

# Head-to-Head Battle Card

How to compete against \_\_\_\_\_

# Your Product Summary

Key messaging statement



1. Value Prop.



2. Value Prop.



3. Value Prop.

Key differentiators

# Top Reasons to chose \_\_\_\_\_ over \_\_\_\_\_


# How to beat \_\_\_\_\_

Weakness 1	<div><div></div><div></div><div></div></div>
Weakness 2	<div><div></div><div></div><div></div></div>
Weakness 3	<div><div></div><div></div><div></div></div>

**Competitor Myth 1**

**Reality**

**Product Solutions Statement 1**

**Supporting value statements**

1.

2.

3.

**Competitor Myth 2**

**Reality**

**Product Solutions Statement 1**

**Supporting value statements**

1.

2.

3.

**Competitor Myth 3**

**Reality**

**Product Solutions Statement 1**

**Supporting value statements**

1.

2.

3.

Product Positioning Statement 1

Product Positioning Statement 1

Product Positioning Statement 1

Supporting value statements

1.

2.

3.

Supporting value statements

1.

2.

3.

Supporting value statements

1.

2.

3.

Questions to ask

Questions to debunk Myth 1

1.

2.

3.

Questions to debunk Myth 2

1.

2.

3.

Questions to debunk Myth 3

1.

2.

3.

# Reinvent the way you compete.

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