

COMPETITIVE BATTLECARD



Competitive products

In this section list your competitor product names which your sales team might run into.

Their pricing

In this section add competitor product pricing per annual term.

Quantity	Price	Quantity	Price

Their Market Presence

In this section include the competitor's market presence, e.g.:

- Strong brand recognition
- First company to launch X product
- Responsive support team

Company facts

In this section include some relevant key facts about the company that could be useful in a sales situation such as revenue, awards, partnerships...

Their sales tactics

In this section include sales tactics such as easy and fast proof-of-concept, free trials, or a 2-week assessment or any positioning that their sales is using to win deals.

Their target market

Strengths

In this section include competitor product strengths that your sales team needs to be aware of:

Their weaknesses

In this section include competitor product weaknesses to help your sales team in their opportunities.



How we WIN

In this section include reasons that prospects have chosen (or might choose) your product over the competitor. Reasons could include product capabilities or company brand recognition.

Why we lose

In this section include reasons that you have lost to this competitor in the past.

In this section include opportunities your sales team has won against this competitor.

Objection handling

In this section include the objections sales might hear when going against this competitor in a sales opportunity. These are objections that the prospect might raise.

Objection: We were told that competitor product provides xyz

We Respond...

- Competitor product provides xyz but they do not...

Objection:

We Respond...

Objection:

We Respond...

Objection:

We Respond...

OUR wins

Visuals: Add logos won