

Competitive Points List

Differentiator	My Company	Competitor A	Competitor B
Years in business current ownership	12 years	8 years	3 years
Overall financial strength	Strong – low-risk D&B; good credit	Fair – med-risk D&B; good credit	Weak – high-risk D&B; poor credit
Customers served	Avg. 8/yr.	Avg. 4/yr.	Avg. 23/yr.
Key customer segment	Med./large business	Fortune 500	Small business
Training/certification	All developers, full-time employees and industry certified	All developers, full-time employees and industry certified	Utilize many part-time or contracted developers
Experience/expertise	All key developers 5+ yrs. with us	All key developers 5+ yrs. with them	Many contracted developers
Evaluation/trial opportunity	Trial available	Trial available	Demo only
Warranty/return policy	90 day no-charge on-site support	180 day no-charge on-site support	3 free support visits/calls
Reference story (see Customer Reference Story template)	Wingtip Toys	Woodgrove Bank	Margie’s Travel
Key product/service difference (see Vision Map)	Proven technology that can be quickly adapted to your unique needs	Premium, fully custom solutions at premium price	Tend to bid low to get the job; tweak existing solutions

→ Example

“It doesn’t surprise me that you’ve talked with **Visionary People**. They’ve done some good work, but let me tell you how we’d approach your project a bit differently. We specialize in developing e-commerce solutions for rapidly growing medium and large businesses like yours, while **Visionary People** focuses more on small business projects. On average, they’re working with three or four times as many clients as we are. This means that they have to rely on outsourced development and deliver less-customized solutions. We also realize that a situation like yours might require a pilot installation, which we’re very willing to work with you on. I’d be happy to prepare a detailed analysis of how our service compares to our major competitors on a project such as yours.”