Introducing Princeton Consultants’ Targeted Competitive Intelligence℠

A cost-effective method for obtaining valuable competitive information

- Can we find out what our competitors charge for their products-services?
- Are their offerings superior or inferior to our own?
- How can we successfully differentiate ourselves for certain targeted customers?
- How do our current clients assess our products-services?
- Are we vulnerable to losing business to our competitors? If so, for what specific reasons?
- An upcoming RFP will assess us against our competition. Which strengths should we highlight, and which weaknesses should we improve, to win the business?
- What new product-service offerings would match the needs of the current and future marketplaces?
What is TCI℠?

Princeton’s Targeted Competitive Intelligence℠ is a proven process to acquire and assess the competitive intelligence data that are most important to you: pricing, product-service features, client comparative assessments of your company’s and your competitors’ performance.

The information comes right from the source: the people who buy these products and services, including both current and prospective clients.

The competitive information and detailed analyses we produce can help you make accurate decisions regarding sales and marketing approaches, new products, and client retention.

Why is TCI a better approach?

Other competitive intelligence methods often deliver vague results that aren’t conclusive or actionable. Princeton’s TCI℠ methodology stands out because it targets specific prospects and clients. Specific individuals within those organizations are selected, and focused in-depth interview questions are formulated on a case-by-case basis. Whenever feasible, interviews are conducted “blind,” i.e., the study’s sponsor is not revealed to the interviewees.

Princeton’s TCI℠ approach helps you obtain specific, detailed information from the executives with purchasing power within your target companies.

What are the benefits?

Competitive intelligence is a powerful weapon. It can help you:

• Increase sales and get more proposals accepted, especially in competitive situations, because you understand your competition’s strengths and weaknesses better.

• Retain more customers by obtaining an accurate picture of how your clients view your products-services—strengths, weaknesses and intangibles.

• Increased effectiveness of new product offerings that match the needs of the marketplace.
TCI\textsuperscript{SM} can help improve your sales, customer retention, market penetration, and new product development

**What are the costs?**

Competitive intelligence studies vary widely in cost and duration, depending on the requirements for depth and richness of the competitive intelligence. Please contact us to discuss your needs so that we can provide an accurate cost estimate.

Typically, the value of strong competitive intelligence far outweighs the cost of obtaining the intelligence. Outmaneuvering your competition can increase revenue through improved sales, as well as protecting revenue through customer retention. The value of winning or retaining even a single client will often more than repay the cost of the study.

**How do we get started?**

Call us for a free consultation. Our competitive intelligence experts will be happy to review your requirements.

We are members of the Society of Competitive Intelligence Professionals (SCIP) and we adhere to its guidelines when conducting our project assignments.

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We can find the answers to your toughest marketing questions
About Princeton Consultants

From our offices in Princeton, NJ and New York City, we have partnered with top-tier health management and pharmaceutical companies, including Medco, Cigna, Anthem, Pfizer, Novartis and Pharmacia.

Contact Us

To get started right away, or hear more about the competitive intelligence solutions Princeton Consultants brings to the marketplace, call us today!

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Competitive Intelligence and Management Consulting Projects

(1) Assignment: A carrier-based Pharmacy Benefits Manager needed to increase penetration into its parent company’s book of business. We conducted interviews with pharmacy benefit consultants and clients nationwide to determine perceptions of carrier-based PBMs. We then identified significant gaps between consultant and client perceptions and developed an action plan for repositioning our client within the consultant community.

Result: Increased sales by overcoming consultants’ misperceptions

(2) Assignment: A healthcare company wanted to sharpen its positioning in order to better acquire and serve third party administrator clients (TPAs). Our team conducted interviews with TPA purchasers in order to provide the client with a complete prospect and competitor survey.

Result: Through our work, the client learned which factors have the greatest influence on the bidding process. The company positioned itself accordingly and won three key TPA accounts increasing covered lives by 800,000.

(3) Assignment: A new internal capability, integrated pharmaceutical and medical data, held potential for marketplace deployment, but the client lacked a strategy for commercializing its capability. Our team conducted market research, including interviews with potential purchasers, and used these findings to develop product and service opportunities along with a business model and implementation plan. The deliverables included product recommendations targeted to meet customers’ needs, a feasibility study, and a cost/benefit and ROI analysis.

Result: The client gained an understanding of the most successful ways of commercializing this capability and was able to make a fact-based decision about market entry.