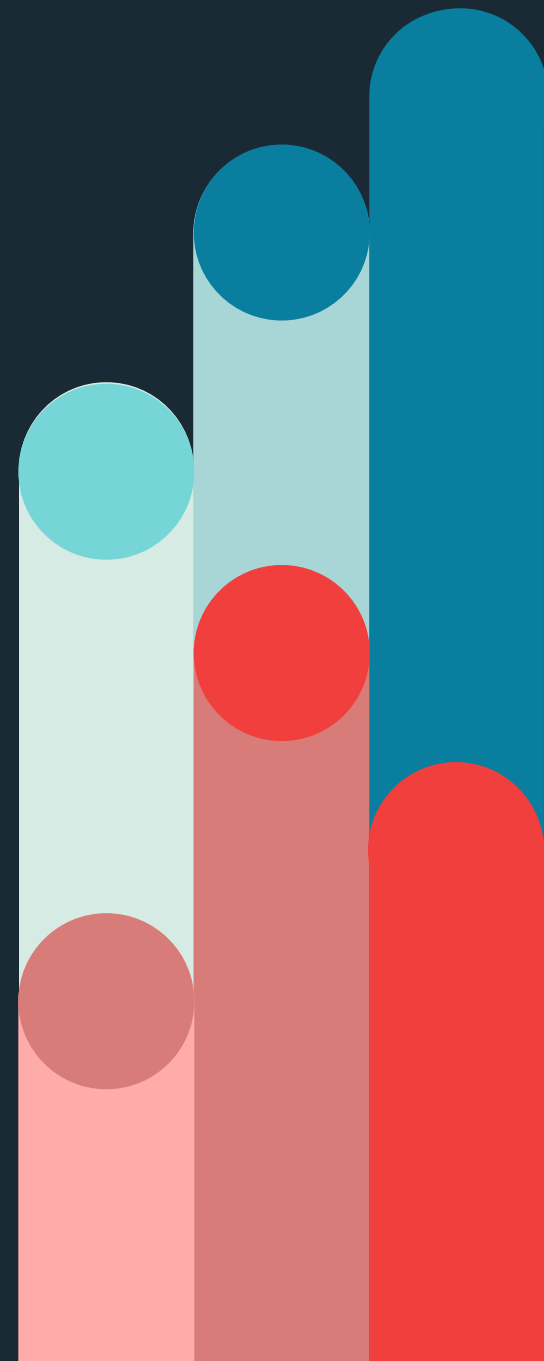


Win Loss Battlecard

TEMPLATE



Win Loss Battlecard

Executive summary

Buyer personas

Opportunities (all competitors)

Total deals

COMPETITOR NAME	Wins	Losses	Win-Loss %
Competitive average			

STRENGTHS

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

OPPORTUNITIES

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

TOP DEALS Won

Company	Reasons
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

TOP DEALS Lost

Company	Reasons
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Key competitive themes

COMPETITOR NAME

Company Overview

Buyers

Competitive Deal Breakdown

TOTAL Deals

Wins	Losses	Win-Loss %

**To calculate your win-loss percentage take the number of deals and divide it by the number of deals won, and then lost.*

SWOT

Strengths	Weaknesses	Opportunities	Threats

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Company Overview

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Competitive Deal Breakdown

TOTAL Deals

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SWOT

Strengths	Weaknesses	Opportunities	Threats

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SWOT

Strengths	Weaknesses	Opportunities	Threats



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