

Competitive Analysis

Now that you have your features and benefits defined, it's time to look at the competition and see how you compare. Answer the questions in regards to your features:

- How do you compare feature by feature?
- How do your benefits compare to the competition?
- Does your competition have a way of adding value that's different than you?
- Or is it the otherway around, do they have gaps in benefits they provide?
- Where are the gaps, both yours and the competition?

These are the questions we answer when applying competitive analysis.

Compare Your Value in Detail

In the table below list all your features on far left column. Also list features you *DON'T* have that your competitors do offer. Under each of the columns rank each feature on a 3 point scale:

1. Basic functionality, bare minimum
2. Adequate functionality, works in most cases
3. Extraordinary functionality, the best or near best in the market

Of course if you have no functionality, you should enter a zero. At the bottom of the table. sum your rankings to provide a sense of how you compare.

Leverage Your Strengths

Once you find your strengths, you will promote these when you meet with clients. This table allows you to be prepared with answers on gaps compared to the market place. The best defense is an offense.

The information here will be used to create a set of questions that persuade and solicit interest in your business. Awareness on how you add value in the marketplace will reap rewards as you compete head to head.

Feature Comparison Map Across Competition

Using the answers from the Features Benefits table tgo populate the features column.,

Features	You	Competitor A	Competitor B
Total			