|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| **OVERVIEW: The program includes…** High-level look at each competitor or competitor's product. Include your own company as well, so you can compare. | **OVERVIEW:**Insert overview here | **OVERVIEW:**Insert overview here | **OVERVIEW:**Insert overview here |
| **ADDITIONAL VALUE:**Beyond basic overview, what value do they provide to a potential customer? | **ADDITONAL VALUE:**Insert additional value here | **ADDITONAL VALUE:**Insert additional value here | **ADDITONAL VALUE:**Insert additional value here |
| **DETAILS:** **Get a little deeper into the details of each product or service** | **DETAILS:**Insert details here | **DETAILS:**Insert details here | **DETAILS:**Insert details here |
| **COST:**Cost always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost. | **COST:**Insert costs here | **COST:**Insert costs here | **COST:**Insert costs here |

**Two Ways to Improve your Competitive Position**

1. **Call for Research Partners**

We are currently building our 2017 research calendar and are looking for companies focused on finding out why customers say “yes” in the areas of subscription, lead gen, nonprofit and ecommerce.

To learn more, visit: **MECLABS.com/Partners**

1. **Online Certification Courses**

Get the certified in MECLABS Institute’s patented methodology for website optimization and value proposition development.

To learn more, visit: **MECLABS.com/Courses**