

The Benefits of CI

Many companies have experienced a gap in how to use, apply and benefit from Competitive Intelligence. Power Find specializes in discovering new approaches, solving problems, assisting in the decision making process, developing the anticipated usefulness of the information needed, evaluating, analyzing and creating possible actions, strategies and methods that your company can use to position itself against your competitors. [Contact us to find out more!](#)



The Benefits:

- ▶ **Making Sense of Non-sense**- Confusion of the information gathered and how to use it can be reduced and eliminated by focusing on relevance and targeting specific categories.
- ▶ **Effectiveness**- How does this information affect a company's goals and what will be the outcome? Identifying the right information and organizing the effort is the first step to accomplishing those goals. Using relevant sources, key priority information, and adjusting the collection process are some of the possible answers.
- ▶ **Value**- Indispensable information, Return on Investment, market advantage and an increase of company product or service position. Improvement on sales, market share.
- ▶ **Performance**- Effective information that has been collected through careful selection and evaluation can turn into valuable strategies. The results can aid decision-makers to understand and apply more affective approaches, choices and determine how much return they will receive from that information.

Competitive Intelligence can bring indispensable information and effective results to your company. Power Find can tailor a project or information needs to meet your expectations and goals. [Contact us so that we can get started right away!](#)

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