

# Course : Implement effective competitive intelligence

*Practical course - 2d - 14h00 - Ref. VCU*

**Price : 1360 € E.T.**

★★★★☆ 4,4 / 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

### PARTICIPANTS

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

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 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.)

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 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.