



Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position.

Comprised entirely of senior practitioners, our consultants were groomed at the world's leading consulting and intelligence organizations and provide expert counsel to a number of Pharmaceutical, Healthcare, Technology and Financial Services companies.

Our strength is in teaching clients how to build their own competitive intelligence and strategy capabilities in order to anticipate emerging threats and opportunities and then develop competitive strategies to conquer both.

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Competitor Response Modeling™

Preparing for competitors' responses to your strategies and actions.

NEWTON'S THIRD LAW OF MOTION states that "For every action, there is an equal and opposite reaction". It's as true in physics as it is in competitive markets. Simply put, any player's action aimed at improving its market position will be met with a competitive response.

Most companies prepare for their own market moves – such as new product or service introductions, price increases or cuts, or entry into a new segment or geography – by following a regular course of activities. Conducting product research and development, performing market research, analyzing the financials, and planning an execution strategy are just a few of the traditional planning activities.

However, surprisingly few companies include contingencies for competitor response in their plans and strategies. Oftentimes, the best analyzed and most attractive strategic moves in a market fail because a company neglected to plan for competitive response.

Outward Insights' Competitor Response Modeling™ tool helps companies develop contingencies for competitor responses to their plans and actions prior to execution. Companies that have incorporated this technique have been able to thwart and minimize the impact of competitor reaction and increase the likelihood that planned market initiatives meet their objectives. By consciously and systematically considering how competitors are likely to react to your market plans and strategies, a company can avoid being blind-sided by competitors' responses and then act with greater certainty and efficiency to neutralize competitor reactions.

Competitor Response Modeling™ enables a company to assess:

- How competitors are likely to respond to their market moves

Competitor Response Modeling (continued)

- The timing, intensity, and impact of such responses
- Competitor capabilities and intent, to help you develop a prioritized list of the most likely competitor reactions
- The impact of your counter plans and strategies

Don't be caught by surprise by competitors' responses to your well-planned market strategies. Call us today to learn how to incorporate Competitor Response Modeling™ into your strategic planning and competitive intelligence functions.



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