

Product battle card: [Product name]

Last updated: [Date] | Owner: [Name/Role]

Product overview

Product description	Key features	Data points
[Concise description of your product and its core value proposition]	Feature 1: [Description] Feature 2: [Description] Feature 3: [Description]	Data point 1: [Metric] Data point 2: [Metric] Data point 3: [Metric]

Customer pain points

Pain point	How your product solves it
[Pain point 1]	[How your product addresses this with a specific outcome]
[Pain point 2]	[How your product addresses this with a specific outcome]
[Pain point 3]	[How your product addresses this with a specific outcome]
[Pain point 4]	[How your product addresses this with a specific outcome]

Pricing

Tier	Price	What's included
[Tier 1 name]	[Price/mo or /yr]	[Key features in this tier]
[Tier 2 name]	[Price/mo or /yr]	[Key features in this tier]
[Tier 3 name]	[Price/mo or /yr]	[Key features in this tier]

Use cases

Use case	How customers use the product
[Use case 1]	[Feature highlight for this customer segment]
[Use case 2]	[Feature highlight for this customer segment]
[Use case 3]	[Feature highlight for this customer segment]

Cross-selling and upselling

[List cross-sell and upsell opportunities with specific examples of when to introduce them during conversations. Include upgrade paths and expansion triggers.]

Proof points

[1-2 customer stories, testimonials, or metrics that reinforce your product's value. Include company name, use case, and measurable outcome.]