(insert product logo here)

[Product Name] Comparison

[Product Name]

Introductory paragraph goes here. Make a strong, bold claim that makes readers realize that the entire rest of this document is credible and backs up your claim.

	[Product name]	[Competitor's product name}
Feature 1		
Feature 2	✓	
Feature 3		
Feature 4	✓	✓
Feature 5		
Feature N	✓	✓
Feature N	✓	✓
Feature N	✓	*
Feature N	✓	✓
Feature N		
Feature N	✓	✓
Feature N	✓	
Feature N	✓	
Feature N	✓	✓
Feature N	✓	
Feature N	✓	
Feature N		
Feature N		✓
Feature N	✓	
Feature N	✓	
Feature N	✓	
Feature N	✓	
Feature N	✓	

Note: include as many features as you can possibly think of and make this matrix a "loaded" example. Customers and press people will expect you to do this - if your example is over the top then the burden is on your competitors to respond and/or the press and customers to spend the time to decide whether you are telling the truth. If the argument is overwhelming then they will assume you have a significant competitive edge.

[Quote from customers, press or analysts goes here]

[Second quote from customers, press or analysts goes here]

[Product Name]

Short description of your unique selling proposition (USP) goes here.

- Feature 1 - Explain the benefits.
- Feature 2 - Explain the benefits.
- Feature 3 - Explain the benefits.

Summary of why your product beats the competition based on the top three features goes here.

[Competitor's Product Name]

Make a strong argument here about your competitor's biggest weaknesses. This could include product features, weakness of the company in terms of support/price/funding or other components.

Finish by summarizing with a knock-out blow to your competitors. You want to speak in absolutes here, and convey to the customers that there simply is no comparison.

Ideally this competitive comparison can be used to convince press customers and analysts that they would be foolish not to consider you to be the leader. It is also something that a salesperson can hand to a customer to immediately shut down any conversation about other competitors.

You may want to keep this document confidential and not post it on your website, depending on your competitive position in the market. If you are the leading company and the competitors are unknown, keep this private so that customers don't find out about your competitors. If you are in second place (or lower) and/or your competitors are well-known you'll want to prominently post this so that customers and the industry quickly learn that you are the most viable solution.

Sample from Product Management Lifecycle Toolkit
www.280group.com

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