Battlecard Template for SMB Sales & Marketing Teams

Competitor Snapshot

- Competitor Name:
- Company Size:
- Target Markets:
- Core Offerings:
- Strengths:
- Weaknesses:

Messaging

- Their Key Marketing Claims:
- How We Counter Them:
- Talk Tracks for Common Objections:

Feature Comparison

Feature	Us	Competitor X
24/7 Support	Yes	No
Custom Integrations	Available	Not Offered
Transparent Pricing	Clear Pricing	Hidden Fees

Objection Handling

Objection	Response
They're cheaper.	Yes, but we include full support.
They have more features.	Most go unused by SMBs.
I've heard of them more.	We focus on results, not hype.

Customer Proof Points

- Case Study / Testimonial 1:

- Case Study / Testimonial 2:

- Metric or Stat Highlighting Value: