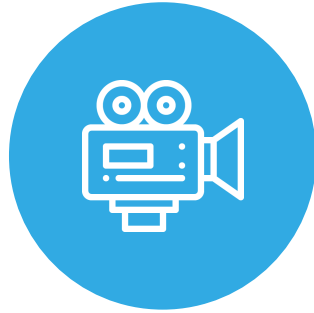


# Building an All-Star CI Function: The skillsets your team needs to have

(even if you're an army of one)



# Before We Begin



*We will send you  
the recording*



*Submit your  
questions anytime*



## Scot Kim

Global Competitive Intelligence Leader @ Conga

- Nearly 20 years in the tech industry
- Competitive intelligence for 10 years
- Notable companies:
  - Apttus/Conga
  - VMware
  - Gartner
  - GE Digital
  - Hitachi
  - Wind River
  - Cisco
- Education:
  - BA: Brigham Young University- Provo
  - MBA: Saint Mary's College of CA

# Agenda

- 1** The 'All-Star' CI Team
- 2** Sharing Competitive Insights
- 3** Best Practices to Build and Measure your CI Function
- 4** Questions & Wrap up

## The All-Star Team



*the Researcher*



*the MBA*



*the Storyteller*



*the Ex-Seller*



*the Collaborator*



*the Conductor*

# The All-Star 'Current Money' Team



*the Researcher*



*the MBA*



*the Storyteller*



*the Ex-Seller*

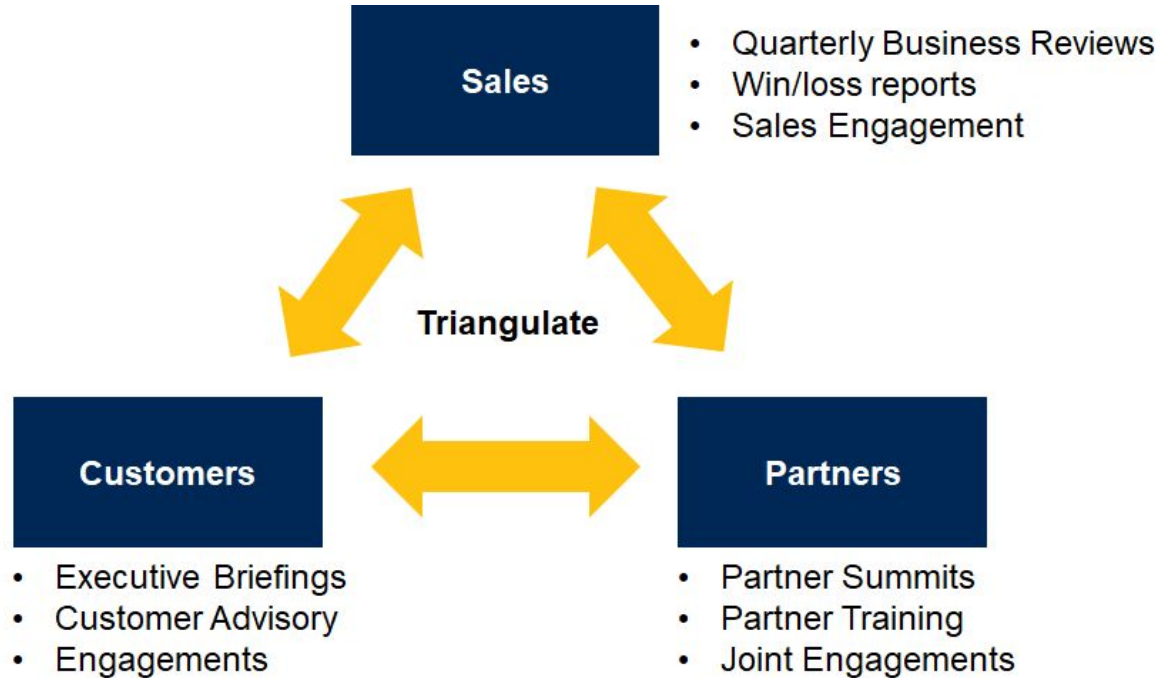


*the Collaborator*



*the Conductor*

# The Researcher- Triangulate CI data for Credibility



# The Researcher- Ability to Articulate CI





# The Researcher- Competitive Scorecard is Another Way to Articulate CI

● RELATIVELY STRONG ● NEUTRAL ● RELATIVELY WEAK ● NOT RATED

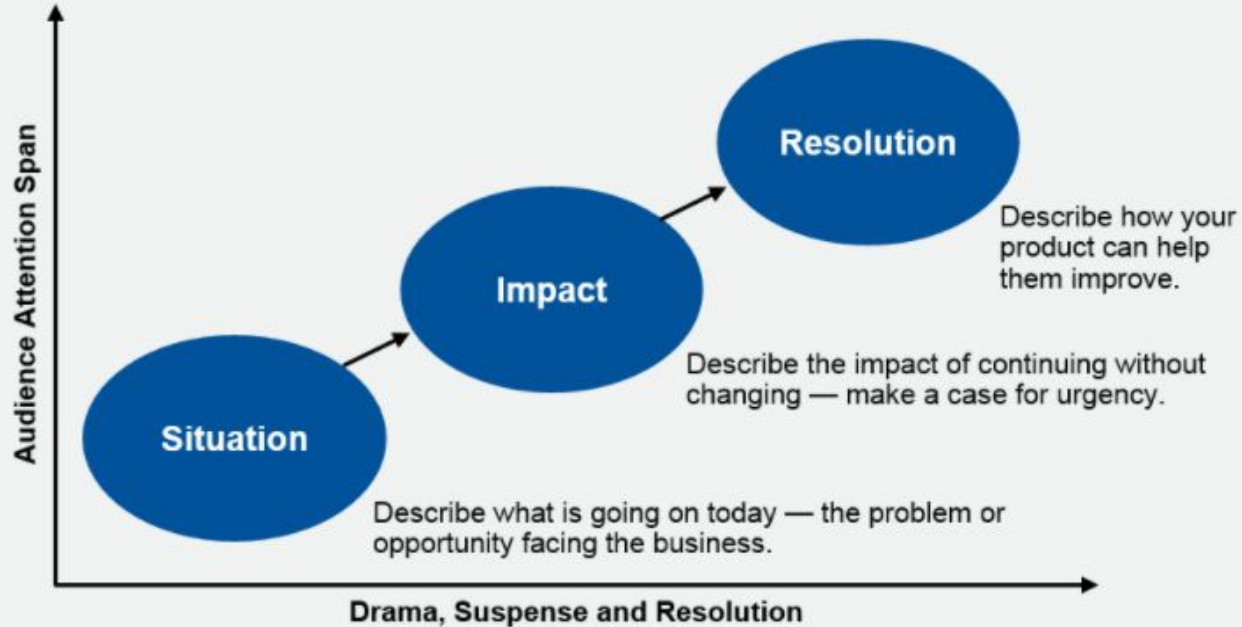
	TSP	Comp1	Comp2	Comp3	Comp4
Brand	●	●	●	●	●
Installed Base	●	●	●	●	●
Breadth of Product Portfolio	●	●	●	●	●
App Dev Ecosystem	●	●	●	●	●
Partner Program	●	●	●	●	●
Vertical Offerings and Expertise*	●	●	●	●	●
Container APIs	●	●	●	●	●
Cloud Capabilities	●	●	●	●	●
Professional Services	●	●	●	●	●

# The Collaborator- Build a CI Community



# The Storyteller- The Art of Telling the Narrative

## Standard SIR Storytelling Format



# The All-Star Team



*the Researcher*



*the MBA*



*the Storyteller*



*the Ex-Seller*



*the Collaborator*



*the Conductor*



**YOU**

# Scot's Best Tips & Tricks

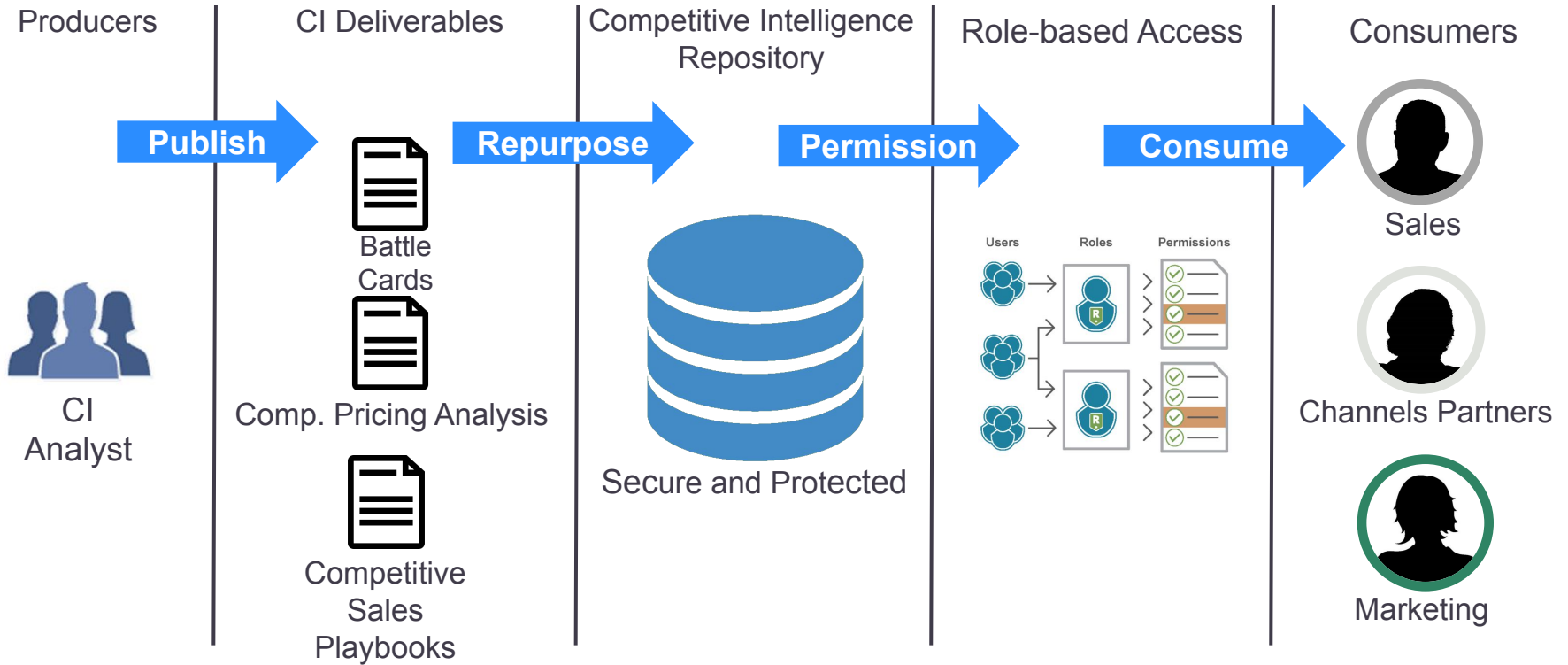
# Best Practice #1- CI Attributes to Look For in A New Hire

Core Competencies	Competency Definition	Associated Interview Questions
<b>Digital dexterity</b>	Has to be resourceful and a self-starter. Must be able to adapt through ambiguity and deliver results. Ability to be ethical but tenacious of gathering competitive information.	How do you overcome obstacles? How do you problem-solve? How do you react in time-sensitive situations? Can you deliver in 24 hours? Can you adjust to constant change? How do you accept change for your role?
<b>Competitive acumen</b>	Ability to gather competitive data from a wide variety of people, tools and social media. To be informed always and lead in how to displace the competition.	How do you gather competitive intelligence? Where do you start? Have you ever been frustrated in not locating competitive information? What did you do in those situations?
<b>Calculated risk taking</b>	The ability to make uncommon connections to enable decisions. Not be afraid to use intuition and follow leads with incomplete competitive data.	Share a time when you took limited information and made a gut decision? How did you make the decision, and why? Would you make the same decision again? How do you collaborate? What is your style?
<b>Collaborative influencer</b>	A trend setter in collaborating with all types of people from different departments. Ability to build a competitive network of agents that can provide competitive information.	What are the steps you would take in the first six months to ensure synergies with other organizations across the company? What KPI metric would you suggest to measure on collaboration?
<b>Deliverables</b>	Ability to create deliverables on a quick and timely matter.	How do you create competitive intelligence deliverables? Are you able to put together a competitive intelligence homework?

## Best Practice #2- KPI Measurements

Sample Key Performance Indicators	
# of Sales Calls/Visits	Win Rate Percentage
# of Document Downloads	Customer Retention/Net Promoter Score
\$ of Deals Competitive Involved	# of Competitive Requests
# of Competitive Deals Involved	Reliability and Actionability of Competitive
# of Competitive Document Published	Average revenue displaced per CI analyst
# of Competitive Deals Involved	# of Deals Won
# of Competitive Training	Win/Loss Output
# of Special Projects Involved	# of Kudos Received
ROI from Competitive Lab	Competitive Sentiment Score 0-5 score

# Best Practice #3- Type of CI Technology Platform





# Key Takeaways

- 1** Fill your CI team with the researcher, storyteller, and collaborator roles
- 2** Articulate data in a clear, easy-to-digest format
- 3** Establish your KPIs
- 4** Integrate CI technology into your competitive function effectively

# Questions?

**Thank You!**