INSPIRE.AI · PROMPT PACK

The AI-Enhanced **Competitive Analysis**

Six prompts that take you from a gut-feel list of competitors to a dossier the room will trust, then keep it current with a standing weekly check.

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Claude Competitor Analysis: Find Gaps in Your 2027 Strategy

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Six assets, **in order**

A dossier is only as good as the beliefs it tests. These six assets run the whole arc, from the ground rules that keep every competitor file honest through the standing weekly check that keeps the picture current after the strategy session ends. Run them in the same AI project you used for your SWOT work, so each step keeps the context of the last.

A **Set the ground rules**
Pin the sourcing and labeling rules to the project itself, so every dossier that follows plays by the same standard.

B **Build the watch list**
Turn what your people already believe about the competition into a short list worth researching, and catch the one nobody mentioned.

C **Write the dossier**
A ten-minute read per competitor, with every fact sourced and dated and every guess labeled as a guess.

D **Stack up against the field**
Compare Summit Grove to each competitor, row by row, and mark exactly where the executive team is guessing.

E **Keep watching every Monday**
A standing task that checks the competition weekly and only speaks up when something actually changed.

F **Turn the quarter into a deck**
Refresh the dossiers and turn what changed into the deck that opens the executive review.

Every prompt in this pack is live, selectable text. Select the block, copy it, and paste it straight into the same AI project you used for your SWOT work. Line breaks picked up from the PDF will not affect how the prompt runs.

BEFORE YOU PASTE: MAKE THESE YOURS

These prompts continue the worked example from the SWOT pack: **Summit Grove**, a fictional 480-person private label sauce, dressing, and salsa manufacturer, with a **two-day strategy session in November**, a **seven-person executive team**, and a **Q2 2027 rebid** on the line at its largest account. Three named competitors, **Windoria (Winland Foods), The Marzetti Company,** and **Ventura Foods**, plus a win-loss log, carry the competitive context forward.

Swap every one of those for your own before you run it. The fictional names are what let you see exactly how specific the inputs need to be.

A Set the ground rules

You're opening the competitive phase of your strategy project, and you want every dossier that comes out of it to play by the same standards without you repeating yourself.

COPY EVERYTHING BELOW

Competitive work in this project follows these rules:

- Use web search for anything about a competitor. Do not answer about a competitor from memory.
- Every fact about a competitor gets a source link and the date of the source. If you can't find a date, say so.
- Label every claim as fact (sourced), estimate (your reasoning, shown), or unknown.
- Public information only: company websites, press releases, SEC filings, trade press, job postings, product listings, public reviews, and conference talks. Never suggest posing as a customer, asking former employees for confidential information, or using anything that looks like it was not meant to be public.
- When our own beliefs about a competitor come up, test them against the evidence and tell me plainly when we're wrong.
- Save each competitor dossier as its own document named Competitor - [Name] - [Month Year].

WHY THIS ONE WORKS

Competitive research is the one place a confident wrong answer costs you the most, because it looks authoritative at a board level. Pinning the sourcing and labeling rules to the project itself, instead of to one prompt, means every dossier that follows inherits the same discipline without you asking for it again.

B Build the watch list

You know three or four competitors matter. You haven't tested whether you picked the right ones, or whether you're missing the one nobody mentioned.

B1 · Pick the competitors from what you already have

COPY EVERYTHING BELOW

We're starting the competitive part of our 2027 strategy work. Before you research anything, read what's already in this project: the SWOT survey results, the executive input deck, the competitive context file, and the win-loss log.

Then give me:

1. The three or four competitors that matter most for our 2027 decisions, and why each one is on the list. Use web search to confirm each one is still in our categories today, and give me the date of what you found.
2. What our own people believe about each one. Quote the survey and the executive team's beliefs where you can.
3. Which of those beliefs we can test with public information, and which we can't.
4. The five questions the competitive research has to answer before the November strategy session. Tie each one to a decision we have to make, not to general curiosity.
5. Anyone we're missing. A competitor our people never mentioned is more dangerous than the ones they did.

B2 · The out-of-date answer, to show first

COPY EVERYTHING BELOW

> Answer from what you already know, without searching the web: who are the largest private label dressing and sauce manufacturers in the U.S., and what should I know about each one?

B3 · The follow-up that checks it

COPY EVERYTHING BELOW

> Now check that list with web search. For each company, tell me what has changed, with the source and the date. Flag anything in your first answer that is out of date.

WHY THIS ONE WORKS

Asking the assistant to answer from memory first, then checking that same answer with a live search, makes the gap between what it already knows and what's actually true impossible to miss. Run B2 alone and you get a confident, half-stale answer with nothing to measure it against. B3 is what turns it into a lesson instead of a guess.

C Write the dossier

You've picked the competitors. Now you need a document on each one an executive can actually read in ten minutes.

Run this once per competitor. Swap in Windoria (Winland Foods), The Marzetti Company, or Ventura Foods for [COMPETITOR] each time, and use your most capable model with deep research turned on.

COPY EVERYTHING BELOW

Build a competitor dossier on [COMPETITOR]. Use deep research and web search. We're a 480-person private label sauce, dressing, and salsa maker. This dossier feeds our November strategy session and our Q2 2027 rebid at Retailer A.

Use this structure, and keep it to something an executive can read in ten minutes:

1. Snapshot. Ownership, size, plants, categories, channels, and leadership. Every line gets a source and a date.
2. The last 18 months. Acquisitions, divestitures, plant changes, leadership changes, new products, and pricing moves. Newest first, with dates.
3. Where they beat us, and why. Tie it to our win-loss log where you can.
4. Where they're exposed. Where we could win against them.
5. Our beliefs against the evidence. Take each thing our people believe about this competitor and tell me whether the evidence supports it, contradicts it, or can't tell.
6. What we don't know. The three things we'd most like to know and can't find publicly, and a legitimate way we could learn each one.
7. Signals to watch every week. The specific things that would change our plans if they showed up in the news.

Rules: label everything as fact with a source, estimate with your reasoning, or unknown. They may be private, so do not invent financials. If you're not confident in something, say which part.

Save it as a document in this project named Competitor - [COMPETITOR] - [Month Year].

C2 · The push-back

COPY EVERYTHING BELOW

> Where did that number come from? Show me the source, or relabel it as an estimate and walk me through how you got it.

WHY THIS ONE WORKS

Use this any time a dossier states a private company's number as fact. It takes eight seconds, and it's the single most useful habit in this whole pack.

D Stack up against the field

The dossiers are built. Now you need to see Summit Grove next to each competitor, row by row, with nowhere for a guess to hide.

COPY EVERYTHING BELOW

Using the competitor dossiers, our win-loss log, and the SWOT results in this project, build a head-to-head comparison of Summit Grove against each competitor.

Rows: cost position on high-volume runs, short-run flexibility and minimums, lead time, custom formulation, food service reach, packaging sustainability data, relationships at our two largest accounts, and financial strength and owner backing.

For each cell: who has the advantage, the evidence in one line, and your confidence (high, medium, or low).

Then give me:

1. Where we win, where we lose, and where we're guessing.
2. The executive team's five beliefs, each marked right, wrong, or can't tell, with the evidence. Be blunt.
3. A straight answer on this: is the lower-cost competitor's pricing irrational, or is it structural? Use the price gaps in the win-loss log.
4. Anything in the win-loss log that none of us have been talking about.
5. The three decisions this puts in front of the executive team in November.

WHY THIS ONE WORKS

A comparison table only earns its place in the room if it says where you're guessing, not just where you're confident. Marking each cell's confidence level, and running the executive team's own beliefs against the evidence before anyone presents it, turns a chart into something that can correct the room instead of just confirming what it already thought.

D2 · The hybrid step, before you read the comparison

COPY EVERYTHING BELOW

> Before I read your comparison, here's my own read of where we stand against the competition, from my own judgment as CEO.
>
> [paste your own read]
>
> Compare mine to yours. Where do we agree, where do we disagree, and what am I missing that the evidence clearly shows? Where you think I'm wrong, say so, and show me the rows in the win-loss log or the sources that say so.

WHY THIS ONE WORKS

Writing your own read down before you see the assistant's keeps credit for being right, and the discomfort of being wrong, where it belongs: with a documented guess, not a vague memory of one.

E Keep watching every Monday

The dossiers and the comparison are done. Now you need something that keeps watching after the strategy session ends.

Set this up as a scheduled task: weekly, Monday, 6:00 a.m. your time. The standard model is fine for this one.

COPY EVERYTHING BELOW

Every Monday morning, check for anything new in the last seven days on Windoria (Winland Foods), The Marzetti Company, and Ventura Foods. Also check for private label announcements from large U.S. grocery retailers and for store brand trends in sauces and dressings. Look at news, press releases, SEC filings, trade press, job postings, and new product listings.

Report only what changed. For each item: what happened, the source and date, and one line on what it means for Summit Grove. Flag anything that should change a competitor dossier or our Q2 2027 Retailer A rebid.

If nothing material happened, say "Nothing material this week" and stop. That is a good answer.

Keep it under 300 words so the executive team actually reads it. Write it so a plant supervisor could understand it too.

WHY THIS ONE WORKS

A competitive watch that only runs when someone remembers to ask isn't a watch, it's an occasional glance. Setting it as a standing weekly task, with "nothing material this week" as a perfectly good answer, is what keeps the executive team actually reading it instead of tuning it out after the third false alarm.

F

Turn the quarter into a deck

The quarter is ending, and you need to turn three months of Monday checks into a deck that forces decisions instead of just reporting news.

COPY EVERYTHING BELOW

It's the end of the quarter. Refresh each competitor dossier in this project: what changed since the last version, using this quarter's Monday checks and new research. Date every change.

Then build a short deck for our quarterly executive review. The audience is our seven-person executive team. Its job is to update our competitive picture and force decisions, not to report news.

Structure:

- Title slide.
- What changed this quarter. Most important first.
- Head-to-head: where we win, where we lose, where we're guessing.
- What we believed that turned out to be wrong. This is the slide I don't want the room to skip.
- The decisions this puts in front of us, with a suggested owner for each.
- What we're watching next quarter.

Speaker notes on every slide, written for me to present from. Bullets, not paragraphs. Keep the design plain: dark blue and white, big readable type, no clip art or stock photos. Eight slides or fewer.

WHY THIS ONE WORKS

A quarterly deck that only reports what changed gets skimmed and filed. One built to show what the executive team believed and turned out to be wrong is built to be argued with, and argument is the reason you called the review.

A dossier is a start.
Deciding is the job.

A head-to-head table changes nothing by itself. Inspire connects competitive insight to the OKRs, performance, recognition, planning, and daily tasks that carry it, so what the dossier says in November is still shaping the decisions you make in March.

See it in your organization
https://inspiresoftware.com/about-us/contact/

Works with the tools you already run
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