**Competitive analysis template**

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|  | **Of some importance to buyers** | **Of moderate importance to buyers** | **Of high importance to buyers** |
| **Things we do that they don’t** | Why are you doing these? | This category gives you the ammunition to win your run-of-the-mill customers | Anything that goes in here probably commands a premium and is your secret weapon to ultimately dominate. The stuff in here is the reason your company ultimately gets acquired. |
| **Things we do better than them** |  | This category is hard to articulate in your product marketing. | Your competitors have probably identified a lot of features that customers value highly, but maybe you have some secret sauce that makes it better. |
| **Things we do equally well** |  | Features that go in here are like “table stakes” to play in the market you’re after | Features that go in here are like “table stakes” to play in the market you’re after |
| **Things they do better than us** | This is stuff you got carried away doing, and yet came up shorter than your competition, but that doesn’t matter anyways | A lot of times, stuff will naturally move from here upwards as you refine your product. | This category should be the focus of your product roadmap efforts. |
| **Things they do that we don’t** | This is normally legacy stuff that your competitors wasted time on doing | There are many reasons for stuff to be here. Some are good for you (because the market is changing and your competitors didn’t realize), some is bad for you (you thought it was unimportant, so you didn’t build it) | You are clearly at a disadvantage when your buyers value something here, so steer away from product proposition and center on service or relationship. |