

## Defend! Competitor Insight

<sup>66</sup>Outthinking, outmaneuvering & outperforming your competitors ??

# **Benefit to your business:** *A surprised competitor!*

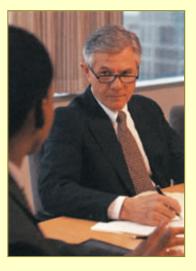
Protect your key products/ customers/ markets by anticipating a competitor's attack.

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

#### I) 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

To play t	he game
Knowledge -	— Markets
	Customers
	Processes
	Products
	Service
	Raw materials
Relationship	bs
Perceptions	— Brand
	Corporate image
	Competitive reputation
apabilities	& competencies

#### 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 hept?

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