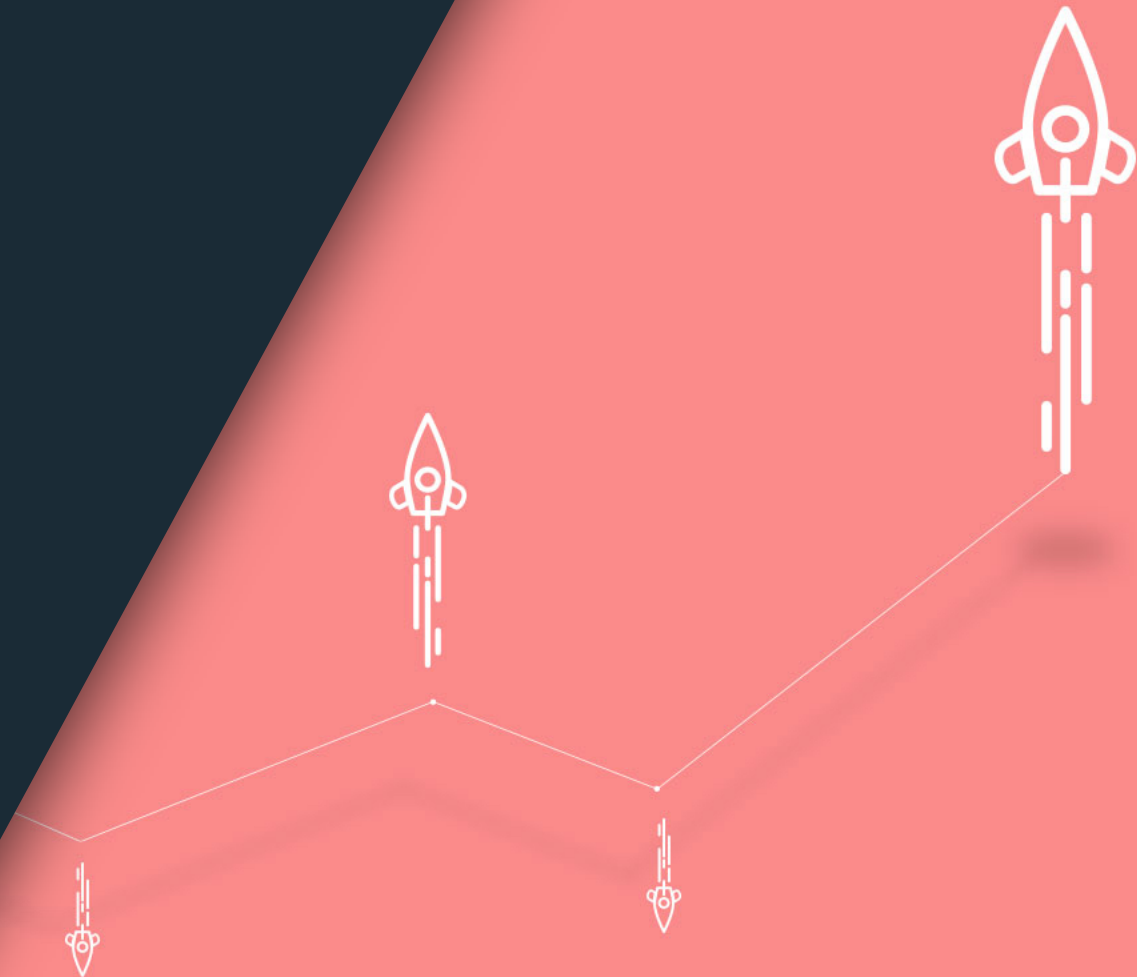


Competitor SWOT Analysis Template

Strenghts & Weaknesses



Product Feedback

COMPETITOR 1

Feedback and Analysis

COMPETITOR 2

Feedback and Analysis

COMPETITOR 3

Feedback and Analysis

Sales Battle Cards



Sales Battle Cards

COMPETITOR 1

STRENGTHS

1.

2.

3.

WEAKNESSES

1.

2.

3.

COMPETITOR 2

STRENGTHS

1.

2.

3.

WEAKNESSES

1.

2.

3.

COMPETITOR 3

STRENGTHS

1.

2.

3.

WEAKNESSES

1.

2.

3.

Sales Battle Cards

What is your company's competitive advantage?

STRENGTHS

1.

2.

3.

WEAKNESSES

1.

2.

3.

Sales Battle Cards

COMPETITOR 1

KILL POINTS

1.

2.

3.

4.

5.

COMPETITOR 2

KILL POINTS

1.

2.

3.

4.

5.

COMPETITOR 3

KILL POINTS

1.

2.

3.

4.

5.

Market Outlook



Market Outlook

MARKET SHARE

Feedback and Analysis

MARKET GROWTH

Feedback and Analysis

NEW ENTRANTS

Feedback and Analysis

Market Outlook

Political

Economic

Social

Tech

Environment

Legal

Opportunity & Threats



Opportunity & Threats

COMPETITOR 1

How do we compare to them?

COMPETITOR 2

How do we compare to them?

COMPETITOR 3

How do we compare to them?