

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?				How does your product benefit others? And where have you won in the past? Back each benefit up with proof.																								
Customer pain points	<table border="1"> <thead> <tr> <th></th><th>You</th><th>Comp #1</th><th>Comp #2</th></tr> </thead> <tbody> <tr> <td>Price</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr> <tr> <td>Speed</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr> <tr> <td>Support</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr> <tr> <td>Security</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr> <tr> <td>Apps</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr> </tbody> </table>					You	Comp #1	Comp #2	Price	★★★★★	★★★★★	★★★★★	Speed	★★★★★	★★★★★	★★★★★	Support	★★★★★	★★★★★	★★★★★	Security	★★★★★	★★★★★	★★★★★	Apps	★★★★★	★★★★★	★★★★★	<ul style="list-style-type: none"> • Benefit #1: proof • Benefit #2: proof • Benefit #3: proof
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Why do people buy your product? Example: Vulnerable to data breaches, outdated email marketing solutions, unable to conduct market research independently, etc.					Handling objections <p>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?</p> <ul style="list-style-type: none"> • Objection/response • Objection/response • Objection/response 																								

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"> • Feature name: description/benefit • Feature name: description/benefit • Feature name: description/benefit 	<p>List two or three questions your reps can ask to best position your product.</p> <ul style="list-style-type: none"> • Question #1 • Question #2 • Question #3 	<p>An overview of your pricing, plus how it compares to your competitors'.</p> <table border="1" data-bbox="1410 442 1966 703"> <thead> <tr> <th></th><th>Monthly</th><th>Annually</th></tr> </thead> <tbody> <tr> <td>You</td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> <tr> <td>Comp #1</td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> <tr> <td>Comp #2</td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr> </tbody> </table>		Monthly	Annually	You	\$XXX.XX	\$XXX.XX	Comp #1	\$XXX.XX	\$XXX.XX	Comp #2	\$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>Example: 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>Example: "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>Persona templates:</p> <p>Use cases:</p> <p>FAQs:</p>														

Point/link people to the relevant documents.