

# How to Complete Kompyte's Sales Battlecards Template Instructions

Faced with competition, does your sales team struggle, unsure of how to articulate your strengths or respond to common objections?

Empower your sales team with the tools they need to beat the competition - give them Battlecards! In this guide, we'll walk you through the steps to create Battlecards with the template you downloaded and get your sales team on the path to winning more deals.

## Competitor Description & Logo

Begin your Battlecards with a brief description of each competitor. This description can be in your own words or, take the messaging directly from your competitor's website. Include key information such as year founded, where they are located and number of employees. Consider including their stock market ticker or, for start-ups, funding received. Any other key traits you feel could benefit your sales team may also be included. Lastly, adding the competitor's logo will help your team quickly identify the competitor during their call.

## Pricing

Describe the competition's pricing strategy and revenue model. Are they the premium offering in your industry or consistently running discount promotions? Take notes about their revenue model; let your sales team know if they're competing against a one-off payment versus recurring subscription pricing.

## Product Overview

Describe in 1-2 sentences what their product does and the features they offer.

## Feature Comparison

Following the product overview, complete a feature comparison so your team can quickly glance how your offer compares to the competition. Include all the features you wish to compare however, make sure you use the same features for all competitors.

After the feature comparison is completed for each competitor, fill in the larger overall product comparison table. This enables you to get an idea of how your product ranks in your unique marketplace and your overall position in the industry.

## Proprietary Offerings

For each competitor, mention any proprietary features they claim. This is especially important if they are the only player in the industry offering the feature. You'll use this information in the next steps when you develop strengths and weaknesses.

## Why We Win

Think about the reasons you win against this competitor. This information can come from sales call insights and customer reviews. This section should include the "aha!" moments that help you clinch the deal.

## Why We Lose

This is where you help your team overcome objections. Key here is addressing reasons you commonly lose to this competitor and the way you've overcome this to close the deal anyway.

## Weaknesses

Clearly lay out the weaknesses in your competitors' offerings. Without bringing them up directly, your team can allude to them in your sales calls if you word them well.

**Kompyte makes  
sharing Battlecards  
and up-to-the-minute  
competitive insights a  
breeze. Integrating  
with your favorite  
CRM and sales tools,  
your team can access  
current information  
anytime.**

We'd love to show you how you can elevate your competitive intelligence and sales enablement programs in about an hour a week.

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