



Defend!

Competitor Insight

*“Outthinking, outmaneuvering
& outperforming your competitors”*

Benefit to your business:

A surprised competitor!

Protect your key products/ customers/ markets by anticipating a competitor's attack.

Prevent competitors from:

- **Stealing your customer!**
- **Blocking your entry into new markets!**
- **Surprising you with new products/ ideas!**
- **Changing the rules of the game!**

What we offer:

A process to analyze your competitors

Competitor Insight is a structured and disciplined process using the thinking of a cross functional team of key executives and operational managers, lead by sales/ marketing, to outthink, outmaneuver, and outperform your competitors. Our methodologies give you a framework to get “inside” the head of your competitors to give you the competitive advantage. The process is transferred to your organization so that competitor analysis becomes a key part of your strategic intelligence system and becomes part of your strategic thinking.



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How we will assist you

Using our proven methodologies we assist you to:

First, build a "radar screen": identify target competitors

- Understand from what sources competition will come
- Identify who are likely new competitors

Second, avoid surprises! Anticipate competitors' moves

- Apply the principles of war: "Battles of Strong and Weak"
- Assess your competitors' fighting abilities
- Define your competitors' reaction and response profiles

Third, wage the war: using battlefield tactics against your competitor

- Offensive weapons and tactics
- Defensive weapons and tactics



Understanding The Battlefield

1) Who Will Attack?

Competitors/Rivals Capabilities

Capacity to think/learn

Degree of networking

Entrepreneurship/willingness to change rules

Ambition to dominate

2) Where Will They Attack?

Battlefields to fight on

Customer — Total marketplace

Segments/groups

Individual customers

Channels — Wholesalers

Distributors

Brokers

Retailers

Factors — Supplies

Components

Labor

Capital

Institutions — Government agencies

Social groups

Community groups

Geography — Global

Regional

Country

Local

3) What Risks Are Acceptable?

Stakes to win or lose

Winning — Dominate market segment?

Next generation of technology/products?

Global marketplace dominance?

Losing — Loss of brand loyalty

Loss of cooperation from technology sources

4) What Resources Do You Need?

To play the game

Knowledge — Markets

Customers

Processes

Products

Service

Raw materials

Relationships

Perceptions — Brand

Corporate image

Competitive reputation

Capabilities & competencies

5) What Results Do You Want?

Keeping Score

Who is winning/losing in each arena?

Who is controlling the stakes?

Who is making the rules/deploying assets in creative ways?

Who is redefining how score is kept?

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