

Providing powerful training to boost your win probability

Richter & Company's services provide the competitive edge our clients need to compete — and grow — in today's hyper-competitive market.

Our training courses incorporate our consistent processes and decades of collective experience, backed by proven success. Each interactive seminar allows attendees to participate in discussion topics and exercises to reinforce the processes and templates introduced in the instruction. Each student will receive electronic copies of all the templates and tools that we present in the class. These reusable templates and guidelines are provided for your future use and customization.

Current offerings include:

Gathering and Analyzing Competitive Intelligence

- Define competitive intelligence and its role in the business development process
- Identify key information needed to improve win probability
- Demonstrate how raw information may be transformed into actionable intelligence
- Discuss how competitive intelligence is effectively used to drive your own solution and strategy

Investigative Techniques for Competitive Analysis

- Define the competitive intelligence process and describe how to effectively implement it in the procurement process
- Establish clear legal and ethical guidelines for gathering competitive intelligence
- Introduce and describe several valuable secondary sources of competitive intelligence
- Effectively use competitive intelligence results to recommend high-probability win strategies and solutions

Developing the Historical Price to Compete

- Define and differentiate top-down Price To Compete analysis and bottom-up Price To Win analysis
- Define the relationship between cost, price, and capability
- Define a process for developing Price To Compete results for use in preliminary - and early - solution and strategy development
- Discuss how Price To Compete analysis and results are effectively used to create your own solution and strategy to increase win probability

Effective Trade Show Intelligence Collection

- Identify relevant and realistic intelligence targets/requirements
- Understand the legal and ethical boundaries of intelligence collection
- Develop an effective trade show intelligence collection plan
- Effectively elicit open source information from trade show interactions

Performing Effective Black Hat Reviews

- Define the difference between competitor and competitive intelligence
- Differentiate between legal and ethical data gathering and alternatives - and understand the importance of proper practice
- Identify and brief likely competitor solutions based on a structured analysis of CI
- Recognize the impacts of game changers
- Effectively use competitive intelligence results to recommend high-probability win strategies and solutions

Developing the Opportunity-Based Price to Win

- Define and differentiate Price To Win analysis from its results: the Price To Compete and Price To Win Positions
- Define the relationship between cost, price, and capability
- Define a process for developing Price To Compete results for use in solution and strategy development
- Discuss how Price To Win analysis and results are effectively used to drive your own solution and strategy to increase win probability

We provide discounts for enrolling in multiple classes and/or bringing a friend.