

# Competitive intelligence:

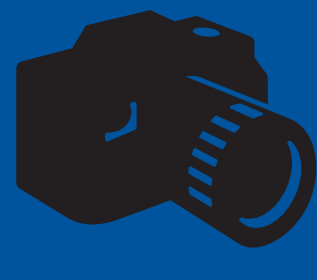
## Becoming a corporate 007®

Spies in the night or a defined business strategy?

**Competitive intelligence**  
information about competitors' products and services for better strategic decision-making



Define



Gather



Analyze



Distribute

### Mission: IMPROVEMENT

#### Use CI to...



Understand the market



Target customers



Forecast market potential



Determine impact of economic climate



Know what competitors are offering



Keep tabs on competitor pricing



Determine offerings in ancillary markets



Find new customers

90% of Fortune 500® companies use CI

### Going undercover: Unmask the CI process

#### Step 1: Plan your mission

##### Define:

- Mission's purpose
- How goals will be achieved
- Deliverables
- Intended recipients

##### Determine what intelligence to collect:

- Name/location/website
- Elevator pitch
- Products/services
- Strengths/weaknesses
- Key differentiators

TOP SECRET

#### Step 2: Collect Intelligence

Spy on the competition with:

##### Public sources:

Search engines

Blogs

News

##### Social media:

Facebook®

Twitter®

LinkedIn®

##### Human sources:

80% competitor data exists in-house

Ask employees

Ask your networks

#### Step 3: Analyze your findings

Look for trends:



**Sociological**  
consumer demand patterns, trends, demographics



**Technological**  
new technologies & applications



**Environmental**  
waste reduction, pollution regulations, global warming



**Economic**  
employment, interest rates, trade issues



**Political**  
legislation, policies, regulations

#### Step 4: Distribute the goods

Report the data throughout the organization:



Newsletters



Monthly summaries



Intranet sites



White papers

Keep ahead of the competition. Find your inner spy and implement competitive intelligence today.



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##### Sources

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