|  |  |  |
| --- | --- | --- |
| **[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 basic overview, what value do 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 always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost.  | **COST:** | **COST:** |