

"A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be."

– Wayne Gretzky

To compete, you have to know:

- Competitors:
 - Obvious
 - Indirect
 - Disruptors
- Pricing Trends
- Sales & Service Reps Buy-in:
 - Recommendations
 - Sell-off
- How customer segments make buying decisions about products / services
- How much of the market does each competitor own and their growth forecast

AboutFace's Competitive Differentiation Solutions

Research | Consulting | Products

Marketing

Many internal Marketing teams neglect to perform regular competitive analysis, due to the time and expense of conducting the research, internally. This leaves the organization open to more prepared players that are ready to capitalize on this oversight.

AboutFace has a line of Competitive Differentiation Solutions, which will assure Marketing has the information it needs to recognize shifts that impact the company's revenue, profitability and growth.

SERVICES

- Pricing Research & Analysis
- Wallet Share Allocation Study & Analysis
- Disruptor Study & Analysis
- Recommendation / Sell-off Studies
- Buying Decision Study & Analysis
- Brand Survival Index™



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COMPETITIVE DIFFERENTIATION SOLUTIONS