



COMPETITOR RESEARCH SERVICE

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VIEWPOINT ANALYSIS

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The Competitor Research Service

If you are losing to the same competitor on too many occasions, we have a solution for you that will start to change the tide and improve your win rates with each passing quarter. Our Competitor Research Service is all about ensuring that you and your team enjoy a competitive advantage through a crystal clear, 360-degree viewpoint of your competitor.

The more you can understand your competitor and how they go to market, the more chance you have of combatting their current competitive edge.

What Does Our Competitor Research Cover?

The Viewpoint Analysis team will look at the competitor from every angle possible. We know that the more we can understand what they do and how they do it, the more chance there is that our customer can make adequate changes to their operating model to start to change performance dramatically.

Sales Team Structure and Composition

We look at the opposition team as though they are a competitive sports team taking to the field. Who's on the team? What experience do they have? What's their background? How are they set-up? How many sales heads do they have? Our aim is to really understand their team and then report back so that changes can be made to your team to compete on a better footing.

Business Strategy & Performance

We study the business - by looking at financial reports, shareholder presentations, key customer presentations - anything and everything that can tell us a story about the competitor's strategy and where they are headed.

Products and/or Services

We research the competitor's products and services to really understand what they are selling and how they are messaging the market. How does their messaging compare to yours? How does their approach differ? Are they gaining an advantage that you simply had not noticed?



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Website and Keywords

We interrogate the competitor's website to understand how they are going to market and how easy it is for customers to find them. We find the keywords that they are using to bring valuable organic search engine traffic to their website rather than yours. We also look at where they are advertising and how frequently.

Partners

An area that is often overlooked in competitive research - we look at their partners. How many partners are they working with? Who do they point to as worthy of awards? How many likely sellers might they have? Are they the same as yours? It can be easy to assume that you and your team are competing head-to-head against your competitor's team, but invariably the partner channel is making a big difference to your chances of success.

Customers

Which customer logos are called out as key clients? How many do they appear to have in the region? We search all available public information to find the key reference customers that may be doing so much damage to your chances of sales success. How does your customer base compare and how might you be able to bring key customer references to change the game in a given area?

Social Channels

Which social channels are your competitors active on - either globally or in your country. What are they saying? How often are they posting? What are the key messages that they want to convey? We'll research and let you know so that you can improve your performance if need be.

Job Boards

Do you know if they are growing or shrinking? Do you know what jobs are open right now and therefore areas where you might want to push a little harder? Job Boards can be vital sources of information to tell a story about a competitor's situation and ambitions.



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With a better understanding of your competitor comes a better sales plan and a better approach to each and every competitive battle.

The Competitor Research Service is one of our most cost-effective services and is sure to deliver a great ROI. It is priced at just **£8,500 +VAT** per competitor that we research and takes an average of two weeks to complete and report back.

Who Are Viewpoint Analysis?

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' service bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Vendor Selection' service where we take a different approach and remove the need for spreadsheet questionnaires.



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Viewpoint Analysis Ltd is a company registered in England & Wales (company number 13211084)