

**Battlecard: Achieve + iClicker - iClicker**

Overview	Key differentiators	Why we win																								
Statement of value - who is it for, what does it do, why it matters, and what do you uniquely provide that others care about deeply?	<table><tr><th></th><th>You</th><th>Comp 1</th><th>Comp 2</th></tr><tr><td>Price</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><td>UX</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><td>Support</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><td></td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr><tr><td>LMS</td><td>★★★★★</td><td>★★★★★</td><td>★★★★★</td></tr></table>		You	Comp 1	Comp 2	Price	★★★★★	★★★★★	★★★★★	UX	★★★★★	★★★★★	★★★★★	Support	★★★★★	★★★★★	★★★★★		★★★★★	★★★★★	★★★★★	LMS	★★★★★	★★★★★	★★★★★	How does your product benefit others? And where have you won in the past? Back each benefit up with proof. ● Benefit #1: proof ● Benefit #2: proof ● Benefit #3: proof
	You	Comp 1	Comp 2																							
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Customer pain points		Handling objections																								
Why do people buy your product? <i>Example: vulnerable to data breaches, outdated email marketing solutions, unable to self-sufficiently conduct market research, etc.</i>		What common objections do you face? And how can a sales rep constructively respond to these in a way that keeps the pitch on track? ● Objection / response ● Objection / response ● Objection / response																								
Key features	Questions to ask	Pricing																								
How does your product address all of the customer’s pain points? ● Feature name: description/benefit ● Feature name: description/benefit ● Feature name: description/benefit	List two or three questions your reps can ask to best position your product. ● Question #1 ● Question #2 ● Question #3	An overview of your pricing, plus how it compares to your competitors’. <table><tr><th></th><th>Monthly</th><th>Annually</th></tr><tr><td>You</td><td>\$XXX.XX</td><td>\$XXX.XX</td></tr></table>		Monthly	Annually	You	\$XXX.XX	\$XXX.XX																		
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Quick tips	Third-party validation	Relevant customers						
How can your sales reps get the most out of the opportunity? Example: <i>Find out what their current solution is early on, ask how many contacts they have, discover what their goals are, etc.</i>	Do you have any reputable accreditations or endorsements? What do existing customers say about you? Example: <i>“We’re a Gartner-recommended company”, “Customer X took out our service and saw Y return in Z months”, “Customer A completed task B in 20 minutes with us, compared to two hours with competitor C”, etc.</i>	Which customers do you already have that they’re likely to relate to? Well-known brands are great for this but remember, if you’re targeting an SME they’re more likely to relate to other SMEs over Fortune 500 companies.						
Additional resources (links)								
Persona templates: Use cases: FAQs: <i>Point/link people to the relevant documents.</i>								