BATTLECARD

Share · Download · More

Competitor X: Objection Handling

pricing mid-market renewal-risk

PRICING COMPARISON

	MONTHLY COST
Us	**$49/seat, all-inclusive**
Competitor X	**$39/seat + $15 add-on fees**

TALKING POINTS

1. Lead with total cost of ownership, not sticker price
2. Their "lower price" excludes the integrations most customers need day one
3. We include implementation support, they charge for onboarding separately

WHY WE WIN

+ Faster time to value, most teams are live within a week, not a month
+ One flat seat price, no metered add-ons that show up later on the invoice
+ Named implementation contact included for the first 90 days
+ Higher retention among accounts over 50 seats, per last quarter's win-loss review

OTHER COMMON OBJECTIONS

Q "Competitor X has more integrations listed on their site."

Ask which integrations they actually plan to use in the first 90 days. Most prospects name two or three. We support all of the common ones (Slack, Salesforce, Google Workspace) natively, the long tail on their list is mostly community-built and unmaintained.

Q "They're the market leader, isn't that safer?"

Being first to market is not the same as being the best fit today. Point to a recent logo that switched from Competitor X to us in the same industry, and offer a reference call if the deal size supports it.

DISCOVERY QUESTIONS TO ASK BEFORE THIS COMES UP

What does your current tool cost once every add-on is included, not just the sticker price?

Who owns onboarding today, an internal team or the vendor?

How many of the listed integrations does your team actually use day to day?

STATUS

Updated 3 days ago

DETAILS

Owner	TY Tocho Yellowhorse
Team	Sales Enablement
Views (30d)	812
Pitched	146 times
Win rate w/ card used	58%

COMPETITOR SNAPSHOT

Founded	2015
HQ	Austin, TX
Segment	SMB to mid-market
Review rating	4.3 / 5

RELATED CONTENT

Competitor X: Full Battlecard
TCO Calculator (spreadsheet)
Onboarding and Implementation One-Pager
Win-Loss Notes: Q2 2026