

Project Summary

Competitive Intelligence Workbook and Grid

New Product Development Group for a \$6.7B medical diagnostics testing, information and services company

Client Problem

Sales force needs concise competitive information on new diagnostic tests to help close business.

BVI Approach: Competitor Analysis

Developed a custom competitive intelligence workbook and grid to help portfolio managers develop competitive information for sales force. The workbook and grid provide:

- ▼ A framework and structure to consistently collect and codify competitor information
- ▼ Question-based tool to help technical managers build competitive positioning grid
- ▼ Competitive intelligence formatted for effective sales force implementation

Results

- ▼ Key test attributes differentiating client tests from competition identified and prioritized
- ▼ Specific competitive intelligence for a new medical diagnostic test developed
- ▼ Client positioned their new medical diagnostic test to win business

This (Competitive Intelligence Grid) is a valuable tool for both the sales force and the portfolio manager. It's invaluable to the portfolio manager in completing all the due diligence necessary for a new product. It also forces the portfolio manager to get to know the market, the competitors, the product and how to best position a new product.

The sales force gets used to having the completed Competitive Intelligence Grid. They become familiar with the one page format and know where to find CI (Competitive Intelligence) information on all new tests. They can easily find the information they are looking for before meeting with a potential client.

- Portfolio Manager of a \$6.7B medical diagnostic testing, information, and services company