

# Course : Implement effective competitive intelligence

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

Price : 1590 CHF E.T.

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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.

## 1 Definition and type of watch

- Definition of business intelligence.
- The advantages, disadvantages and limits of monitoring.
- Monitoring types and strategies. Competition, regulations, trends. Active/passive.
- Definition of the shortlist of competitors.

### Exercise

Definition of competitor typology and operational implementation in a given sector.

## 2 Defining the research plan

- Monitoring topics: price lists, catalogs, locations...
- Players to watch: Porter's five forces analysis.
- Definition of information requirements.
- Sources to activate: internal/external.
- Collection players and tools.
- Types of information processing.
- Playback formats and transmission modes.

### Exercise

Design a research plan based on a case study.

## 3 Field monitoring tools

- Buying competitors' products.
- Visits to sales outlets, factories and administrative offices.
- Monitoring patent applications.
- Subscribe to competitor newsletters.
- Customer and supplier interviews.
- Mystery shopping.

### Exercise

Design of an interview guide.

## 4 Documentary watch tools and Web monitoring

- Building up a repository (websites, blogs, forums).
- The use of search engines.
- Freelance companies.
- Subscriptions: press, newsletters, RSS feeds...
- Site vacuums.
- Tools for managing bookmarks and monitoring web pages.
- Abstracting and text mining tools.
- Content distribution platforms.
- Information mapping tools.
- Specialized global intelligence software: based on artificial intelligence, machine learning...

### Exercise

Identification of websites that can be used to define a corporate repository, and presentation of a content distribution platform.

## 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.

## 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](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Enhancing the value of the information gathered through monitoring

- Classifying information: strong/weak signals.
- Notes of amazement.
- SWOT by competitor.
- Competitive positioning mappings.
- Strategic group analysis.
- Comparison tables and criteria.

### Exercise

Construction of structuring dimensions for company mapping and positioning.

## Dates and locations

### REMOTE CLASS

2026: 2 Apr., 15 June, 28 Sep., 14 Dec.