

Competitor Sales Analysis Checklist

The first step in conducting a competitive analysis is to identify what information you want to collect about competitors. Opportunities can be uncovered if you take the time to look at the right data. Consider tracking the following areas to help your sales team understand the difference between your company and your competitors. Additionally, check out the list of resources below to help with some of this key information.



Company	<ul style="list-style-type: none"> • How many years have they been in business? • Do they offer multiple offerings or specialize in a single key offering? • Do they have brand recognition? How are they seen in the marketplace? Market maker, market leader, market lagger, new in the space, etc.
Product/services offerings	<ul style="list-style-type: none"> • How many product or package options of same products/services do they offer that you do too? • What are the key features of their products/services? • Which offerings compete with what your company offers?
Unique product/services features	<ul style="list-style-type: none"> • List what your company offers that is better than the competition. • List what your company offers that your competition does not.
Pricing	<ul style="list-style-type: none"> • Uncover your competitors' pricing. How do you stack up against them?
Social Media	<ul style="list-style-type: none"> • Determine which social media channels your competitors utilize and follow them. • Audit your competitors' posts to learn how they are marketing and positioning their products.
Unique Value Proposition (UVP)	<ul style="list-style-type: none"> • Identify your competitors' value proposition. • Analyze your competitors' websites to gain insights about how they are marketing their product(s)/service(s). • How does your competitors' UVP and messaging compare to yours?
Customer / employee ratings	<ul style="list-style-type: none"> • Learn what your competitors' customers and employees are saying about their product(s)/service(s) and company in general. • Look for your competitors' ratings where applicable on Google My Business, Yelp, Facebook, BBB, Amazon, and Yellow Pages. • Check employee sites such as Indeed, Glass Door, Zip Recruiter, Vault, and Comparably.

Resources to help you gain competitor information. Most have a free account or trial:

Product and pricing information: G2 or Capterra for business software and solution.

Social media monitoring tools: Some offer a free trial. As an example - Hootsuite, Mention, and HowSociable to name a few.

Company information: Dun & Bradstreet and ZoomInfo for business-to-business companies.

Website insights:

- ✓ Moz provides insights into keywords. You can type in the competitor's name to see how much traffic is going to their website.
- ✓ Similarweb or SEMrush allows you to track competitor site traffic.
- ✓ Moat is a tool that enables you to view your competitors' ads.

A few extra tips:

Start small to provide tools that your company can use.

- ✓ Track 3 to 5 key competitors.
- ✓ Track and report on only products in their portfolio that are true competitors to your offering.

Update the document quarterly so your sales team stays current.