Course : Implement effective competitive intelligence

Practical course - 2d - 14h00 - Ref. VCU
Price : 1360 € E.T.

★★★★⯪ 4,6 / 5

Competitive intelligence is a tool for anticipation, decision making and action. To optimize it, you need to know which methods to use, which processes to deploy, and how to exploit the main tools available.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the different types of monitoring
- ✓ Designing a research plan
- ✓ Use field and documentary tools to gather information
- ✓ Implement monitoring and analysis tools
- ✓ Use information to optimize your competitive positioning

Intended audience

Marketing managers, product managers, marketing research managers, market intelligence managers, sales managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Theoretical input, exchange of best practices, practical exercises and case studies.

Course schedule

1 Define the scope and types of intelligence

- Define the concepts of monitoring and competitive intelligence
- Assess the benefits, advantages, drawbacks and limitations of intelligence activities
- Distinguish types and strategies: competitive, regulatory, trend monitoring, active and passive intelligence
- Determine the list of relevant competitors

Exercise
Define competitor typology and operational application within a given sector

2 Build a competitive intelligence research plan

- Identify monitoring themes: pricing, catalogues, locations, etc.
- Analyze stakeholders using Porter's Five Forces model
- Select internal and external information sources
- Identify key actors and information collection tools, including two AI-based tools
- Define reporting formats and communication channels

Exercise
Design a research plan based on a case study.

3 Use field-based competitive intelligence tools

- Analyze competitors' products through purchase and benchmarking.
- Conduct competitor testing and associated tools.
- Monitor patent filings..
- Track competitor communications via newsletters.
- Implement mystery shopping systems.

Exercise
Design an interview guide adapted to a monitoring approach.

4 Implement documentary and web monitoring

- Build a structured source repository: websites, blogs, forums
- Use search engines and AI tools such as ChatGPT, Gemini, Copilot and Perplexity
- Structure and draft prompts aligned with intelligence objectives
- Use press clipping services
- Subscribe to relevant sources: press, newsletters, RSS feeds
- Use website scraping tools.
- Monitor web pages via bookmarking and alert tools
- Analyze content using summarization and text mining tools, including AI
- Disseminate information through content publishing platforms
- Map collected information.
- Use specialized global monitoring software integrating AI, machine learning and predictive analytics.

Exercise
Design an intelligence prompt (global market, specific competitor, e-reputation, etc.)

(5) Leverage and analyze intelligence outputs

- Classify information into strong and weak signals
- Formalize insight notes
- Conduct SWOT analyses per competitor, including AI-assisted analysis
- Build competitive positioning maps
- Analyze strategic groups
- Develop comparative tables and define competitor evaluation criteria, including AI-based analysis

Exercise
Define the structural dimensions of a positioning map and position competing companies using AI prompts.

Dates and locations

REMOTE CLASS
2026 : 15 June, 28 Sep., 14 Dec.

PARIS LA DÉFENSE
2026 : 15 June, 28 Sep., 14 Dec.