|  |  |  |
| --- | --- | --- |
| **[YOUR COMPANY]** | **[COMPETITOR #1]** | **[COMPETITOR #2]** |
| **OVERVIEW:** The program includes…  High-level look at each competitor or competitor’s product. Include your own company as well, so you can compare and contrast. | **OVERVIEW:** | **OVERVIEW:** |
| **Additional value:**  Beyond the basic overview, what value to they provide to a potential customer? | **Additional value:** | **Additional value:** |
| **Details:**  Get a little deeper into the details of each product or service   |  |  | | --- | --- | |  |  | | **Details:** | **Details:** |
| **Cost:**  Cost is always an important comparison, but should never be looked at alone. By understand the value and details of the product, you can better compare cost. | **Cost:** | **Cost:** |