

Battlecard

Category:

Core Narrative:



Competitor Overview

Website:

1

Strengths

(acknowledge, but frame)

Strength

Sales View

2

Weaknesses / Traps

Claim

Counterpoint

3

Objection Responses

(by buyer type)

A

Prospect Says

You Say

B

Prospect Says

You Say

4

Proof Points

5

Quick Comparison

Attribute

Them

Us

6

Talk Track

7

Quick Links to Resources

8

Core Differentiation Summary

Theme

Them

Us



Positioning Soundbite