

Battle card template

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The Alliance

Company overview

Brief description of the company. What they sell and who do they sell it to.

Product

A description of the product with a list of its key features.

Pricing

Include tiers and what's included. Do they have any free trials?

Integration

Does the product work well with others? List them here.

Competitors claim

How to address it

Claim #1

Claim #2

Claim #3

Claim #4

| Competitor's key strengths | How to address it |
|-----------------------------------|---|
| Claim #1 | Why would our customers choose us over our competitors? |
| Claim #2 | |
| Claim #3 | |

| Competitor's weaknesses | How to address it |
|--------------------------------|---|
| Claim #1 | How does our product give a solution to this problem? |
| Claim #2 | |
| Claim #3 | |

| Cost of not buying from us | |
|-----------------------------------|--|
| Claim #1 | |