

Competitive Analysis Battlecard

Competitor Overview

Competitor Name: [Competitor A]
Website: [Link]
Founded: [Year]
Market Segment: [Segment]

Your Product

Product Name: [Your Product]
Positioning: [Key Positioning]
Target Audience: [Customer Type]

Feature Comparison

Feature	[Your Product]	[Competitor A]
Key Feature 1	[Yes/Details]	[Yes/No/Details]
Key Feature 2	[Yes/Details]	[Yes/No/Details]
Key Feature 3	[Yes/Details]	[Yes/No/Details]

Strengths

- [Competitor A Strength 1]
- [Competitor A Strength 2]
- [Competitor A Strength 3]

Weaknesses

- [Competitor A Weakness 1]
- [Competitor A Weakness 2]
- [Competitor A Weakness 3]

How to Win

- [Message/Strategy 1]
- [Message/Strategy 2]
- [Message/Strategy 3]

Objection Handling

- [Objection 1]: [Response]
- [Objection 2]: [Response]

Recent News & Insights

- [News or update 1]
- [News or update 2]