

## Battlecard template

Your battlecard will be very specific to your business and product, but here's an overview of the key components any killer template should include, plus a few example fillers to fuel your own.

**Remember.** Battlecards should be concise, so don't waffle and keep your points sharp throughout.

Overview	Key differentiators	Why we win																								
Brief description of your company, product (incl. very top-level overview of 1-3 features), and audience.	How do you fare against the competition? Why should people choose you over them? <table><tr><th></th><th>You</th><th>Comp #1</th><th>Comp #2</th></tr><tr><th>Price</th><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><th>Speed</th><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><th>Support</th><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><th>Security</th><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><th>Apps</th><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr></table>		You	Comp #1	Comp #2	Price	★★★★★	★★★★★	★★★★★	Speed	★★★★★	★★★★★	★★★★★	Support	★★★★★	★★★★★	★★★★★	Security	★★★★★	★★★★★	★★★★★	Apps	★★★★★	★★★★★	★★★★★	How does your product benefit others? And where have you won in the past? Back each benefit up with proof. <ul style="list-style-type: none"><li>● <b>Benefit #1:</b> proof</li><li>● <b>Benefit #2:</b> proof</li><li>● <b>Benefit #3:</b> proof</li></ul>
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Customer pain points		Handling objections																								
Why do people buy your product?  <b>Example:</b> Vulnerable to data breaches, outdated email marketing solutions, unable to conduct market research independently, etc.		What common objections do you face? And how can a sales rep constructively respond to these in a way that keeps the pitch on track? <ul style="list-style-type: none"><li>● Objection/response</li><li>● Objection/response</li><li>● Objection/response</li></ul>																								

Key features	Questions to ask	Pricing												
<p>How does your product address all of the customer's pain points?</p> <ul style="list-style-type: none"> <li>• <b>Feature name:</b> description/benefit</li> <li>• <b>Feature name:</b> description/benefit</li> <li>• <b>Feature name:</b> description/benefit</li> </ul>	<p>List two or three questions your reps can ask to best position your product.</p> <ul style="list-style-type: none"> <li>• Question #1</li> <li>• Question #2</li> <li>• Question #3</li> </ul>	<p>An overview of your pricing, plus how it compares to your competitors'.</p> <table border="1"> <thead> <tr> <th></th><th>Monthly</th><th>Annually</th></tr> </thead> <tbody> <tr> <td><b>You</b></td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> <tr> <td><b>Comp #1</b></td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> <tr> <td><b>Comp #2</b></td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> </tbody> </table>		Monthly	Annually	<b>You</b>	\$XXX.XX	\$XXX.XX	<b>Comp #1</b>	\$XXX.XX	\$XXX.XX	<b>Comp #2</b>	\$XXX.XX	\$XXX.XX
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Quick tips	Third-party validation	Relevant customers												
<p>How can your sales reps get the most out of the opportunity?</p> <p><b>Example:</b> Find out what their current solution is early on, ask how many contacts they have, discover what their goals are, etc.</p>	<p>Do you have any reputable accreditations or endorsements? What do existing customers say about you?</p> <p><b>Example:</b> "We're a Gartner-recommended company", "Customer X took out our service and saw Y return in Z months", "Customer A completed task B in 20 minutes with us, compared to two hours with competitor C", etc.</p>	<p>Which customers do you already have that they're likely to relate to? Well-known brands are great for this, but remember, if you're targeting an SME, they're more likely to relate to other SMEs over Fortune 500 companies.</p>												
Additional resources														
<p><b>Persona templates:</b></p> <p><b>Use cases:</b></p> <p><b>FAQs:</b></p>														

*Point/link people to the relevant documents.*