

Competitive Battlecard Accelerator™

Companies often invest significant hours and manpower in research and evaluating how they stack up against the competition. Yet many then miss a significant opportunity by not distilling this down to an active “kill sheet” or competitive digest. Creating effective, succinct competitive battlecards provides your sales team with only the essentials of what is needed to compete, and win, in the marketplace.

▶ **The situation:** Your sales, marketing and product teams know a lot about the competition, but to find and use it requires knowing who to ask at just the right time. As your salespeople compete for deals, they are often left to their own resources to determine the best way to compete.

▶ **The challenge:** With more priorities than time, teams typically lack the cycles and expertise to create effective battlecards that arm your salesforce to effectively compete. Often the process is neglected, resulting in missing or out-of-date content that leaves the salesperson with little to no guidance in a competitive deal.

The solution: Aventi’s Competitive Battlecard Accelerator™ works to effectively systematize the hard-hitting competitive essentials to effectively arm your salesforce. The result is an optimized, no-nonsense digest that provides specific sales guidance for a competitive deal. It is a branded, highly consumable asset that answers top sales questions, including:

Positioning comparison – How does your competitor position, and how should you optimally position your solution?

Why your company wins – What are your competitor’s weak spots and what are your firm’s strengths?

Differentiators – What sets your company and product apart and helps to weaken your competitor’s position?

Setting traps – What questions should you ask your prospects that help set powerful competitive landmines?

Pricing comparison – How does your competitor price and package their offering? How does your firm’s pricing compare?

Key facts – What irrefutable proof points, industry facts and trends best support your offer?

Introductory package price: \$6,000 per competitor

Duration: 2-3 weeks

Extensive experience: Since 2008, Aventi Group has helped sales and marketing teams craft effective content. Our experienced team provides the execution focus and experience to get to effective, actionable sales content as quickly as possible.

Let us help you!

We’ll schedule an introductory meeting and discuss where we can assist you in creating a winning battlecard.

“ We tapped Aventi to support extensive sales enablement and prep for a strategic launch of our BambooHR product line. Aventi ran through several role-playing sessions, delivered the live sales rep and sales management trainings, and built a sales playbook that was foundational going forward. We see our engagement with Aventi as one of the key contributing factors to our success. ”

– **Jeff Adams, former Chief Revenue Officer, BambooHR**

Connect with us

We’ll listen to your challenges and craft the best plan of attack.

Please contact us at
Aventi Contact Form
or call **(415) 890-5434**

