



Market Penetration



- Have you maximized your current markets?
- Would increased customer loyalty and retention improve your profitability?
- Do you really know what customers think of your company?
- Do you have your finger on the pulse of what is going on with your customers?
- Would you like your organization to become more customer centric?

Maximizing business in current markets with current customers is typically the fastest way to profitable growth. To maximize growth you must understand what is important to customers, how your company is performing and how your company is perceived by the market.

WMEP's Market Penetration Service defines, in an unfiltered manner, the drivers of customer retention and referrals and how your company is performing on these. Additionally, a customer pulse survey can be collected on an ongoing basis, monthly or quarterly, to determine how well customers are being served.

Market Penetration – benefits include:

- Strengthening your company's value proposition by identifying strengths and performance gaps
- Growing your share of customers, regaining former customers and adding new customers within the same market
- Bringing the Voice of the Customer (VOC) to your executive level on a routine, unfiltered basis
- Outmanuever your competition by getting closer to your customers

Getting started is as simple as having a conversation with a WMEP Business Growth Consultant who will work with you to determine the right path forward to maximize the impact on your business.



WHO WE ARE

As a private non-profit corporation, we focus fully on generating positive results for our clients.

Our team of manufacturing experts work side-by-side with hundreds of manufacturers each year, helping them develop and implement effective solutions that address their biggest challenges.

We closely monitor trends and best practices in manufacturing, and proactively develop solutions that meet the existing and emerging needs of manufacturers.

WMEP Manufacturing Solutions is part of the MEP National Network™, a public-private partnership that advances U.S. manufacturing. MEP Centers are located in all 50 states and draw on the talents of over 1,400 trusted advisors and experts.

WE HELP MANUFACTURING COMPANIES BECOME MORE PROFITABLE & VALUABLE

WHAT WE PROVIDE

WMEP Manufacturing Solutions recognizes that manufacturers face various challenges and we provide proven solutions to these challenges in the following areas:

- Operational Excellence
- Growth & Strategy
- Industry Certifications
- Human Capital
- Automation & Technology
- Sustainability

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