

# [COMPETITOR NAME] battlecard

Last verified: \_\_\_\_\_ Owner: \_\_\_\_\_ Review: monthly

## ONE-LINE POSITION

How they describe themselves, in their words, not yours.

## WHO THEY BEAT US WITH

The buyer profile where they genuinely win. Write it honestly — a card that claims you win everywhere gets ignored after the first lost deal.

## WHERE THEY ARE STRONG (3 MAX)

Real strengths. Reps stop trusting the card the moment it contradicts the prospect.

| THEIR STRENGTH | WHAT WE SAY — TRUE, NOT DEFENSIVE |
|----------------|-----------------------------------|
|                |                                   |
|                |                                   |
|                |                                   |

## WHERE WE WIN (3 MAX)

Each needs proof a rep can show in 30 seconds: a screenshot, a price, a doc link.

| WE WIN ON | PROOF THE REP CAN SHOW |
|-----------|------------------------|
|           |                        |
|           |                        |
|           |                        |

## PRICING REALITY

Published price, or “quote-only” plus the range buyers report. Include what the sticker hides: implementation time, required headcount, annual commitment.

## LANDMINES — QUESTIONS THAT EXPOSE THE GAP

Three questions the prospect can ask them. Due diligence, never an attack — e.g. “How long from contract to first battlecard in front of a rep?”

## IF WE LOSE TO THEM, WHY

The honest failure mode. The most valuable box on the card, and the one everyone leaves blank.

## LAST CHANGE DETECTED

What they moved recently — pricing, positioning, a launch, hiring — with date and source.

# The five rules of a battlecard that gets used

Most battlecards die the same way: written once, never dated, quietly wrong six months later. These five rules are what separates a card reps actually open from a document that exists to be pointed at.

- 1 One page.**  
Two pages is a document nobody opens mid-call. If it does not fit, you have not decided what matters yet.
- 2 Every claim carries a date and a source.**  
Undated claims rot silently and get a rep contradicted in front of a prospect. A link and a date cost five seconds to add and save the deal you never hear about.
- 3 Be honest about their strengths.**  
Credibility with your own reps is the whole asset. The first time the card says a competitor is weak somewhere the prospect just praised, nobody opens it again.
- 4 Write what to say, not what is *true*.**  
“They need a dedicated analyst to run it” beats “high operational overhead.” The card is a script, not an analysis.
- 5 Review monthly, or delete it.**  
A battlecard from two quarters ago is worse than none: it is confidently wrong, and confidence is exactly what a rep borrows from it.

## WHERE EACH ANSWER USUALLY LIVES

*The hard part is not the format, it is sourcing. None of this requires talking to the competitor.*

|                              |                                                                                       |
|------------------------------|---------------------------------------------------------------------------------------|
| <b>One-line position</b>     | Their homepage hero and their own category on G2 — their words, not your summary.     |
| <b>Who they beat us with</b> | Your own lost-deal notes. Their marketing will never tell you this.                   |
| <b>Where they are strong</b> | Their 4–5 star reviews, quoted in the reviewer’s language.                            |
| <b>Where we win</b>          | Their 1–2 star reviews, filtered for the complaint that repeats.                      |
| <b>Pricing reality</b>       | Their pricing page if public; otherwise reviews mentioning contract size and rollout. |
| <b>Landmines</b>             | The gap between what their marketing claims and what their reviews report.            |
| <b>Last change detected</b>  | Changelog, pricing-page changes, job posts, their LinkedIn.                           |

That last row is the one that takes real time: it means checking pricing pages, changelogs, job posts and review sites every week, for every competitor, forever. Agonai does that watching and tells you what moved.

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