

Your Competition . . . An Exercise

Please fill this out to the extent you can. It's okay to use your best guess.

List your three most successful competitors

1. _____
2. _____
3. _____

What do these competitors charge per hour?

#1. Charges \$ _____ per hour

How confident are you about that? (circle one)

0-25% 26-50% 51-75% 76-100%

#2. Charges \$ _____ per hour

How confident are you about that? (circle one)

0-25% 26-50% 51-75% 76-100%

#3. Charges \$ _____ per hour

How confident are you about that? (circle one)

0-25% 26-50% 51-75% 76-100%

– Continued –

About how many clients do these competitors serve?

#1. About _____ Clients

#2. About _____ Clients

#3. About _____ Clients

How confident are you about that? (circle one)

0-25%

26-50%

51-75%

76-100%

What is the most common desktop hardware sold by your competitors?

#1. Sells _____

#2. Sells _____

#3. Sells _____

How confident are you about that? (circle one)

0-25%

26-50%

51-75%

76-100%

Please speculate: If your competitors raised their hourly rate by \$10, how many clients would they lose?

#1. About _____ Clients

#2. About _____ Clients

#3. About _____ Clients

How confident are you about that? (circle one)

0-25%

26-50%

51-75%

76-100%

Now Consider . . .

- What do they pay their employees?
 - How confident are you about that?
- What does their cloud service offering look like?
 - How confident are you about that?
- How much profit did they have last year?
 - How confident are you about that?
- What is their greatest strength?
 - How confident are you about that?
- What is their greatest weakness?
 - How confident are you about that?
- What is their corporate culture like?
 - How confident are you about that?
- How are they financed?
 - How confident are you about that?
- What kind of benefits do they give their employees?
 - How confident are you about that?
- What do they specialize in? (Product, service, vertical)
 - How confident are you about that?
- What tools do they use (PSA and RMM)
 - How confident are you about that?
- How do they use social media?
 - How confident are you about that?

What other knowledge could you possess about your competition that would change anything about your business?