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| **[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

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 | **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:**  |