

The Retention (Improve) stage could also be called the Enhancement stage. For value leaders, the focus should be on enhancing value to sustain their leadership position. Extending the gap between the values an organization provides and the value provided by the nearest competitor can lead to best in market status. Value followers will want to improve those elements of the value creation and delivery system that will close the gap. This is when organizations need to enhance or improve their competitive value proposition in accordance to the directives of the market place.



Topics:

1. Customer Retention Assessment
2. Loyalty Wisdom
3. How Loyal Are They?
4. Loyalty Value Model
1. Loyalty Matrix Form
2. Loyalty Value Model

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6th Webinar: Customer Monitoring

The Monitoring (Control) stage is where you learn how to put monitoring systems into place to ensure that their competitive value proposition accomplishes what is intended. This control effort focuses not only on the more strategic value proposition, but also can be set up to monitor specific transactions such as sales, repairs, inquires and other customer experiences. This monitoring process acts as a trip wire, providing information where there are potential people, product or process issues that require intervention.



Topics:

1. Customer Monitoring Assessment
2. Competitive Value Proposition
3. Transactional
4. Monitoring Tools and Methods

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About us:

Six Sigma Marketing is a fact-based, disciplined approach for growing market share in targeted product/markets by providing superior value. At the heart of SSM is a modified DMAIC process that provides the architecture for growing top line revenues and market share. **Dr. Eric Reidenbach** is the Director of the Six Sigma Marketing Institute, the leading organizations and authority of Six Sigma Marketing. Dr. Reidenbach has developed a number of unique approaches for measuring and managing value, the best leading indicator of market share growth. His consulting services are absolutely unique - filled with proprietary measurement and management techniques designed to help you grow market share and top line revenues. Dr. Reidenbach is the author of over 20 books on marketing and market research.



Business901 is the online leader in Lean and Six Sigma Marketing. His Business901 Podcast is consistently one of the top ten rated Business podcast on Podbean (the highest rated podcast site on the web) and features Continuous Improvement experts to include Shingo Prize winners, authors and industry experts. The Business901 website is the most highly trafficked Lean and Six Sigma Marketing site. Joe Dager, the founder of Business901 has over 30 years of direct marketing experience for a variety of manufacturers and services and is a Lean Six Sigma Black Belt. He has also been featured numerous times on the home page of Bloomberg's Business Week for his contributions to their Business Exchange.



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