

# AI Questions To Ask Your Vendor

## Understanding Data Integration and Customization

- Can we upload our own proprietary data into your platform for analysis and insights?
- How flexible is your platform in terms of accommodating our specific data sources and formats?

AI Best Practice The AI should have the ability to seamlessly integrate and analyze proprietary data, providing tailored insights unique to the customer's needs.

## Understanding AI Utilization

- How extensively does your platform utilize AI throughout all its functionalities or modules?
- Can you elaborate on how AI enhances the competitive analysis process within your platform?

AI Best Practice AI should be comprehensively integrated throughout the application so that it not only automates processes but also enhances the depth and accuracy of insights generated, leading to more informed decision-making.

## Understanding Win-Loss Feedback Analysis

- Do you offer tools for analyzing internal win-loss feedback to refine our competitive strategies?
- How does your platform help us extract actionable insights from our win-loss data?

AI Best Practice The AI should have the capability to leverage AI-driven analysis of internal win-loss feedback, enabling sales persons to identify patterns and adjust their strategies for improved success rates.

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## Understanding News Article Selection and Curation

- Does your platform automatically curate relevant news articles for competitive intelligence purposes?
- How does your AI-driven news curation process ensure timely and pertinent insights?

AI Best Practice To save time, the AI should support automated news article selection and curation features, which saves time for analysts and ensures they stay updated with the latest industry developments, enhancing their competitive edge.

## Understanding AI output

- Does your AI produce actual documents or just text?
- Can your AI be exported into a PPT or PDF?

AI Best PracticeThe AI should be able to produce actual deliverables such as battle cards or other analysis that can be produced in a format that sales people need in their day to day job. .

## Understanding Trend Analysis and Measurement Approach

- Can your platform provide comprehensive trend analysis with measurable metrics?
- How does your approach to trend analysis assist in evaluating the effectiveness of our competitive strategies over time?

AI Best PracticeThe AI should have a measurement-focused trend analysis system that empowers customers to track the performance of their strategies quantitatively, facilitating continuous improvement and adaptation to market dynamics.