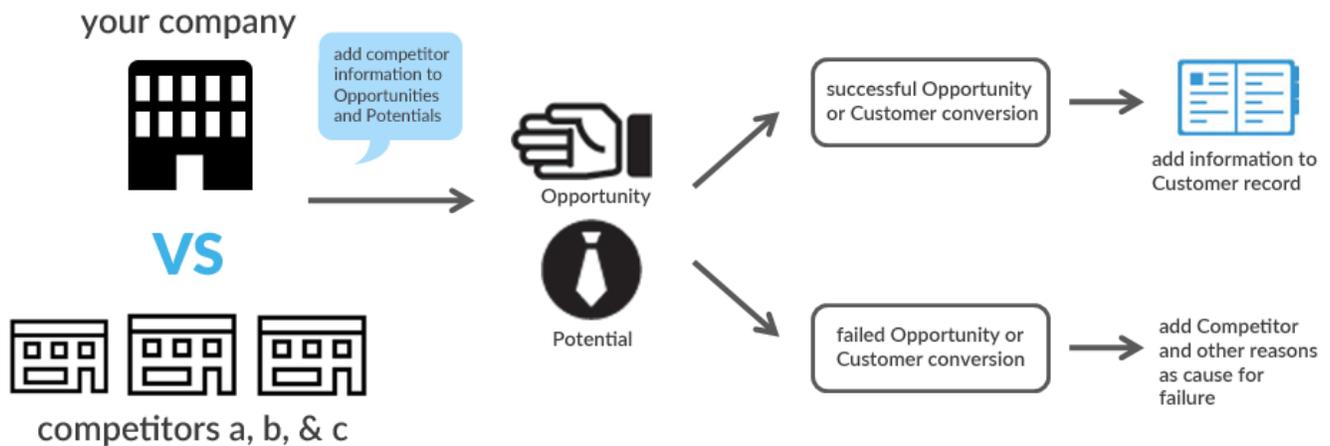# Moffice CRM Competitors

Introduction

There are competitors everywhere. And it is more than likely that your business will find itself as part of a bidding war for a contract or sale at some point in time with another organization that offers a similar product or service. Moffice CRM helps you keep track of your rivals so, through successful and failed bid wars, you can better glean what the true strengths and weaknesses of your product or service is and how it compares to others in the market.

So how does one utilize competitors?

1. Enter competitor data as well as information on their rival products/product groups

2. Add the relevant competitor to the Potential or Opportunity in question

3. Confirm successful/failed Customer conversions and Opportunity sales

4. View data in the Product menu and other Customer records

5. Analyze the strengths and weaknesses of your company as compared to others

Through continued usage of competitor data, you'll be able to see patterns in sales history and bidding wars.

How to: Add Competitors to Moffice CRM

To add a Competitor to Moffice CRM, start by going to the Customers > Accounts sub-menu. Competitors are considered Accounts because their data needs to be saved and they do not fit into the Customer life cycle as Leads, Potentials and Customers do.

In the Accounts menu, click the pencil icon to add a new Competitor.

Make sure to add the Company name and set the Account Type as Competitor before saving to the list.

How to: Add Products to a Competitor

After you add Competitors, you'll want to add the Products or Product Groups for which they are Competitors. In the Product menu, find the Competitors > All Competitors sub-menu to see a list of all the Competitors you have added as well as the overall competitions, successes, and failures.

Click on any Competitor and then click the plus icon next to the "Products" heading to add a Product for that Competitor.

Select a Product from your registered Product tree and then add an issue comment (ie. competitor price, popularity, strengths, etc.). Add as many products as needed. After you add the Competitor to bid wars for Potentials and Opportunities, the information about successes and failures can be seen in this profile.

How to: Add Competitors to a Potential or Opportunity

To add data about one or more Competitors to a Potential or Opportunity, you'll first need to head to the Potential or Opportunity menu respectively.

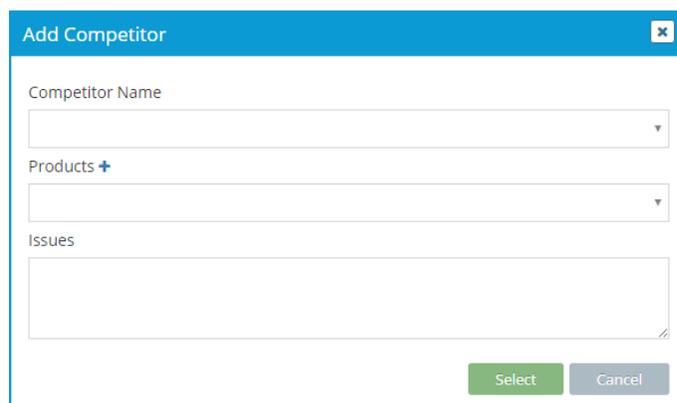In the default "Details" tab, there should be a section titled "Competitors". From here, you can click the "+" plus sign to add a Competitor.


When you add a Competitor, you'll select a Product (previously added) from the drop-down selection or select a new Product (not previously added) from your Product tree and any issues.
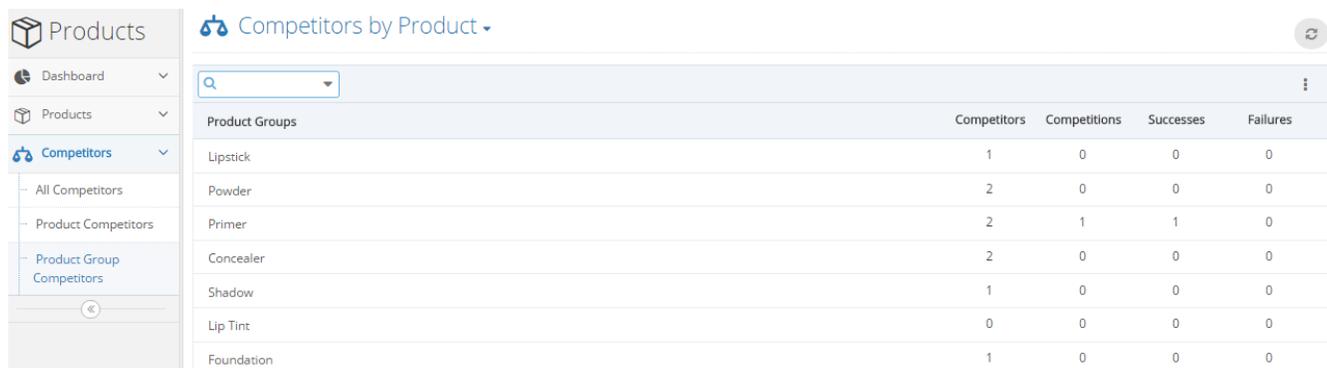
How to: View Competitions with Competitor Products and Product Groups

To view competitions for specific Products and Product Groups, go to the Products > Competitor sub-menus.

Click the "Product Competitors" sub-menu to view the number of Competitors, Competitions, Successes, and Failures for each of your respective Products.

Products		
Dashboard	∨	
Products	∨	
Competitors	∨	
All Competitors		
Product Competitors		
Product Group Competitors		

Competitors by Product ▾
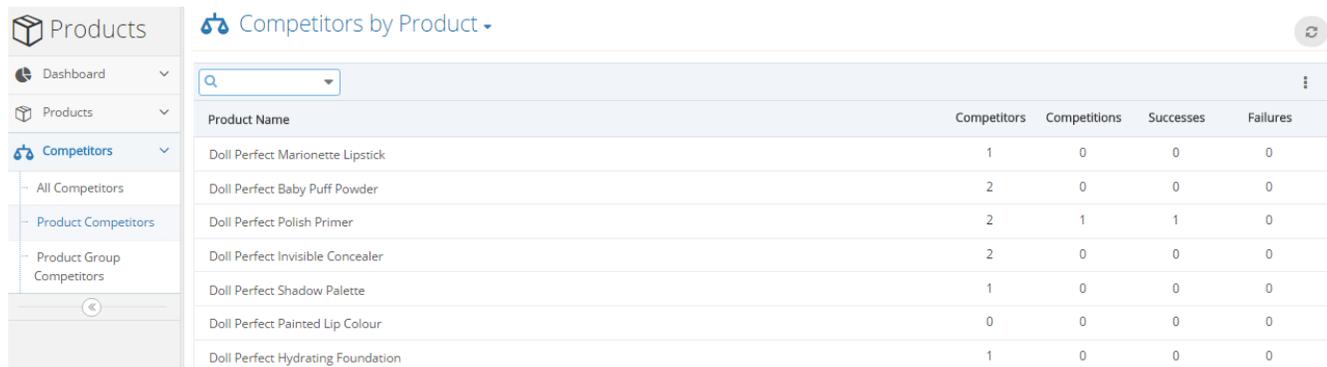
Product Name	Competitors	Competitions	Successes	Failures
Doll Perfect Marionette Lipstick	1	0	0	0
Doll Perfect Baby Puff Powder	2	0	0	0
Doll Perfect Polish Primer	2	1	1	0
Doll Perfect Invisible Concealer	2	0	0	0
Doll Perfect Shadow Palette	1	0	0	0
Doll Perfect Painted Lip Colour	0	0	0	0
Doll Perfect Hydrating Foundation	1	0	0	0

You can also view the same information by Product Group by going to the "Product Group Competitors" sub-menu.

Products		
Dashboard	∨	
Products	∨	
Competitors	∨	
All Competitors		
Product Competitors		
Product Group Competitors		

Competitors by Product ▾

Product Groups	Competitors	Competitions	Successes	Failures
Lipstick	1	0	0	0
Powder	2	0	0	0
Primer	2	1	1	0
Concealer	2	0	0	0
Shadow	1	0	0	0
Lip Tint	0	0	0	0
Foundation	1	0	0	0