**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.

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***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?   |  | **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.   * **Benefit #1:** proof * **Benefit #2:** proof * **Benefit #3:** proof |
| **Customer pain points** | **Handling objections** |
| Why do people buy your product?  ***Example:*** *vulnerable to data breaches, outdated email marketing solutions, unable to self-sufficiently conduct market research, etc.* | What common objections do you face?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?   * Objection / response * Objection / response * Objection / response |
| **Key features** | **Questions to ask** | **Pricing** |
| How does your product address all of the customer’s pain points?   * **Feature name:** description/benefit * **Feature name:** description/benefit * **Feature name:** description/benefit | List two or three questions your reps can ask to best position your product.   * Question #1 * Question #2 * Question #3 | An overview of your pricing, plus how it compares to your competitors’.   |  | **Monthly** | **Annually** | | --- | --- | --- | | You | $XXX.XX | $XXX.XX | | Comp #1 | $XXX.XX | $XXX.XX | | Comp #2 | $XXX.XX | $XXX.XX | |
| **Quick tips** | **Third-party validation** | **Relevant customers** |
| How can your sales reps get the most out of the opportunity?  ***Example:*** *Find out what their current solution is early on, ask how many contacts they have, discover what their goals are, etc.* | Do you have any reputable accreditations or endorsements? What do existing customers say about you?  ***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.* | 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. |
| **Additional resources** | | |
| **Persona templates:**  **Use cases:**  **FAQs:**  *Point/link people to the relevant documents.* | | |