DOMINANT MARKET SHARE (Market Driver)

- Do you know what your market is?
- Do you know where you are in relation to your competitors?
- Do you have a plan for keeping or reaching your dominant market position?



If the Large Potential Market is the map of your market, Dominant Market Share is going to tell you where on that map you are and how much of the land you have.

The purpose and importance here is to focus on your main business and your primary market, then to see it in context to your competitors. This can be a very interesting exercise. For example: If you are a regional business, what percentage of that region are you working with? Who are your competitors? How easy is this for them to beat you?

The Dominant Market Share Driver is broken down into three (3) Indicators, delving deeper into the operational structure of the business:

Market Definition: You can clearly define and quantify your market by product/service, region, or other factors. Who is your target market?

Dominant Market Position: Your company is the dominant competitor in the market and can quantify its position in the market relative to all significant competitors.

Market Communication: You can clearly communicate why your company will either retain its dominant market share or communicate how it will attain a dominant market share.



GOAL: To (re)define your market, including territory, your perfect customer/client, and the product or service you wish to dominate that market with. Then:

- Take a hard and honest look at your competition.
 What do they do better; what do you do better?
 How could you position your business in the market in a way that is hard for your competition to beat or emulate?
- Come up with an actionable and easily communicated plan for maintaining and growing your market share. How will this impact departments in your business, such as Sales or Marketing? What are the attainable goals and key performance indicators you'll use to measure success?