



Strategic Influence

CI in a Box



The sales team has the information you need.

Your CI team has the expertise to help the sales team.

Neither of you has enough time or money to put it all together.

Now What?



...and Intelligence-Driven Success

CI in a Box

We've heard this story over and over again... Here's a common scenario:

Who: A CI manager in a large company

What: A need to gather and apply tactical and strategic CI in a fast-changing market

The limitations: No staff! The CI manager works alone

The question: I wonder: if I harvested "market rumors" if the data have any inherent value? A sort of... "RUMINT" (rumor intelligence) that could point us in the right direction?

The answer: Yes! Gathering and assessing "RUMINT"...

- Leads to shortened sales cycles and accelerated success rates.
- Is absolutely great for the sales people, but also for corporate strategy and upper management.
- Yields good results as the norm!

The process:

A dedicated Bennion team ...

1. Calls specified sales reps to gather "the word on the street" each month
2. Checks and categorizes responses
3. Publishes result as "official rumors" – but partially tested.
4. Publishes the information – on the grounds that each recipient is a participant in the information network
5. Points out key areas to focus additional research
6. Optionally (under direction of the CI chief) conducts additional research to check on "hot and new rumors".

Example: In one instance, within a few months, the subscriber list was over 720 individuals long – all receiving "RUMINT" – and all contributing.

Results: Now the "rumor mill" can be tracked and tapped and the CI manager will know just whom to call for more information when the boss really needs it!

The way to win with CI in a Box

- It kick-starts your CI Program
- You get professional information collectors (dedicated, trained team assembled in low-cost areas in the US and overseas).
- It's a less expensive option than anything you might do on-site
- The team is available on call or in direct support as a "team on retainer"
- Confidentiality is strictly protected
- 100% money-back guarantee for first month.

How can I get all of this info?

Sales people simply talk briefly to someone on the phone - on their schedule, in the car, between appointments, etc.- while avoiding work that detracts from sales (i.e., filling out reports, entering data - sales people hate these things!)

Call Now

**Ask about our 1st month
money-back guarantee!
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