

Sales Battlecards Template

Create winning Battlecards
for your organization

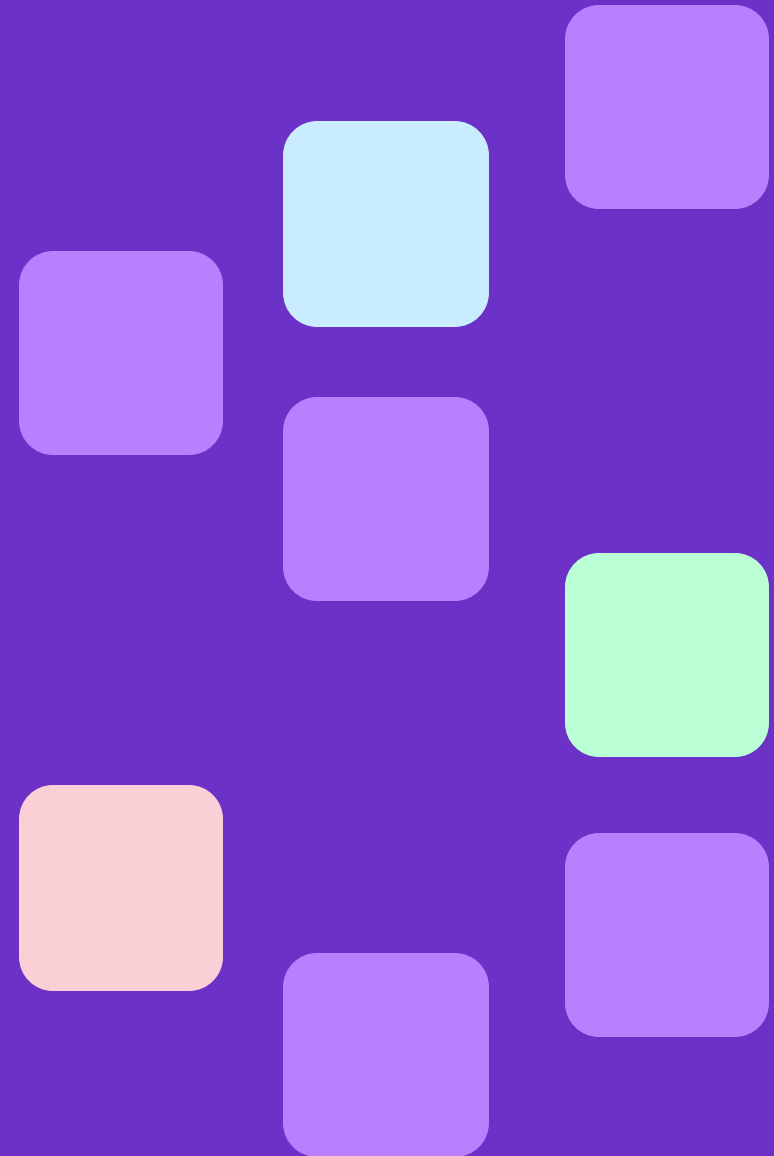


INTRODUCTION

Kompyte's Sales Battlecards Template

was designed to be used in conjunction with the instruction manual. Complete your thorough analysis by following the step-by-step instructions as you move through the template.

If you need to download the instructions again, you can find them [here](#).



Sales Battlecards



PRODUCT COMPARISON

OWN

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

COMPETITOR 4

COMPETITOR 5

PRODUCT/OFFERING 1

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 2

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 3

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 4

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 5

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 6

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

PRODUCT/OFFERING 7

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

Yes/No

LOGO

Company 1

DESCRIPTION

Write a brief description of each competitor.

This description can be in your own words or take the messaging directly from your competitor's website.

- › Founded
- › Located
- › Funding
- › Key Traits
- › N° employees

PRICING

Describe the competition's pricing strategy.

Example:

- › This competitor is the loss leader or premium offering in our industry
- › They have subscription pricing

PRODUCT OVERVIEW

Give your team an idea of the decision-making process your customers go through - Analyze your competitor's product and service offerings in terms of features and value. Make relevant notes & compare the competition's offering to your own.

FEATURE COMPARISON

	OWN	COMPETITOR 1
PRODUCT/OFFERING 1	Yes/No	Yes/No
PRODUCT/OFFERING 2	Yes/No	Yes/No
PRODUCT/OFFERING 3	Yes/No	Yes/No
PRODUCT/OFFERING 4	Yes/No	Yes/No
PRODUCT/OFFERING 5	Yes/No	Yes/No
PRODUCT/OFFERING 6	Yes/No	Yes/No
PRODUCT/OFFERING 7	Yes/No	Yes/No

PROPRIETARY OFFERINGS

List the competition's proprietary offerings.

- › Proprietary 1
- › Proprietary 2
- › Proprietary 3
- › Proprietary 4
- › Proprietary 5

WHY WE WIN

A list of specific reasons why you win against this competitor. This should reflect your product strengths and give advice on how to steer the conversation towards the win.

Example:

- › We win on price-they charge about 2X our price
- › We win on reporting – their features are limited to basic metrics such as pageviews and time on page

WHY WE LOSE

A list of specific reasons why you lose to a specific competitor. Provide guidance on how to steer the conversation away from a loss with counterpoints.

Example:

- › They have a completely free version (but features are limited and most people find they need to upgrade)
- › They have excellent resources and support (some users say their UX is complicated, so they require more support)

WEAKNESSES

Develop a list of weaknesses.

- › Slow - takes up to 30 mins just to process a file
- › No custom layout options - leaves excess white space and wasted paper
- › Uses maximum ink even on test images

LOGO

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Keep going!

We know it takes time
and effort to gather and
distill this information,
but we've noticed an

**Average Lift in Win
Rates of Up to 30%**

when companies start
using Battlecards!

This is also a good time to make a plan that ensures your team always has the newest version with up-to-date information.

Google Drive and Dropbox can store your Battlecards where your team can reach them. Just make sure to let your team know when there's an update.

Keeping them up to date is a never-ending project, but it's essential to winning competitive deals. So you'll want to monitor your competitors' websites, social accounts, review sites, and keep an eye on the ads they're running.

If you'd rather make Battlecards and reports easily accessible in the tools your team already uses, and send automatic notifications in Teams, Slack, or email, we'd love to show you how easy it is with Kompyte. [Get a demo.](#)



Company 4

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See the Power of Competitive Intelligence Automation.

SCHEDULE A DEMO