|  |  |  |
| --- | --- | --- |
| **[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:** |