

*Make your competitive power
bring new customers*

THE COMPETITIVE POWER TOOL

by Aalund

B2B Tool



Copyright Aalund

Competitive Power Tool

Are you first choice in your industry?

1

Competitive Power output:

- A. Your present competitiveness?
- B. Best competitor positions?



*Input to the building process –
for a stronger competitiveness*

Parameters to increase your competitive power?

2

Competitive Power output:

- A. Industry winning parameters?
- B. Are these positions free?



*Input to the change strategy –
where and what to do!*

How to elevate your competitive position?

3

Competitive Power output:

- A. Are you the preferred supplier among non-customers? – Why?
- B. Are your company well known?
- C. Are your company rejected? – Why?



Input to a competitive power strategy?



Your competitive power versus what's needed to get new customers

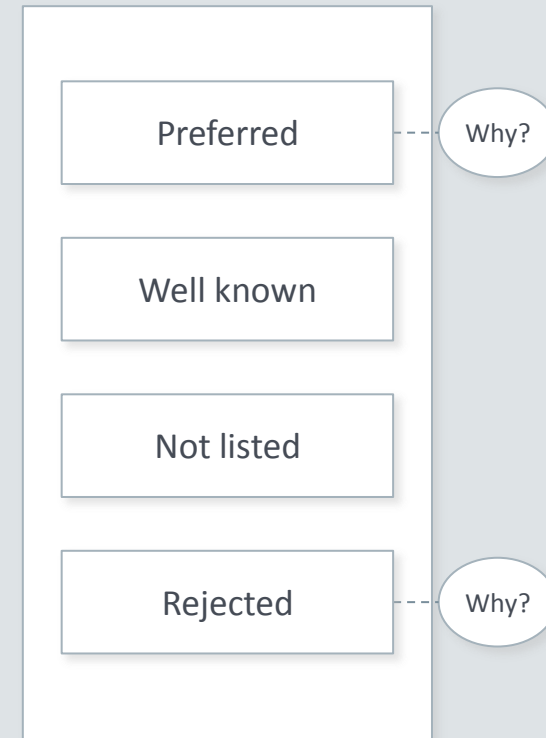


The outcome of Aalunds Competitive Power Tool

- 1. We are mapping you and your competitors position among non-customers?*
- 2. We find the parameters that are decisive choosing a new supplier?*
- 3. The differences between suppliers?*
- 4. Who are the winners on most important parameters?*
- 5. Non customers explain their choice of preferred supplier.*
- 6. Your options and our recommendations.*



Competitive Power



Fiction from Software Consulting Industry

Output examples from Competitive Power Tool
(First IT Inc. is our fictive customer)

COMPETITIVE POSITION

Industry winning skills	No. 1
Cyber Security	(None) ●
Compliance	PA Consulting ●
Strategy & Business development	PA Consulting ●
Implementation of proposed solutions	Implement ●
Digital transformation	Accenture ●

Industry winning emotional characteristics	No. 1
Innovative	First IT Inc. ●
Integrity	Pro Data ●
Listen to the customers	Implement ●

Purpose driven	No. 1
Gives high priority to social responsibility	McKinsey ●

NAVIGATION MARK

Invited to bid	Rank
PA Consulting	No. 1
Implement	No. 2
McKinsey	No. 3
First IT Inc.	No. 4

COMPETITIVE POWER

Preferred software & consulting
Implement ●

- Owns position
- Nobody owns position
- Competitor owns position

MARKET SUPPLIERS

First IT Inc. (our customer) • PA consulting • ATEA • Accenture • Implement • Pro Data • McKinsey • KMD

Strongest Company in Sub Segments

Output examples from Competitive Power Tool

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SUBSEGMENTS

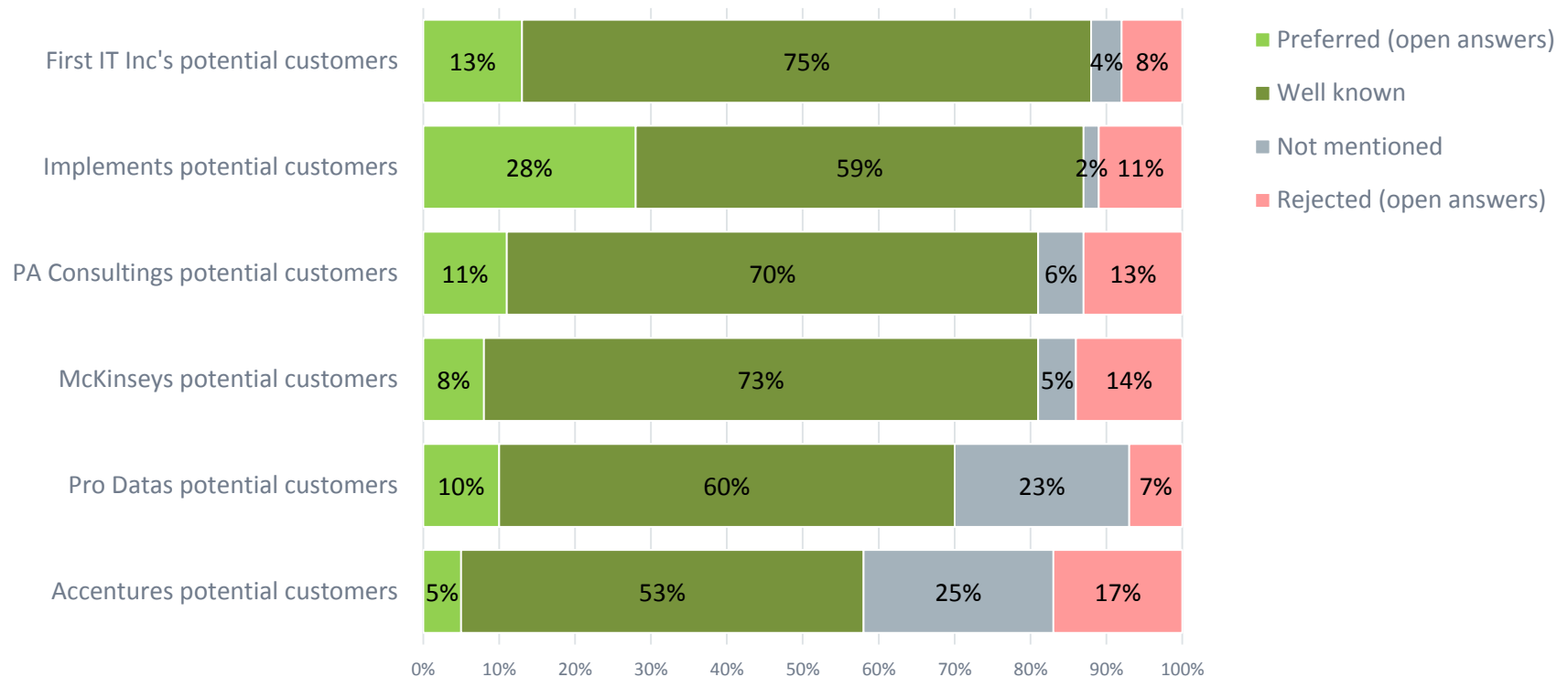
Top 500	Production	Financial	Public
(None) ●	(None) ●	First IT ●	KMD ●
PA Consulting ●	PA Consulting ●	(None) ●	(None) ●
PA Consulting ●	(None) ●	(None) ●	(None) ●
Implement ●	Implement ●	Implement ●	ATEA ●
Accenture ●	First IT ●	First IT ●	Accenture ●

Top 500	Production	Financial	Public
First IT ●	PA Consulting ●	ATEA ●	(None) ●
Pro Data ●	PA Consulting ●	First IT ●	(None) ●
Implement ●	(None) ●	First IT ●	KMD ●

Top 500	Production	Financial	Public
McKinsey ●	McKinsey ●	PA Consulting ●	(None) ●

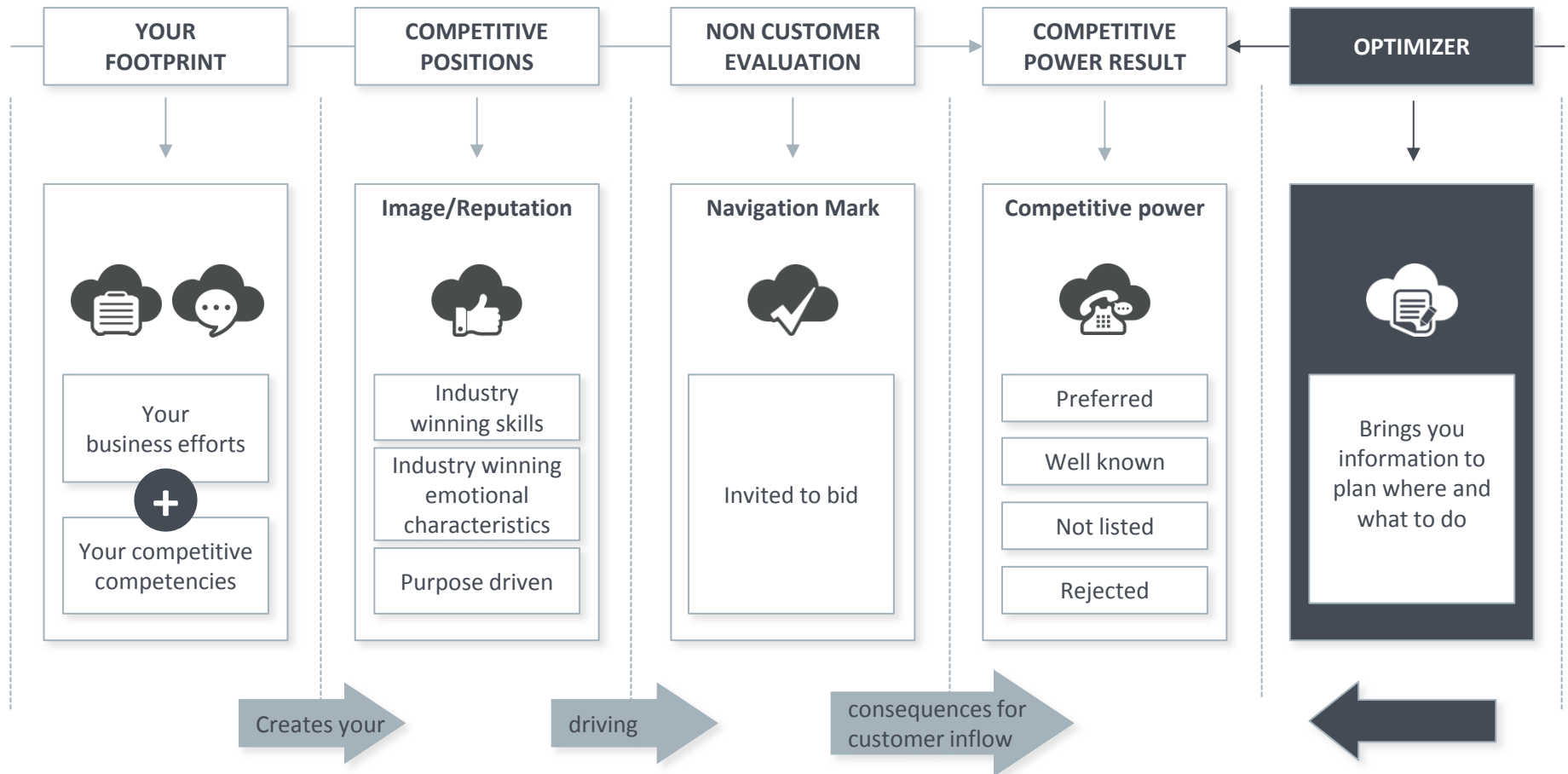
Competitive Power

Output examples from Competitive Power Tool



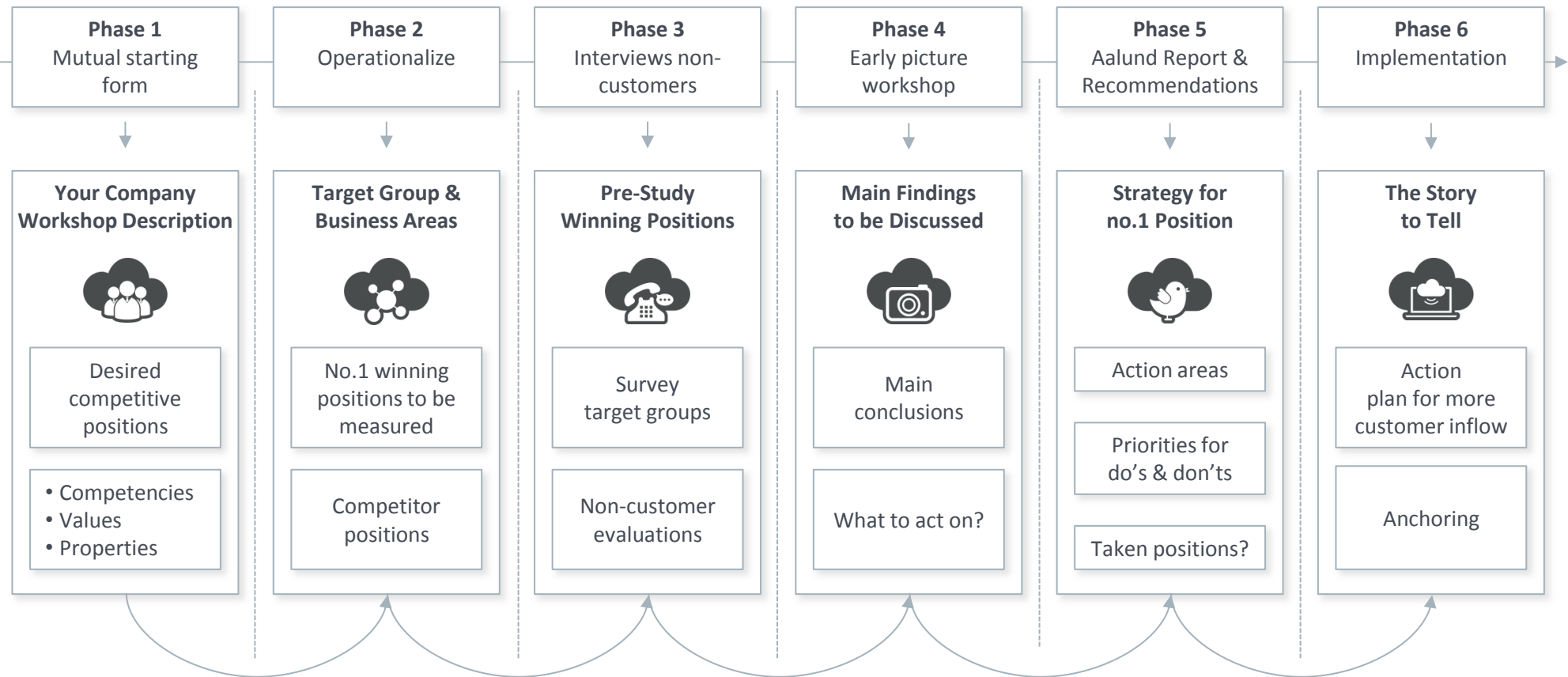
How to work with Aalund (1)

Marketing & New Bizz thinking – How the marketplace works!



How to work with Aalund (2)

The process to get more New Bizz Customers



Team Competitive Power Tool



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