



Don't React to  
the Competition.  
Make Them React  
to You.

# Competitive Analysis

## *Comprehensive reviews of your competition*

### What is Competitive Analysis?

At the competitive level of sales and marketing proficiency, an organization knows that focusing on product and customer alone is not enough in today's supercharged, competitive environment. One of the key differentiators in that environment is the ability to bring value to your customers' enterprise. In order to deliver value that is above and beyond what your competition delivers, it is essential that you understand your competition and their value proposition.

Sales, marketing, and product development professionals not only need knowledge of their own products and how their products fit into the customer's business processes, but to be truly competitive they will also need to understand the competition's solutions and the competition's strengths and weaknesses. Only after you understand your competitors, their businesses, their solutions, their business plans, and their strategies will you truly be able to establish and maintain your competitive advantage.

Competitors represent one of the single most important variables in the future suc-

cess of your organization. Analyzing your competitors will help your organization to:

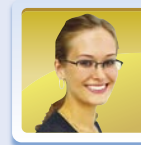
- Better understand your competitive advantages and weaknesses.
- Identify competitors' best practices.
- Assess your competitors' sales and marketing strategies.
- Be aware of your competitors' product development plans.
- Establish competitive benchmarks.
- Gain insight into your competitors' goals and objectives.

### Competitive Analysis Benefits

The Competitive Analysis program is a structured, systematic, repeatable methodology that will provide your organization with insight into:

- In-depth understanding and knowledge of the competition
- Competitors' revenue and profit trends
- Competitors' financial outlook
- The competition's culture and business philosophy

### Competitive Analysis Helps:



#### Marketing:

Marketing is always looking for an edge in promoting its products. Competitive Analysis identifies key weaknesses in other companies' products or strategy, helping marketing craft a message that resonates over those of the competition.



#### Executives:

Companies usually hear of changes in the competition through the grapevine: comments made by prospects to the sales force, press releases, or from colleagues in other organizations. Competitive Analysis gives the executive staff key strategic information on competitor movement and intentions.



#### Sales Managers:

Many times, sales teams design strategies based on feedback from previous sales experiences. While this is helpful, it is also anecdotal and reactive. Competitive Analysis points out the strengths and weaknesses of competitors and your own company. This clarifies the direction sales should take in its efforts.

- Competitors' key suppliers, business partners, and customers
- Potential financial risk
- The competition's latest selling tactics and strategies
- Improved training for sales teams
- Competitors' pricing strategies
- Competitors' market positioning strategies
- Side-by-side comparisons of competitors' products and services
- Competitors' product strengths and weaknesses
- Sales and marketing messages implemented based on the competition's strategies

## Competitive Analysis in the Client Cycle

Successful sales and marketing teams don't react to competitors' actions in the market place. They beat their competitors to the punch, marginalize their competitors' strategies, and exploit their weaknesses at every turn. There is no better way to prepare to face a competitor than to know how a competitor has prepared to face you. A Competitive Analysis from Primary Intelligence is the best proven method to prepare for sales opportunities.

## Mission-Critical Tools

Competitive Analyses are critical to organizations striving to further differentiate themselves and increase their competitive advantage in their target markets. Competitive Analyses are also required in organizations that want to:

- Profile their primary competitors to assess risks and identify competitive opportunities.

- Identify new and existing competitive threats and better understand emerging competitive threats.
- Identify and leverage problem areas within the competition and their solutions.

Competitive Analyses will ensure that your organization can retain and improve its competitive advantages and are essential for its continued success.

## State-of-the-Art Methodology

Primary Intelligence continuously improves the Competitive Analysis program by incorporating industry best practices and the latest findings from empirical research. Consequently, you won't find a more advanced or state-of-the-art assessment methodology for analyzing your competitors.

## Competitive Analysis Intelligence Categories

Request a list of Competitive Analysis intelligence categories from your Primary Intelligence sales representative to see a full list of the information categories

and descriptions available for selection in customized Competitive Analysis projects. Sample intelligence categories include:

- Custom Primary Customer Interviews
- Custom Primary Partner Interviews
- Company Overview
- Company Background and History
- Executive and Senior Management Team Analysis
- Organizational Structure
- Revenue and Earnings Analysis
- Product and Service Offerings
- Implementation Analysis
- Sales and Marketing Strategies
- Market and Industry Positioning
- Partner and Alliance Strategies
- Acquisition and Merger History
- Pricing Strategies
- Target Markets
- Customer Reference Analysis
- Corporate Culture and Philosophy
- Current Business Initiatives
- SWOT Analysis

