

Sales Battlecard Template

COMPANY OVERVIEW

Brief description of the company, product, and market that they sell to. Keep it short and sweet.

PRODUCTS

Product names and short descriptions of what they are and who they're for.

CUSTOMERS

Describe the markets that they target and mention some of their notable customers.

PRICING

Pricing starts at \$X or describe pricing ranges and structure.

WHY WE WIN

Provide 3 reasons why we win and include supporting points.

Include a quote from a customer highlighting why we win.

WHY WE LOSE

Provide 3 reasons why we lose and include supporting points.

Include a quote from a customer highlighting why we lose.
