

# Battlecard template

Powered by:  The Alliance

## Company overview

Brief description of the company. What they sell and who do they sell it to.

## Product

A description of the product with a list of its key features.

## Pricing

Include tiers and what's included. Do they have any free trials?

## Integration

Does the product work well with others? List them here.

## Competitors claim

## How to address it

Claim #1

Claim #2

Claim #3

Claim #4

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<b>Competitor's key strengths</b>	<b>How to address it</b>
Claim #1	Why would our customers choose us over our competitors?
Claim #2	
Claim #3	

<b>Competitor's weaknesses</b>	<b>How to address it</b>
Claim #1	How does our product give a solution to this problem?
Claim #2	
Claim #3	

<b>Cost of not buying from us</b>	
Claim #1	