

CI Resources: the good, the bad and the ugly!

Jaye A. H. Lapachet
Senior Consultant
J8 Consulting

What is Competitive Intelligence?

- Finding pertinent information that will swing your case, get the client, make your project successful

How Do I Do Competitive Intelligence?

- Own CI

How Do I Do Competitive Intelligence?

- Own CI
- Start Small

How Do I Do Competitive Intelligence?

- Own CI
- Start Small
- Be environmentally friendly

How Do I Do Competitive Intelligence?

- Own CI
- Start Small
- Be environmentally friendly
- Iterate

How Do I Do Competitive Intelligence?

- Own CI
- Start Small
- Be environmentally friendly
- Iterate
- Reach out

Organize

- I like to draw things out in order to create some organization around new projects.

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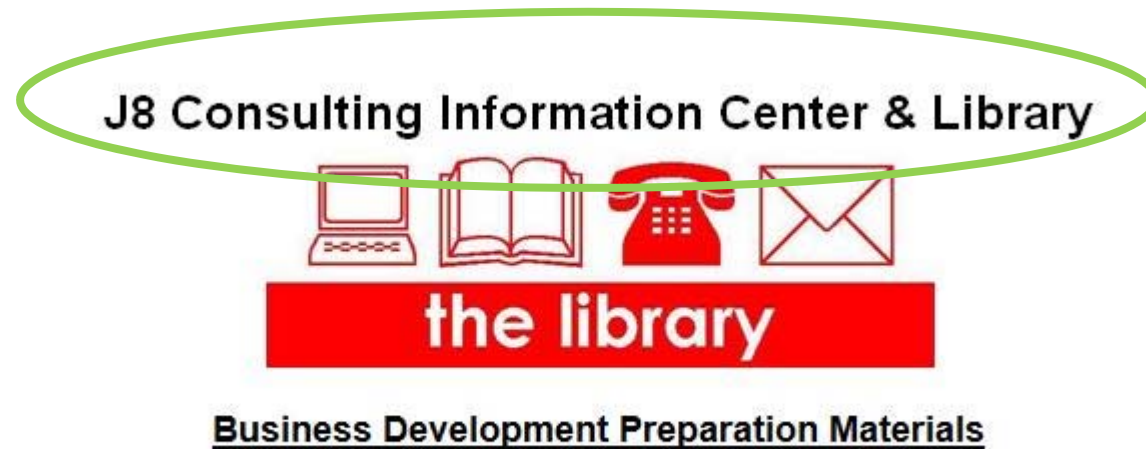
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Business Development Preparation Materials

For further information call Jaye Lapachet at ext. 000 or Director of Marketing at ext. 000.

Organize

- Who sent this?



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Organize

- Brand

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Be Clear

- Add the information professionals need in a concise manner

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Your info center and marketing departments are available to assist you with all of your competitive intelligence and business development activities for existing or potential clients. This document provides guidelines on the reports and research available, associated **retail** costs, and the amount of turnaround time typically needed. As you can see, the more lead time we've given, the more detailed an analysis we can provide; however; with just one hour's notice we can prepare a basic company information overview.

This work will be charged to 9995-11d with your initials associated.

If you need additional info beyond one level, please ask Jaye about your options.

Be Clear

- Add the information professionals need in a concise manner



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Be Clear

- Provide options



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Meat & Potatoes

- Adjust to fit your organization

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Business Name (search or information terms): _____

Level 1: Basic Overview (turnaround: 1 hour)

Quick overview of potential new client

- Corporate Profile (\$79-Lexis contract) - public companies only
- News search (\$53-\$116, depending on timeframe and search terms)
- Courtlink OneSearch (\$200-Lexis)

Level 2: General Overview (turnaround: 1/2 day)

Slightly more in-depth than option 1. Provides basic company info.

- All options from above**
- Hoover's profile (\$60-Lexis contract)
- OR Dun & Bradstreet (\$110-\$443, depending on region)
- Overview from company website (time)
- Recent press releases from company website (time)
- Key bios from company website (time)
- Google News Archive timeline (time)
- Blog Search (time)
- Communities Search (time)

Level 3: Company Profile (turnaround: 24 hours)

- All options from above
- Courtlink Strategic Profile (\$150) (specify court and timeframe)

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Tomorrow is a New Day

- Tomorrow is a new day and there will be new resources. It is up to you to keep on top of resources.

Tomorrow is a New Day

- Carolyn & JR are going to talk to you about a lot of resources.

Thank you!

- Please contact me with any questions



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