

# COMPETITIVE LANDSCAPE

**SITUATION:**

The increased emphasis on protecting market share has elevated the importance of understanding the competition. The market is more informed than ever, and a salesperson must be able to prove their offering provides superior value when measured against “the field”. Competitive intelligence is often stored in multiple data sources across the enterprise, but without consolidating this information into a central repository, it’s impossible to make the case that your product is better than the competition.

**IMPACT:**

Timeliness and accuracy of competitive intelligence can often be the difference between a successful deal and a failed one. Salespeople are often so focused on their revenue-generating tasks that there is minimal time for them to conduct thorough research. Even if competitive intelligence is already available within the enterprise its often scattered and disorganized which renders it useless in a fast-paced, data driven sales environment.

**RESOLUTION:**

Nowigence has developed AI-generated competitor briefings which can be shared throughout the organization in real-time. This intelligence can be used to highlight competitive advantages (e.g. automated battlecards) when speaking with customers and build upon core competencies by sharing insights with other functions like Product Management. Pluaris, our AI platform, monitors over 170,000 external data sources to ensure that any news about the competition is captured and summarized for use in customer discussions. In addition, Pluaris enhances the competitor dossier with internal data, providing deeper insights into the competitive landscape. This internal data can be previous discussions with customers, objection handling advice created by another member of the sales team, or any other relevant information stored in CRMs, meeting minutes, emails/messages, and more. With Pluaris, each salesperson will be armed with everything they need to retain existing customers, and land new ones.

