

SaaS

Competitive Battlecard



Industry Overview

Your Company

Competitor 1

Competitor 2

Competitor 3

Competitor 4

of customers

of customers lost to competitors

Retention Rate

Revenue

Domination Strategy

Tactic

Company Overview

Most Recent Updates

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Product

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Features





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Pricing & Packaging

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Logo

Target Personas

				
Title				
Role	1.	1.	1.	1.
	2.	2.	2.	2.
	3.	3.	3.	3.
	4.	4.	4.	4.
	5.	5.	5.	5.

Pain Points

1.				
2.				
3.				

Competitor _____

Most Recent Updates

Product

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Features

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Pricing & Packaging

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Messaging

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Target Audience

Title



Key Differentiators

1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
4.	4.	4.	4.
5.	5.	5.	5.

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