

### Why Andrew Reise Consulting?

Andrew Reise Consulting provides a multi-talented, expert team of senior business consultants who integrate into your company culture and become a strong extension of your leadership organization.

We specialize in customer facing strategies, operations, and technologies of large Fortune 500 corporations. We deliver strategy, leadership, innovative solutions, and tactical implementation on your most important and challenging business initiatives. Our industry experience includes leading telecommunications, financial services, equipment manufacturers, and media and entertainment companies.

#### Andrew Reise Consulting Process Focus on Results

Andrew Reise Consulting focuses on results throughout the consulting process. With our clients, we listen, integrate, plan, develop, and implement to achieve results for you, our client.

#### Andrew Reise Consulting Services Focus on The Client

We work collaboratively with our clients to help you create your vision, build your foundation, achieve your goals, support your growth, and connect with your customers. We offer integrated services which focus on achieving results for our clients: Strategy, Operations Architecture, Project Leadership, Business Enablement, and Customer Experience.

## Competitive Strategy's Silver Bullet

Competitive Strategy is usually the domain of the boardroom and used for mergers and acquisitions to justify a CEO's instinct. It often supports corporate direction, but rarely influences operational activities. ARC sees a competitive opportunity to take strategy out of the ivory tower and put it into your daily results.

### A Complete Approach

Understanding the market context means understanding yourself against current and potential competitors, substitutes and possible partners.

- Few carriers apply this at any level of detail to even one of the 3 areas that define their business: customers, products and services (internal & external)
- Completeness allows you to greatly reduce the competitive uncertainty of what? and when?
- Specifics and detail makes the analysis useful for reactive and pro-active activities

### Marketing Relationships Support Differentiating Activities

Linking a competitive understanding of customers, products and services is so rare that we still see it as a silver bullet in marketing.

- Understanding the relationships allows you to respond to competitors with marketing tactics that don't go head-to-head and create an "arms race" (where scale always wins)
- Anticipating the relationships allows you to create programs with more lasting impact
- Quantifying the system using hard data gives you a basis for measurement and prediction

...if this sounds interesting, contact us at:  
[info@andrewreise.com](mailto:info@andrewreise.com)

## Competitive Strategy's Silver Bullet

### Customers / Segments

Are we marketing to non-customers?

Which segments should the next product be marketed to where we have a competitive advantage? Do we understand the complete market enough to estimate uptake/ROI?

Are there Customer needs against which there are no products or inadequate services where we can be a first mover?

What customers do we have a competitive product advantage with - So that we know where to up-sell/cross-sell easily? So we don't over-invest?

How can we use a service differentiator like customer care to attract new customers? At what value? For Whom?

If my competitor introduces a new feature or changes price, what can I do to minimize it/take advantage of it in my marketing?

...if you can't answer these questions already, contact us at:  
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By anticipating a Competitor's positioning, a carrier can use its natural strengths to build a differentiating marketing capability and minimize the effect of scale and technology for the customers it chooses to compete.