

Project Summary

Market Intelligence Decision Support Tool

Corporate Training and Development Group, a \$42 billion enterprise technology and solution provider

Client Problem

Marketing managers need to gather and evaluate information on competitive environment and existing and emerging markets.

BVI Approach: Market and Competitor Analysis

Developed a custom performance-support tool that guides business and marketing managers to become effective end-users of market intelligence. The user-friendly tool includes:

- ▼ Decision tree for market-intelligence related business problems
- ▼ Itemized advice packages for competitive and market-information search and analysis
- ▼ Templates for creating a Request for Proposal (RFP) package for primary research

Results

- ▼ Managers trained to effectively develop market intelligence
- ▼ Available market and competitive-information applied to key business decisions
- ▼ Custom-focused research projects reduce costs and increase usable results

This tool will strengthen the critical thinking and evaluation capabilities of our managers and fundamentally change how we do the work of market intelligence. We will utilize market information more effectively and reduce the cost of custom market research projects.

- Director, Global Services Marketing