

Companies often invest significant hours and manpower in research and evaluating how they stack up against the competition. Yet many then miss a significant opportunity by not distilling this down to an active “kill sheet” or competitive digest. Creating effective, succinct competitive battlecards provides your sales team with only the essentials of what is needed to compete, and win, in the marketplace.

The Situation

Your sales, marketing, and product teams know a lot about the competition, but to find and use it requires knowing who to ask at just the right time. As your salespeople compete for deals, they are often left to their own resources to determine the best way to compete.

The Challenge

With more priorities than time, teams typically lack the cycles and expertise to create effective battlecards that arm your salesforce to effectively compete. Often the process is neglected, resulting in missing or out-of-date content that leaves the salesperson with little to no guidance in a competitive deal.

The Solution

Aventi’s Competitive Battlecard Accelerator works to effectively systematize the hard-hitting competitive essentials to effectively arm your salesforce. The result is an optimized, no-nonsense digest that provides specific sales guidance for a competitive deal. It is a branded, highly consumable asset that answers top sales questions, including:

Positioning Comparison: How does your competitor position, and how should you optimally position your solution?

Company Wins: What are your competitor’s weak spots and what are your firm’s strengths?

Differentiators: What sets your company and product apart and helps to weaken your competitor’s position?

Setting Traps: What questions should you ask your prospects that help set powerful competitive landmines?

Pricing Comparisons: How does your competitor price and package their offering? How does your firm compare?

Key Facts: What irrefutable proof points, industry facts, and trends best support your offer?

Price: \$6,000/competitor

Timeline: 2-3 weeks

Contact Us

Email: marketing@aventigroup.com

We’ll listen to your challenges and craft the best plan of attack.



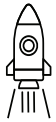
Our Services: On-Demand Product Marketing



Strategy

We can help you take the next hill with solid strategic planning that will set you up for the next success.

Go-to-Market (GTM) Strategy • Marketing Plans
Market Assessments • Competitive Analysis
Messaging Documents • Positioning Statements
Pricing Models • Market Research



Launch

We have successfully launched 100s of products, services, and corporate initiatives - and can do the same for you.

New Product Launches • Marketing Programs
Corporate Initiative Execution • Digital Marketing
Events Management • Demand Generation
New Service Offerings and Product Updates



Programs

We can develop, manage, and execute marketing programs, campaigns, and events from start to finish.

Advisory Boards • Account Based Marketing
Customer Reference Initiatives • Global Events
Contests and Awards • Special Interest Groups
Global Campaigns • Social Media Management



Content

Our writers, editors, and designers can quickly create compelling and effective content to meet your teams objectives.

eBooks • Blog Posts • Thought Leadership
Infographics • Editorial Calendar • Social Media
Landing Pages • Microsites • Solution Briefs
Whitepapers • Video Scripts • Testimonials



Digital Marketing

From day-to-day management to an overall social media strategy, we can help you build a thriving, engaged community and loyal following.

Social Media Audit • Competitive Analysis
Social Media Strategy • Channel Management
Social Copy • Images and Videos • Campaigns
Event Coverage • Blogging Program



Sales Enablement

Let us deliver content that empowers your sales teams to sell for efficiently and at high velocity.

Sales Playbooks • Live or OnDemand Training
FAQs • Partner Collateral • Cheat Sheets
Channel Programs • Competitive Battle Cards
Partner Recruitment and Management

Let's Connect

We'll listen to your challenges and craft the best plan of attack.



Contact Us