

Competitive Messaging Benchmarks

Template



Positioning Messaging








Tagline / Headline

1-sentence value statement

Positioning Statement

25-word description

Target Customer

				
 <i>Business function</i>				
 <i>Titles</i>				
 <i>Role in the buying process</i>				

Competitive Value Messaging

	COMPANY	VS. _____	VS. _____	VS. _____
Value points				
Value Statement				
Value detail				
Product Features				
Proof points / Metrics				
Won/lost deal rate				

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