



groopit

# Competitive Intelligence

**7 BEST PRACTICES** FOR GATHERING AND  
TRANSFORMING IT INTO COMPETITIVE ADVANTAGE



## TABLE OF CONTENTS

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<b>Introduction:</b> The complexities of creating competitive advantage .....	03
A model for success .....	04
Avoiding the traditional pitfall .....	05
Best practices for competitive intelligence .....	06
How to implement best practices with Groopit .....	14
Conclusion .....	19

## INTRODUCTION


# The **complexities** of creating competitive advantage

Creating competitive advantage is complex work. Our goal as business leaders is to do more than gather the intelligence; we want to transform it into our advantage.

Why is it complex? Because there are a multitude of decision makers, working at every altitude in our organizations, making decisions across disciplines, locations, industries, and expertise. Employees take actions that are unpredictable, independent, and simultaneous.

In order to create competitive advantage every decision-maker must be empowered with competitive intelligence, constantly, so they can use it to inform decisions in their respective roles. The critical success factor comes from how competitive intelligence is gathered and shared.

This eBook provides 7 best practices for empowering everyone in your organization to contribute competitive intelligence and use it to create competitive advantage.



**The most significant challenges leaders face today are complex in nature. They are issues like doubling the growth of a business... The problem is that leaders try to solve these highly complex challenges as if they were merely complicated...**

Written by David Bejamin and David Komlos in Fast Company

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About the Author: Tammy Savage, CEO & Co-founder of Groopit, led strategic initiatives at Microsoft for 23 years. She knows that intelligence from frontline employees is valuable, important, and often very hard to get. But it doesn't have to be. Savage is obsessed with helping leaders accelerate results with real-time data from the frontline. Out of that obsession, Groopit was born.

## INTRODUCTION

# A model for **success**

Let's look at a completely unrelated example of complexity: Traffic. Drivers are the multitude of decision makers. They're driving their own routes, making independent and unpredictable decisions, simultaneously. Traffic is constantly changing and outsmarting it is complex.

Waze (yes, the traffic navigation app!) established a completely new, game-changing approach.

- 1 First, **Waze defined the data** drivers should share: traffic jams, police sightings, accidents, and hazards.
- 2 Second, **Waze made data sharing automatic** so every driver could immediately see what's happening and use the data to make decisions.

As a result, drivers are able to outsmart traffic. They're empowered with data that is highly accurate because it is well defined, collected in real-time and highly valuable because it is immediately shared with all drivers.



## THE COMPLEXITIES OF CREATING COMPETITIVE ADVANTAGE

# Avoiding the traditional **pitfall**

Imagine if information about traffic was shared by email, spreadsheets, surveys, texts, or meetings. Data would be everywhere and nowhere. Drivers wouldn't be able to access the information and outsmarting traffic would be impossible.

Now think of competitive intelligence across your organization. Where does competitive intelligence surface? **Check all that apply:**

- Meetings
- Email
- Slack channels
- Teams channels
- Shared spreadsheets
- Instant messaging conversations
- Text messages
- Surveys or forms
- CRM systems
- Other

If your organization is like most, competitive intelligence is everywhere and nowhere, lost and late, forgotten and underutilized. It's the traditional pitfall. There just hasn't been a better way — until now.

**That's where our 7 best practices can help. [Let's dive in.](#)**



A large, bold, teal-colored number '7' is positioned on the left side of the page. The top bar of the '7' is horizontal, while the stem is slanted downwards to the right.

# Best Practices

These **7 best practices** will empower everyone involved to contribute competitive intelligence and use it, so that all corners of your business are creating competitive advantage.

# Define it

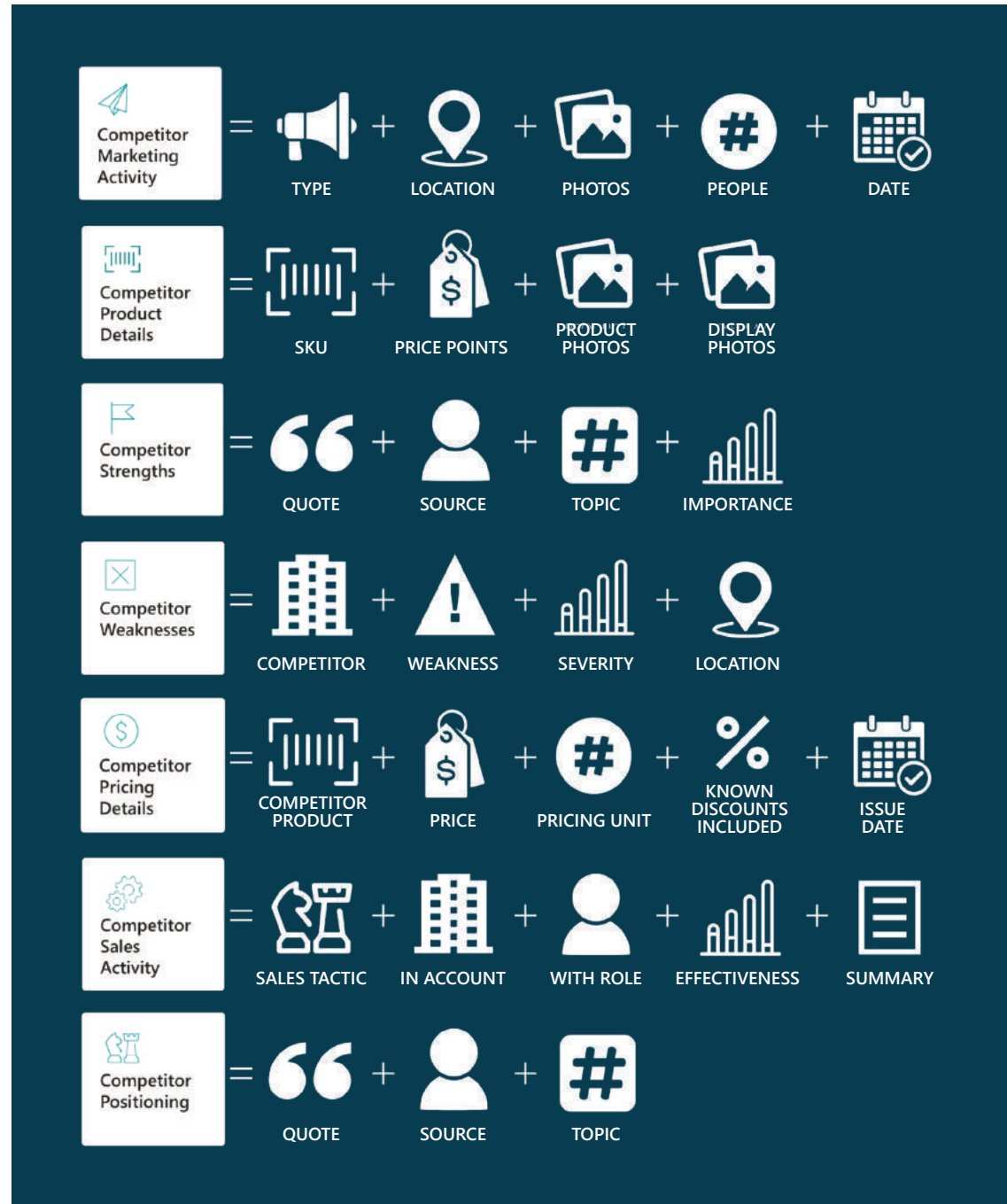
**Define** what you mean by competitive intelligence so employees know exactly what to look for.

Waze doesn't just tell us to report bad traffic. They define it so drivers know what to look for.

Define your competitive intelligence the same way. What is it that you want employees to look for? Whether it's competitor weaknesses, strengths, pricing information, product details, sales tactics, or something else entirely, remove the guesswork so employees don't have to waste time figuring out what information is valuable.

Once you've defined it, go one level deeper. For example, competitor marketing activity can be defined as the type of marketing activity (is it an event, an executive briefing, a sponsorship?), the location, photos, number of people reached, and date it's taking place.

Here are examples to inspire you.



# Quote it

Whenever intelligence might be considered bad news for your company, gather it in the form of a **quote**.

You have good competitive intel, but it's not good news. That's when capturing it with a quote is critical.

Chances are, you've lost out on quality competitive intelligence because employees don't want to be the bearer of bad news. Gathering bad news by passing along a quote changes the dynamic: you will be able to gather intelligence that will be valuable to multiple teams across your business — from marketing to product development, sales to account management.

## WHEN EMPLOYEES MUST SHARE THEIR PERSPECTIVE:

Mayfield's factory automation solution is faster than ours.



## WHEN EMPLOYEES GET TO PASS ALONG A QUOTE:

“A prospect just said, “Mayfield's factory automation solution **delivers faster processing speeds.**”





# Score it

## Score it to turn anecdotes into quantifiable data.

Turning anecdotes into quantifiable data can be a valuable asset to use in the decision-making process.

In this example, the topic is Processing Speed. The number of times the topic is raised as a competitive strength will give you quantifiable data. By assigning your intelligence categorical topics, you can count frequency.

Then, by using a four-point scale, you can also capture importance or sentiment. In this example, we want to capture how important a competitor's strength is to a prospect's decision-making process.

When it comes time to make the business case, you'll know that processing speed was raised 123 times and 83% considered it important or very important in their purchasing decision.

With these two additions — frequency and importance — an anecdote has become quantifiable data

## Competitor Strength

**Quote:** "Mayfield's factory automation solution delivers faster processing speeds."

**Source:** Prospect

**Topic:** #ProcessingSpeed

**Importance:**

4 Very Important

3 Important

2 Somewhat Important

1 Not Important

# Time it

**Streamline** the process of capturing competitive intelligence to take less than one minute.

The goal is to make capturing competitive intelligence so fast and easy that it takes less than one minute.

How? We take our definitions and put them to use.

Set up your process so that data can be entered with a tap or a click. In this example, source, topic, and importance can all be choices. The only thing left to do is type the quote.

When you make it take less than a minute, people can capture intelligence in the moment. Whether it's right when they hear it or in between meetings, people can capture it in real-time.

The result? More accurate intelligence, more often.

## Competitor Strength

**Quote:** "Mayfield's factory automation solution delivers faster processing speeds."

**Source:** Choose one ^

**Topic:** #P Prospect

**Importance:** Partner

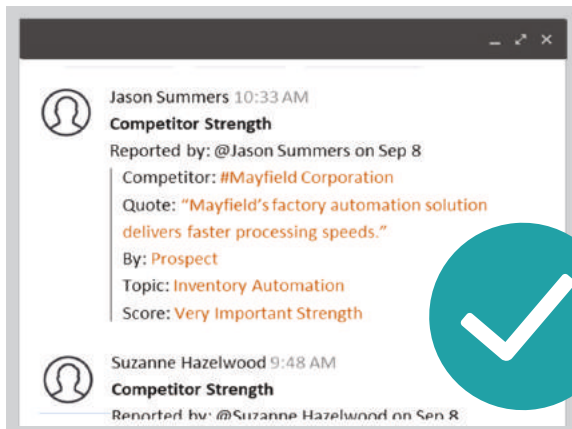
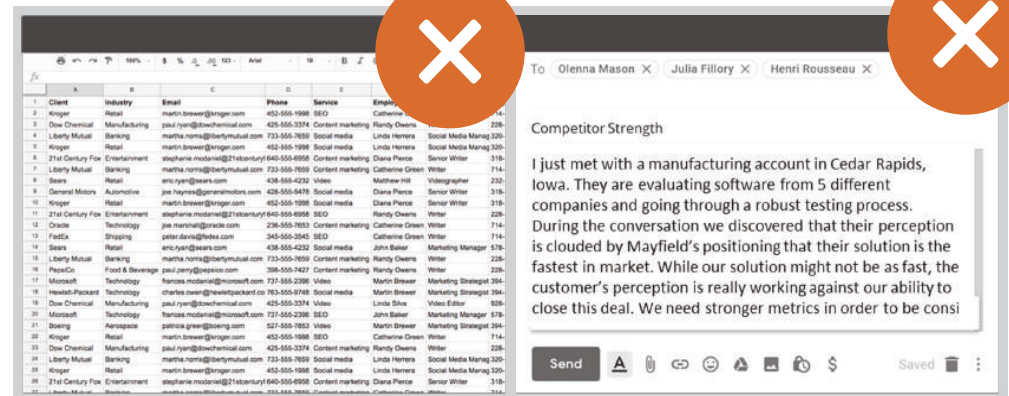
Client

# Share it

Share it immediately, automatically and in a consumable format.

The biggest mistake companies make is letting competitive intelligence disappear into a black hole. Too often, it's only seen when someone analyzes the disparate information and publishes the occasional summary.

Instead, every time someone reports competitive intelligence, share it. Share it automatically and reflect exactly what was reported.



To be successful, it must be consumable. Long email narratives take too much time to read. Sharing data in a spreadsheet is too hard to consume cell by cell.

Ideally, intel is shared in a data-oriented, feed format. It's scannable, consumable, and lightweight. The example on the left was created with the Groopit Slack App.

The result? Everyone in your organization will be consuming, learning, and using real-time data to inform their decisions. It's a powerful complement to aggregate data and analysis.

# Model it

Enlist competitive intelligence champions to **model** quality contributions and encourage their peers.

Find competitive intel champions across your business. You may have 2 or 102. The key is to choose people from different teams, disciplines, and locations. Their responsibility is to model what good competitive intelligence contributions look like and encourage their peers to capture it too.



COMMERCIAL SALES



ACCOUNT MANAGEMENT



SUPPORT



MARKETING



EXECUTIVE SUITE



PRODUCT DEVELOPMENT

# Recognize it

**Recognize** the value of competitive intelligence and the people contributing to it.

When employees contribute competitive intelligence, celebrate it. Employees need to know what they're gathering is valued. That takes constant reminders. The key is to operationalize the recognition.

Identify who is on point for recognizing contributions — competitive intelligence champs, executives, and you. Then, recognize it in big and small ways.

- 1 Acknowledge each contribution — it can be as quick as an emoji in Slack or Teams.
- 2 Celebrate wins against competitors — it can be done with a simple announcement.
- 3 Tell people when competitive intelligence influences decisions — the new marketing campaign, an upcoming pricing review, a product decision — anything informed by competitive intelligence.

You're helping people be part of something bigger and something that works: intelligence that yields results.



It's the fuel that will keep your **competitive intelligence** engine running.

# How to implement the 7 best practices with **groopit**

Groopit is the ultimate way to get, share, and use data from your frontline — like competitive intelligence. It was designed with the 7 best practices in mind. [Here's how it works.](#)

# Define your competitive intelligence with **Groopit Actions**

Actions are completely customizable for your organization and its competitive intelligence needs.

The image displays the Groopit Actions interface. On the left, a desktop view shows a grid of action cards under the heading 'Actions'. Each card includes an icon, a title, a description, a button to start the action, and a report count. The cards are:

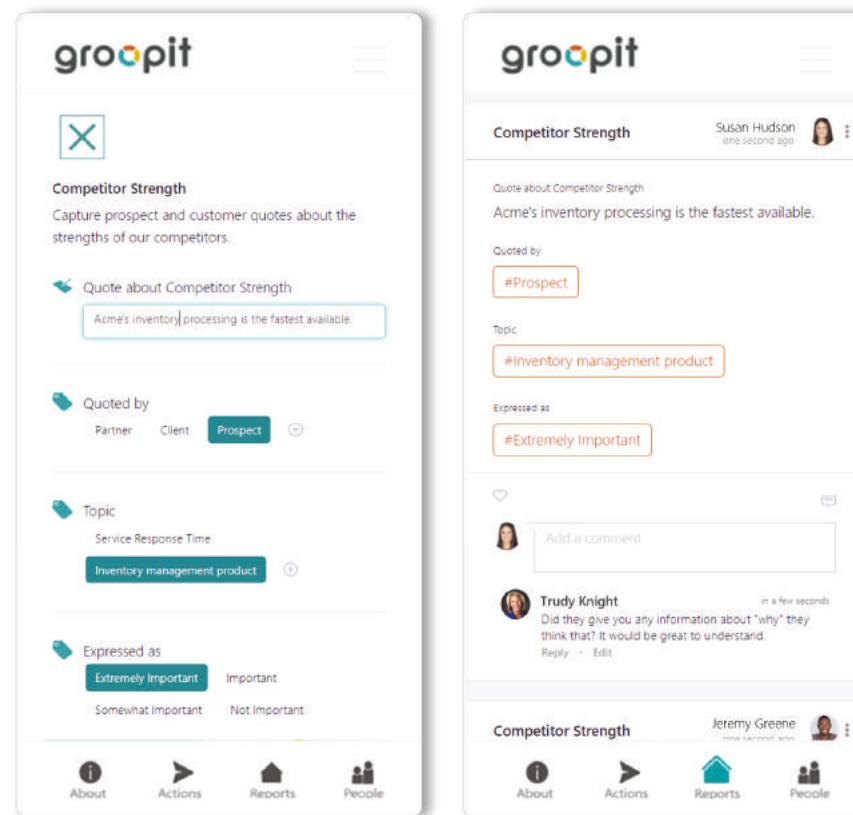
- Competitor Strength**: Capture prospect and customer quotes about the strengths of our competitors. 152 Reports | 4 Reports Today.
- Competitor Pricing Information**: Share competitor sales activity, strategies, and tactics so we can rapidly see patterns & outsmart them. 64 Reports | 2 Reports Today.
- Competitor Positioning**: Capture what competitors are doing about our products, services, and markets. 29 Reports | 1 Reports Today.
- Competitor Sales Activity**: Capture sales activity in your accounts so we are all aware of what competitors are doing and can figure out how to outsmart them. 252 Reports | 3 Reports Today.
- Competitor Marketing Activity**: Capture snapshots of competitor marketing materials, events, announcements, ads and any marketing you see. 388 Reports | 9 Reports Today.

In the center, a mobile view shows a dialog titled 'What do you want to report?' with a list of action options: Competitor Strength, Competitor Pricing Information, Competitor Positioning, Competitor Sales Activity, and Competitor Marketing Activity.

On the right, a detailed view of the 'Competitor Strength' action configuration is shown. It includes a title, description, a text input field for the quote, a 'Quoted by' dropdown (Partner, Client, Prospect), a 'Topic' dropdown (Service Response Time, Inventory management product), and an 'Expressed as' dropdown (Extremely Important, Somewhat Important, Important, Not Important). Buttons for 'Cancel' and 'Report' are at the bottom.

# Make it easy to capture data in **3 taps** and less than one minute with Groopit

In this example, employees capture a competitive strength. They enter a **quote** and who said it, select the topic — in this case, inventory management — and then **score it**.



In less than a minute (**time it!**) and just a few taps, the competitive intelligence is captured. Groopit automatically **shares it** with everyone involved.

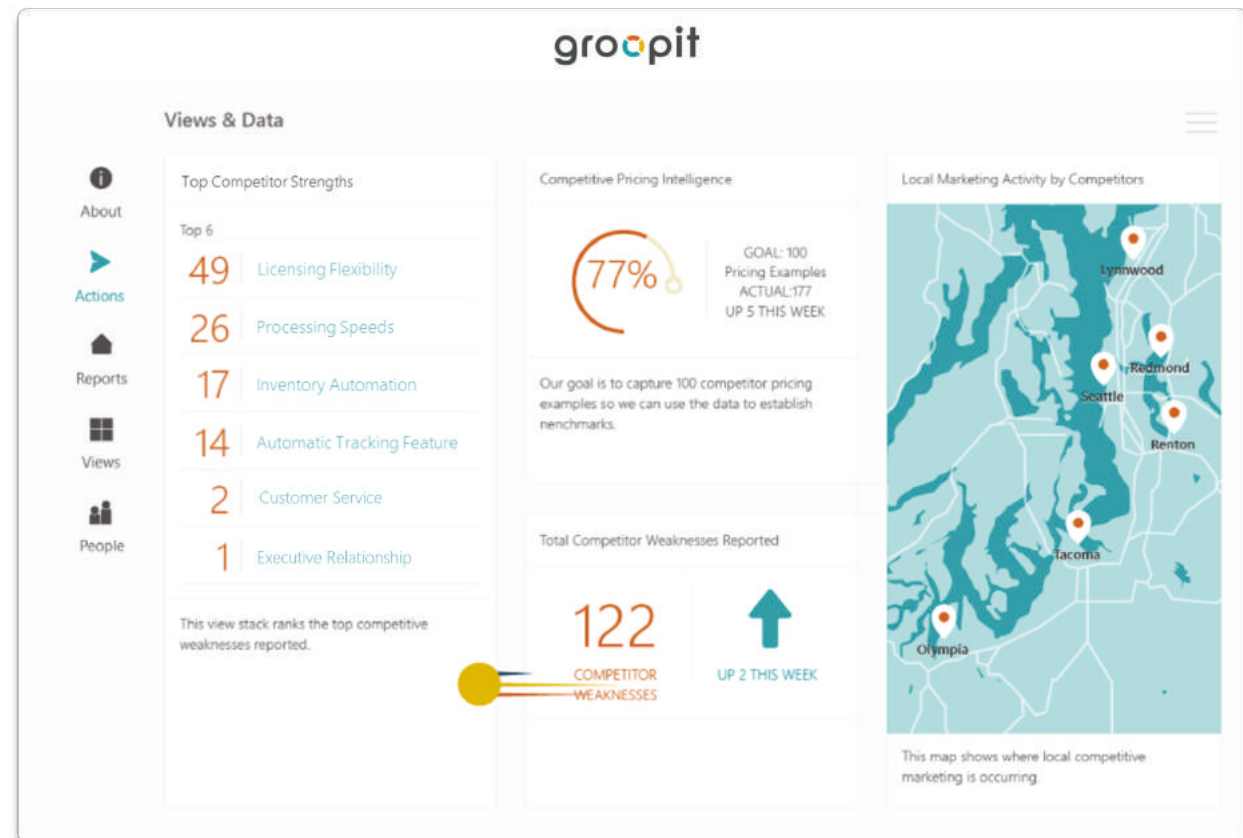
Team members **model** contributions and can **recognize it** right here too with that celebratory emoji.



# Empower everyone involved with Groopit by **sharing data** in real time

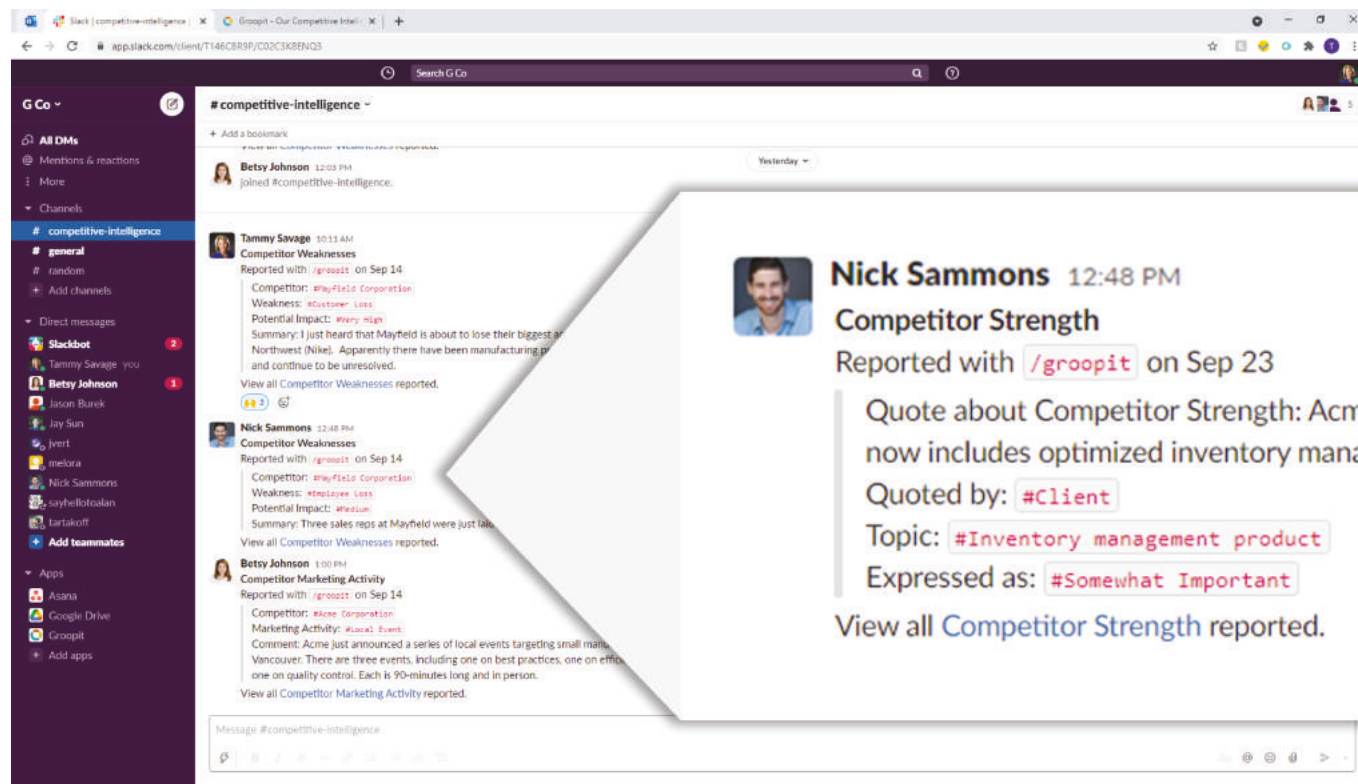
Groopit automatically shares the intelligence with everyone involved. Here you'll see the information we just captured automatically shared in a digestible format.

- ✓ Read each contribution
- ✓ View aggregate data
- ✓ Search the data



# Integrate Groopit data into Slack, Salesforce, and more

With Groopit's real-time data collecting and sharing, everyone involved is in the know and empowered to make decisions informed by frontline employees.



**Groopit is the ultimate way to get, share,  
and use data from your frontline.**

Want to learn more? Listen to the webinar  
recording at <https://groopit.co/compintel>  
or reach out to us at [hello@groopit.co](mailto:hello@groopit.co). We  
look forward to hearing from you!

Define it

Quote it

Score it

Time it

Share it

Model it

Recognize it





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