

CI for Sales and CS:

Battlecard template

About this resource

In my view, battlecards should be hyper-focused on one job: Helping your customer-facing teams understand what to say when addressing the competition with customers. Your job is to equip them to handle these conversations with confidence, clarity, and consistency.

Keep your battlecards concise at the top, then let all the supporting detail fall in below. It's crucial to commit to updating battlecards as living documents as new intel and better ideas emerge and inform your competitive positioning.

Competitor logo

Competitor name

One line describing the competitor.

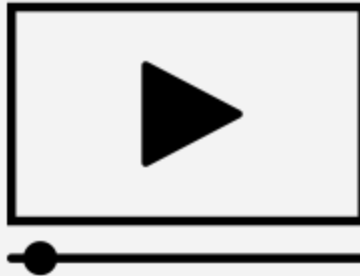
Everything in this document is designed to be customer-facing, unless noted otherwise. This document is always living. Reach out to @[your name] for questions and feedback.

Quick response

Short soundbites, customer-ready language.

- Competitor might be good for...
- But if you're looking for ... then you might be limited by ...
- Our customers use our product to ...

Customer call example



Short clip of a customer-facing rep using this positioning with a real customer.

Our mantra

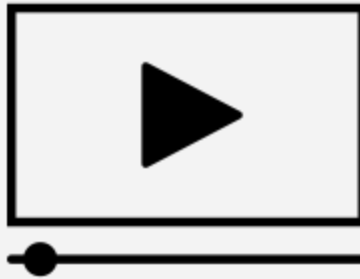
Reinforcing the core idea in your competitive positioning with a visually distinct content block- this line should be the same across all competitors!

Competitor might be good for ... [outdated or trivial problem] ...

But we help teams with ... [bigger and more important problem] ...

Where Competitor wins → objection handling

- Strength 1 → objection handle
- Strength 2 → objection handle
- Strength 3 → objection handle



Short demo or screenshots of competitor product

High-level comparison

Where does Competitor fit into the customer workflow?

	Factor 1	Factor 2	Factor 3
us	✓	✓	✓
them	✓	✗	✗

How we position: Full VARS framework

More soundbites + coaching points for when a customer asks, "What makes you different than Competitor?"

1 Validate competitive presence:

- Happy to share some perspective. What have you seen from Competitor so far? Using the product or just exploring it?

2 Acknowledge competitor strengths:

- From what I've seen, it's a great product for ... [some outdated or trivial problem] ...

3 Reframe:

- But you might be limited by...
- How would you handle...?
- How are you ensuring...?

4 Specify:

- Customers like Disney used our product to achieve...
 - Unlike Competitor, which is built around [wrong solution], our product is based on [unique advantage] ...
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Technical details

Pricing details

Link to customer-facing comparison assets

P.s. We've got a whole course on [Sales Enablement](#), too.