



## QUICK DISMISS

[When this competitor is name-dropped, say this one sentence to redirect the conversation.]



## WHY WE WIN

- ✓ **Differentiator #1:** [Specific capability + named customer proof point with metric]
- ✓ **Differentiator #2:** [Specific capability + named customer proof point with metric]
- ✓ **Differentiator #3:** [Specific capability + named customer proof point with metric]



## COMPETITIVE TALK TRACK

*[Story-based positioning — NOT an elevator pitch. Frame as: problem the buyer has → insight about how they should think about it → implication for their decision → why your approach is different (not just better).*

*Keep this conversational. If a rep can't read it aloud to a prospect and sound natural, rewrite it.]*



## LANDMINE QUESTIONS

Ask these to expose competitor gaps without naming them:

- 1 "[Discovery question that surfaces a gap in competitor's architecture or approach]"
- 2 "[Discovery question that highlights a pain point your solution uniquely solves]"
- 3 "[Discovery question that makes the buyer question the competitor's long-term viability]"



## CUSTOMER PROOF POINTS

[Customer A] [Metric, e.g., 141% ROI in 12 months]  
[Brief context]

[Customer B] [Metric, e.g., 50% reduction in X]  
[Brief context]

[Boomerang] [Left for competitor → came back because...]  
[Brief context]

## COMPETITOR SNAPSHOT

Founded: [Year] | HQ: [City] | Employees: [#] | Funding/Revenue: [\$] | Target Market: [Segment]  
Positioning: [Their one-line pitch] | Recent Move: [Latest product launch, acquisition, or pricing change + so what]

## OBJECTION HANDLING

Acknowledge → Reframe → Respond

### "[Objection #1 — e.g., They're cheaper]"

[Acknowledge the concern. Reframe with TCO context. Respond with proof point.]

### "[Objection #2 — e.g., We already use their platform]"

[Acknowledge sunk cost. Reframe as integration vs. replacement. Respond with specific ROI data.]

### "[Objection #3 — e.g., Their roadmap covers that]"

[Acknowledge the promise. Reframe around shipped vs. planned. Respond with your current capability.]

### "[Objection #4 — e.g., We need a single vendor]"

[Acknowledge integration goals. Reframe with best-of-breed examples. Respond with integration proof.]

## CAPABILITY COMPARISON

Frame as "different" not "better"

Capability	Us	Them
[Capability 1]	✓	~
[Capability 2]	✓	✗
[Capability 3]	✓	✓
[Capability 4]	✓	✗
[Capability 5]	~	✓

✓ = Strong ~ = Partial ✗ = Gap

**SO WHAT:** [One-sentence takeaway: what this comparison means for the buyer's decision]

## PRICING COMPARISON

### Their Model:

[Per-seat / usage-based / bundled]

### Our Model:

[Per-seat / usage-based / bundled]

### TCO Advantage:

[At N users, our TCO is X% lower because...]

## ENGAGE / DO NOT ENGAGE

### ✓ Engage when:

[Criteria 1]  
[Criteria 2]

### ✗ Walk away when:

[Criteria 1]  
[Criteria 2]

## WHY WE LOSE / THEIR STRENGTHS

[Strength 1 — and how to reframe it]  
[Strength 2 — and how to reframe it]  
[Strength 3 — and how to reframe it]

## RECENT FIELD INTEL

[Latest competitor move #1 — what happened + so what for our deals]  
[Latest competitor move #2 — what happened + so what for our deals]  
[Win/loss insight — pattern from recent deal outcomes]