



# TALKING ABOUT YOUR COMPETITORS Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

**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.

<b>Competitor 1</b>	
STRENGTHS	HOW WE COMPARE
WEAKNESSES	HOW WE COMPARE

<b>Competitor 2</b>		<b>Competitor 3</b>	
STRENGTHS	HOW WE COMPARE	STRENGTHS	HOW WE COMPARE
WEAKNESSES	HOW WE COMPARE	WEAKNESSES	HOW WE COMPARE



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# Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is composed of small squares and is enclosed by a thin grey border.

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