

The Battlecard

Competitor Overview	Competitor's Claims About Their Product	
	Claim 1: [Competitor's claim]	Our Response: [Specific counterpoint]
	Claim 2: [Competitor's claim]	Our Response: [Specific counterpoint]
Product	Competitor's Claims About Your Product	
	Claim 1: [Competitor's claim]	Our Response: [Data to refute the claim]
	Claim 2: [Competitor's claim]	Our Response: [Data to refute the claim]
Pricing	Competitor's Strengths	
	Strength 1: [Describe the strength]	Our Response: [Why customers choose us v/ this strength]
	Strength 2: [Describe the strength]	Our Response: [Why customers choose us v/ this strength]
	Competitor's Weaknesses	
	Weakness 1: [Describe the weakness]	Our Response: [Specific feature that addresses this]
	Weakness 2: [Describe the weakness]	Our Response: [Specific feature that addresses this]
	Cost of Not Buying Our Product	How to Win

The Battlecard is a one pager that has all important information a sales person needs to counter a competition.

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