

Sales Battlecard

One page per competitor. Scannable in 10 seconds on a live call.

[*Competitor Name*]

Last updated: [*Date*]

QUICK INTEL

PRICING

[*Their pricing model, tiers, minimums*]

TARGET MARKET

[*Who they sell to: size, industry, use case*]

KEY DIFFERENTIATOR (THEIR PITCH)

[*What they say makes them different*]

RECENT NEWS

[*Mergers, funding, product launches, layoffs*]

WHERE THEY GENUINELY WIN

- [*Strength 1: be honest about this*]
- [*Strength 2: your reps need to know*]
- [*Strength 3: so they're not blindsided*]

WHEN TO WALK AWAY

[*Specific scenarios where they're the better fit*]

WHERE WE WIN

- [*Advantage 1: specific, provable*]
- [*Advantage 2: tied to a buyer pain*]
- [*Advantage 3: with supporting data*]

PROOF POINTS

[*Customer quotes, metrics, case studies that back this up*]

OBJECTION HANDLING

"But [Competitor] has [Feature]..."

[*Your response: acknowledge, reframe, redirect*]

"[Competitor] is cheaper/bigger/more established..."

[*Your response*]

"We're already using [Competitor]..."

[*Your switch story: why customers leave them*]

TALK TRACKS (SAY THIS, NOT THAT)

OPENING

"I know you're also looking at [Competitor]. Here's the honest difference between us..."

REFRAME

"The real question isn't [their pitch]. It's [your reframe]..."

CLOSE

"Teams switch to us from [Competitor] because [specific reason with proof]."

LAND MINES TO PLANT

Ask them:

"Ask [Competitor] about [specific weakness]. See what they say."

Ask them:

"Ask how [specific process] works when you have [scale/edge case]."

Ask them:

"Ask about [pricing gotcha, contract term, or implementation timeline]."