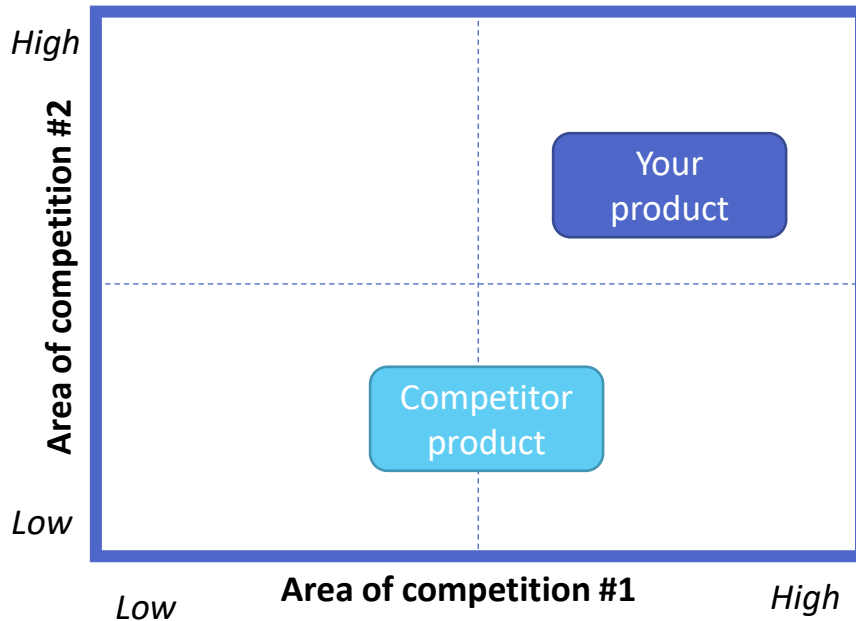


<Your product> vs. <competitor's product>



Top-level description of competitor's product

Description here

Our unique advantages vs. <competitor's product>

1. **Advantage #1:** describe
2. **Advantage #2:** describe
3. **Advantage #3:** describe

What <competitor> may claim:

Claim #1: describe

- **Our answer:** describe

Claim #2: describe

- **Our answer:** describe

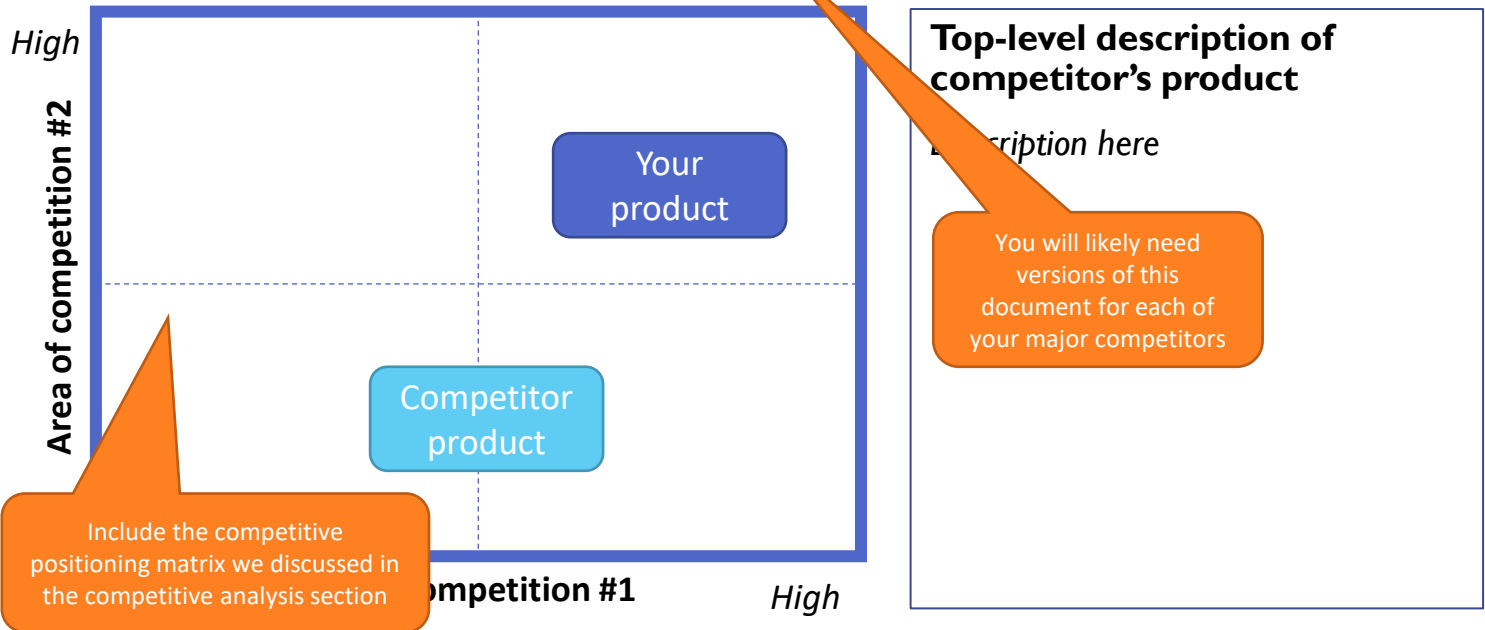
Claim #3: describe

- **Our answer:** describe

Product comparison

	Area	Competitor's product	Our product
Features	Feature 1	+	+++
	Feature 2	-	+
	Feature 3	+++	-
	Feature 4	++	+++
	Feature 5	+++	+
	Feature 6	++	+++

<Your product> vs. <competitor's product>



Our unique advantages vs. <competitor's product>

1. **Advantage #1:** describe
2. **Advantage #2:** describe
3. **Advantage #3:** describe

This is a summary of what your sales reps can say in competitive sales situations

Be upfront with your strengths, as well as any weaknesses relative to a competitor. You want your sales reps prepared, and not blindsided.

What <competitor> may claim:

Claim #1: describe

- **Our answer:** describe

Claim #2: describe

- **Our answer:** describe

Claim #3: describe

- **Our answer:** describe

Competitors may make specific claims with a client, and your sales reps can use these responses in their client discussions

Product comparison

	Area	Competitor's product	Our product
Features	Feature 1	+	+++
	Feature 2	-	+
	Feature 3	+++	-
	Feature 4	++	+++
	Feature 5	+++	+
	Feature 6	++	+++