



EVERYTHING YOU NEED TO KNOW
ABOUT A SALES BATTLE CARD



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What is a sales battle card?

Sales battle cards enable salespeople to go out in the field in a 'fully armed' state that would enable them to score over their competitors. They are documents that contain a host of information that could prove decisive in conversations with the client. They include material about your own product/service, competitive intelligence, pricing, areas where your sales teams could score higher, possible counter questions from customers and a lot more. Basically, anything that helps your sales team win deals with customers. As sales cycles have grown more complicated and features have become easier to replicate, sales battle cards have become increasingly important.



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Some of the primary reasons why every sales team must leverage battle cards include:

Make an effective pitch

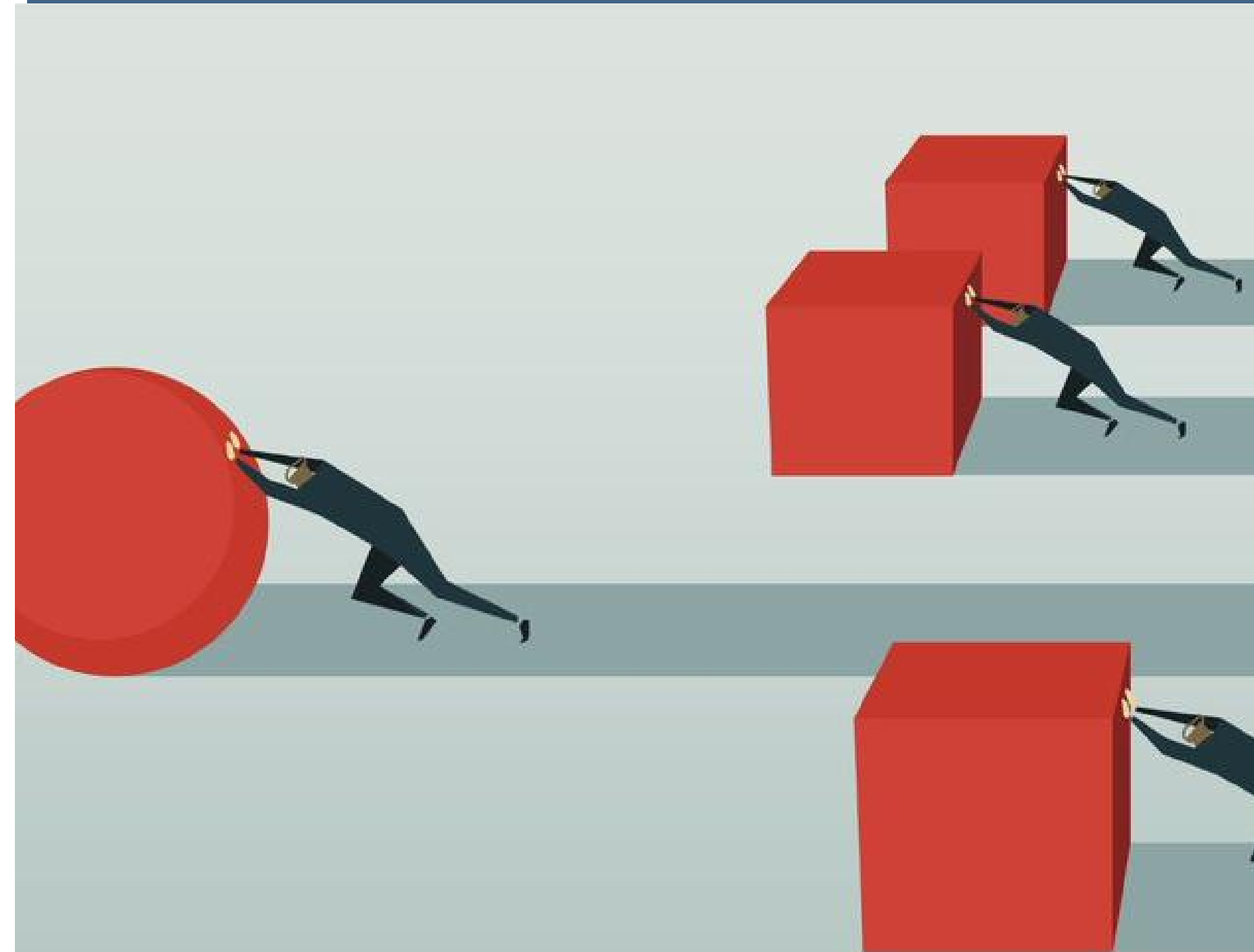
With the help of a sales battle card, sales teams don't have to scramble for information on websites, SharePoint, or inside their cabinets when the customer is on the call. This means that they have access to information at their fingertips and can deliver an effective pitch with the help of a sales battle card. Moreover, as battle cards prepare businesses adequately ahead to a sales pitch to customize each proposal based on the client persona.

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Sales battle cards outline the business problem your product solves, the benefits of switching or picking your product, and the key differentiators that sales reps need to convey to prospects.

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WHY DO SALES TEAMS NEED BATTLE CARDS?





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Stay ahead of competition

As salespeople are mostly on customer calls or in the market, they may miss out on a chance to train themselves on the company's new offerings or product features. Sales battle cards help them stay updated and well-informed on what's shaping the industry, competitor tactics, and other regulations. For instance, if the company's competitor has introduced a new feature in his product and your product already has it, then you could include language in the battle card that tells customers how your feature is less expensive than your competitor's or how it helps customers reap immediate benefits.

Prepare for situational pitches

Sales teams can be educated to navigate through tough customer meetings by using battle cards that show different situations and how salespeople must respond in these cases. For example, if your sales teams have unearthed what product the customer is using and if the license is nearing expiry, then your battle card must have that information. Or incase the company is launching promotions, or offering discounts on the products, it should be cited in their battle card.

TYPES OF BATTLE CARDS

Battle cards can be categorized into various groups based on the need. Here are some of the commonly used battle card templates:

Product battle cards

Product battle cards feature all information that your sales teams need about the product that they're selling. Product battle cards are meant to be educative material for sales teams. Companies also use the help of infographics to depict this information, which easily explains the whole scenario with a combination of images and text to the sales team.

Competitor battle card

Competitor battle cards host all information about the competitor that you're closely following. Competitor battle cards provide information about the competitor, their market value, annual run rate, solution overview and the customer profile. It enables sales teams to pick out vital information about their competitors and prepare their sales pitch accordingly.



Comprehensive battle card

The comprehensive battle cards are detailed in their coverage. Sales teams need not to look elsewhere for information on the product that they are selling. They explain everything about a product including the use cases, common best practices for using the product, and even some of the common myths related to the product.

Question based battle card

The question-based battle card typically includes the information that a potential customer could ask the salesperson. These battle cards could be smaller in size in comparison to others because they are created for the purpose of handling questions from customers.



CONTACT INFO

Positioned at the forefront of market intelligence, Infiniti Research has carved out a niche for itself as the premier provider of market intelligence solutions for leading players across industries. Our unmatched market intelligence solutions, consulting, and in-depth market assessments are well-known among industry leaders for their ability to solve the toughest challenges faced by industry players. Our innovative market intelligence solutions help enterprises transform structural capabilities, improve execution efficiency, and fast-track time to savings.



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