

Sales Battlecard Template

Ideal Customer Personas & Use Cases



Target Customer



Business function

 PERSONA 1

 PERSONA 2

 PERSONA 3

Titles

Role in the buying
process

Who are they?



Background

| | | |
|--|--|--|
| | | |
|--|--|--|

Demographics

| | | |
|--|--|--|
| | | |
|--|--|--|

Identifiers

| | | |
|--|--|--|
| | | |
|--|--|--|

What do they care about?



Goals

| | | |
|--|--|--|
| | | |
|--|--|--|

Challenges

| | | |
|--|--|--|
| | | |
|--|--|--|

Solutions

| | | |
|--|--|--|
| | | |
|--|--|--|

Why do they have a problem?



Use cases

Objections

How can we help?



Value Props



Product Use Cases





**See the Power of Competitive
Intelligence Automation.**

[SCHEDULE A DEMO](#)