



Competitor Battle Card

Use this template to lay out all the information your team will need to know about your competitor. [Learn more](#) about this template.

[Competitor Name]

Business Type (ex: Payments, Project Management, Food and Beverage)

Based in City, State, Country

Known For:

- Aggressive upfront discounts
- Using approved resellers
- Copying the same business model, but presenting themselves as a more affordable option

Who are they targeting?

Businesses who need:

- [business need]
- [business need]
- [business need]
- [business need]

[Competitor] Value Props and Common Objections



Subject Topic

Strategy: [How do they want the merchant to react and what things should we emphasize to gain that?]

Objections	Rep Response
"This is what they are offering me and it's a really low price."	List of talking points to combat this comment (not a script).

Areas of Focus

Green (Areas where we win over the competitor)

- Area 1
- Area 2
- Area 3

Yellow (Areas where we are similar)

- Area 1
- Area 2
- Area 3

Red (Areas to stay away, reroute conversation)

- Area 1
- Area 2
- Area 3