



IS IT INFORMATION or INTELLIGENCE?

"The best way to differentiate your company from the competition, the best way to put distance between you and the crowd is to do an outstanding job with information....How you gather, manage and use information will determine whether you win or lose." Bill Gates, 1999.

Information is something that can be collected through secondary sources and is publicly available.

E.g. Uninvited, internet, brochures, publication, archives.

Intelligence can only be gathered through primary sources and is privately available.

Ex- Invited, outcall, site visit, cold call.

Information (HARD)	vs.	Intelligence (SOFT)
Public		Private
Accessible		Restricted
Historic		Current
Secondary Sources		Primary Sources
		Privileged
		Time Sensitive

INTELLIGENCE is where the added-value comes in.

- How do you ensure that you are doing your part?
- What's the best way to get it?

GET OUT THERE and MEET and TALK TO PEOPLE!!!