



Competitive Insights from MWD Advisors

The world is changing, fast. Where products and competitive positions used to change every 1-2 years, now change in your competitive landscape is almost constant.

It's tough to allocate resources to ensure that your people are armed with the right competitive knowledge, in the right format.

You need competitive insights that are independently sourced.

You need competitive insights that are easy to consume.

You need a partner who's flexible and accessible.

Competitive Insights from MWD Advisors is an annually-renewable service that gets your people the competitive knowledge they need.

There are three elements to the MWD Advisors Competitive Insights service. You can flex each service element to meet your need:

- » Competitive battlecards
- » Internal webinars for your salespeople
- » Internal webinars for product, strategy and corporate leadership

Competitive battlecards

Using our in-depth, independent market and technology expertise we produce high-quality, easy-to-print two-page 'battlecards' for your exclusive use. Each battlecard shows your salespeople how your offering compares to the offering of one specific competitor – looking not only at key functional areas of differentiation but also important business factors such as pricing and licensing, partnerships and support, geographic coverage. We collaborate with you to tailor the comparison criteria to your needs.

Option: add a six-month update cycle to your set of chosen battlecards.

Internal webinars for your salespeople

We run 60-minute webinars, exclusively for your own sales teams, where we present an overview of your market and the key competitive highlights from our analysis. We make plenty of time available for Q&A. We record the webinars and provide you with the recordings so you can make webinars available as on-demand resources.

Internal webinars for product, strategy and corporate leadership

We run 60-minute market and competitive insight sessions, tailored particularly for your executives. We make plenty of time available for Q&A. We record the webinars and provide you with the recordings so you can make webinars available as on-demand resources.

With your Competitive Insights service, you'll also benefit from unlimited corporate-wide access to all MWD Advisors' published premium research and unlimited inquiry time.

Find out more

Questions about pricing, packaging, samples or anything else? Please contact Victoria Kyle – victoria@mwdadvisors.com