# Battlecard

**Competitor**: [NAME]

## Strengths

* Strength 1
* Strength 2
* Strength 3

## Weakness

* Weakness 1
* Weakness 2
* Weakness 3

## Points to Lean On

* **Point 1**: Point 1 to lean on
* **Point 2**: Point 1 to lean on
* **Point 3**: Point 1 to lean on

## Positioning Statement

Competitors positioning statement as declared on their website.

## Quotes/Testimonials

“I told [COMPANY NAME] to make it so. They did. We’ve been a happy customer ever since .” - Jean-Luc Picard, Captain, Starship Enterprise

“[COMPANY NAME] is better than waffles!” - Leslie Knope, Deputy Director of the Parks and Recreation Department, City of Pawnee Indiana

“Sometimes people deserve to have their faith rewarded. Mine was when I chose [COMPANY NAME].” Bruce Wayne, CEO, Wayne Enterprises

## Customers Who Switched to [Your Company]

* [Company 1](http://company1.com)
* [Company 2](http://company2.com)
* [Company 3](http://company3.com)

## Basic Information

**Headquarters**

1725 Slough Avenue

Scranton, PA 18503

**Global Offices**

Albany, Utica, Scranton, Akron, Nashua, Buffalo, Rochester

**Founded**

1949

**Employees**

250–500

**Key Executives**

Alan Brand (CEO), David Wallace (CFO), Ryan Howard (VP of Sales)