

## Stu's View

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# How Do You Grow Market Share?

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Growing market share is an admirable goal, but getting it done can be daunting. Paul Reilly of New Direction Partners has these eight important tips to keep in mind:

1. Measure sales activity with the same vigor you measure production activity.
2. **Set a growth target, prepare a plan, act on that plan, measure the results.\***
3. Become a strategic product-focused or customer-focused printing firm.
4. **When developing your growth plan have those who are required to execute it also responsible for its implementation.**
5. **Monitor plan results and adjust actions to stay ahead of your competition. Never stop.**
6. Be different.
7. Target high growth industries.
8. Purchase competitors' firms (buy market share).

(\***BOLD** indicates most important items)

Regardless of market niche, geographic territory or historic track record, it's important to plan for growing market share. Implementing a plan with accountability assigned and responsibilities clearly defined will help pave the way for success.

*Stu's View is contributed by Stuart Margolis, CPA and Partner of MargolisBecker LLC to provide information that helps firms operate profitably. More information can be found at [www.margolisbecker.com](http://www.margolisbecker.com).*

### About MargolisBecker

MargolisBecker has long been recognized as the financial expert for the printing and allied graphic communications industry, assisting thousands of companies with strategic and financial management, valuation, mergers/acquisitions, accounting, audit and tax services. The firm is noted for its expertise in enabling printing companies to optimize profits. Proudly, it is the purveyor of the industry's *Cash is King*, and *Value-Added Principles of Management*, and compiles the annual Printing Industries of America Ratios, the industry's premier financial benchmarking tool.

### **About New Direction Partners**

The team at New Direction Partners LLC has guided over 200 printing company owners through the sales and merger process. The advisory services reflect a full set of skills to help you sell or expand your business: valuation, management consulting, financial advisory and investment banking. The deep experience and industry expertise at New Direction makes it uniquely suited to serve printing, packaging and allied graphic arts businesses.