

# TALKING ABOUT YOUR COMPETITORS Worksheets

## HOW ARE YOU DIFFERENT FROM YOUR COMPETITORS?

How are you different from:			
Your competitors?	Your prospect's current solution?		
How will you handle this question without disparaging the competition?			



#### **Instructions:**

While not being disparaging, how can you plant a seed that gets your prospect thinking that your solution may be a better fit for their needs?

Write your own version of the script below:

"We have a deep respect for competitor ABC. Having said that, I would love to walk you through why so many of our customers have left competitor ABC to sign on with us. I can share with you what they've actually experienced and why they decided to make the move".



#### **Instructions:**

Use this template to understand your competitors inside-out so that you can de-position against them effectively.

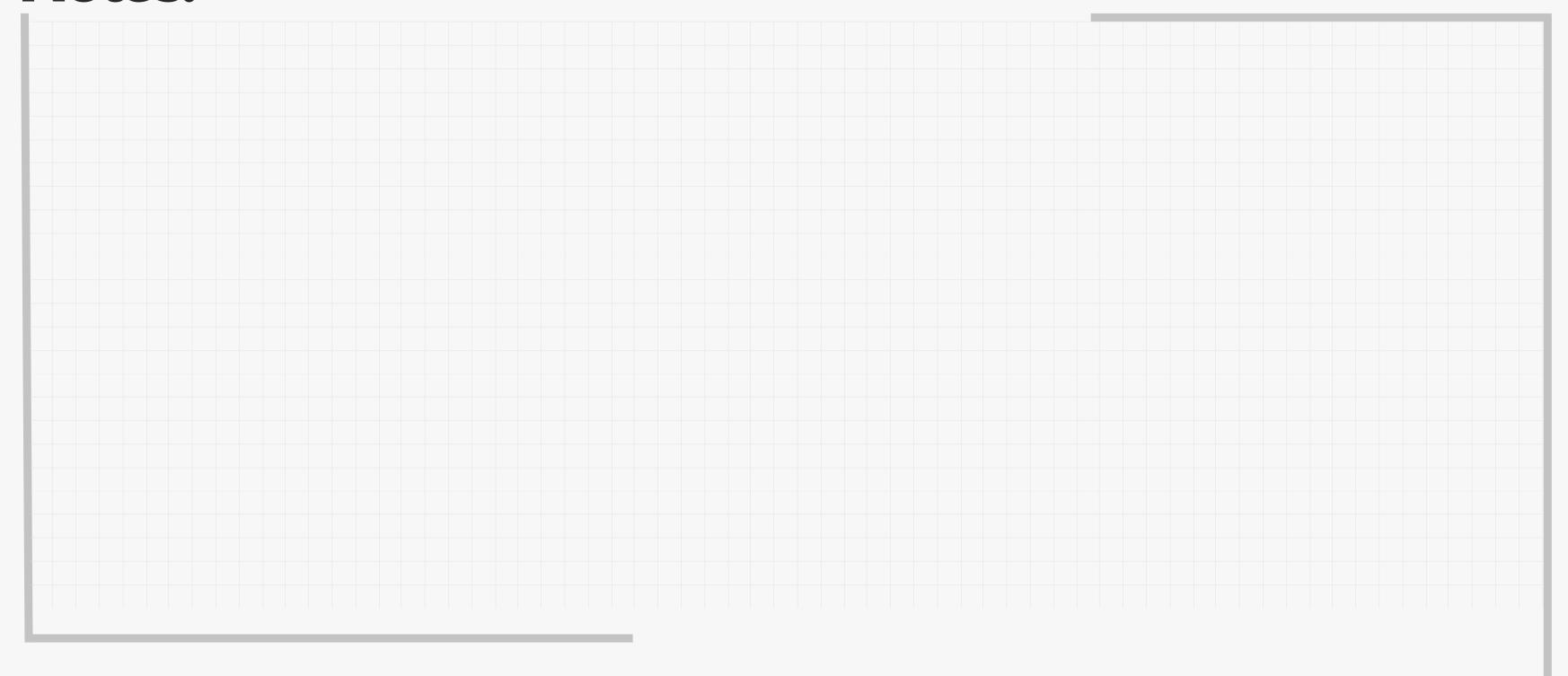
Competitor 1			
STRENGTHS	HOW WE COMPARE		
WEAKNESSES	HOW WE COMPARE		



Competitor 2		Competitor 3	
STRENGTHS	HOW WE COMPARE	STRENGTHS	HOW WE COMPARE
WEAKNESSES	HOW WE COMPARE	WEAKNESSES	HOW WE COMPARE



### **Notes:**







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