

One-Page Competitive Battlecard Template

A quick-reference format built for glancing at mid-conversation, not deep research; that's what the full Competitive Brief is for.

Competitor Name: _____

Last Updated: _____

Their One-Line Pitch

Where We Win

2–3 bullet points, the specific reasons a prospect chooses you over them.

Where They Win

Be honest; 1–2 bullet points on their genuine strengths.

Pricing Comparison

A quick, high-level sense of how pricing compares.

Common Objections Tied To This Competitor

IF THE PROSPECT SAYS...	RESPOND WITH...

Landmines To Avoid

Anything reps should specifically not say or promise when this competitor comes up.

When To Escalate

If a deal is being heavily contested against this competitor, who should the rep loop in for support?

This is meant to fit on one page and be skimmed in under a minute during a live call. If it's getting longer than that, it belongs in the full Competitive Brief instead.