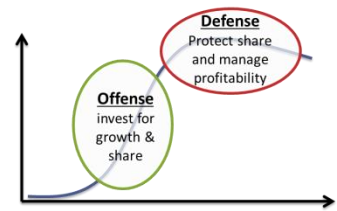


Finding growth for in-market products

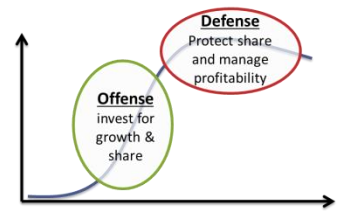
revenue, profit and share



Category	Actions	Examples	Add ideas for your product group here ↓	
Offense	Enter new markets (a new pie)	Target adjacent or under-served markets (existing or new)	Office chair company creating classroom chairs	
	Grow the market (a bigger pie)	Expand overall market demand	Evangelize at conferences, work with key opinion leaders and industry analysts	
		Move into new countries	Expand into India or Brazil	
		Increase revenue per customer	Identify light users for potential greater use of product	
		Target closely related segments	Office chair company adding executive chair line	
		Develop the "ecosystem"	Linked applications and partnerships	
		Promote new uses of product	Learn new uses from innovative current users, and evangelize	
	Grow share	Raise awareness	Google AdWords, social media, tradeshow, demos	
		Increase trial	Demos, samples, free trial period	
		Add differentiating features, or close feature gaps	Add compelling new functionality, or match competitor features	
		Create loyalty programs	Incentives for repurchase	
		Enhance purchase convenience	Lab supply company adding kiosk vending machines inside research labs	
		Adjust price	Special pricing for key customers	
		Develop new sales channels	Expand into retail, or sell online	
		Directly attack competitors	Sales program directly targeting competitive accounts	

Finding growth for in-market products

revenue, profit and share



Category	Actions	Examples	Add ideas for your product group here ↓	
Defense	Harvest & exit	Raise prices or reduce marketing investment, and eventually exit	Raise prices to shed price-sensitive customers, retaining only the most profitable ones	
	Maximize profits	Intelligently lower mktg & sales investment. Focus on retention of customers rather than new acquisition.	Reduce or eliminate awareness-building for new customers. Ramp up customer loyalty and retention efforts.	
	Protect share	Keep awareness high	Google AdWords, social media, tradeshow	
		Close feature gaps	Match competitive features that are causing lost sales	
		Create loyalty programs	Incentives for repurchase	
		Enhance purchase convenience	Favorable financing terms	
		New sales channels	Expand and optimize distribution	
		Channel sales incentives	Cash rewards for sales	

At Kevolve Product Management, we do training, workshops, consulting and coaching for product managers and product management leaders. If you would like help, contact us at: info@kevolve.com