

Competitive "Kill Sheet" Development Guide

To help you gather the appropriate information, simply answer the questions below with as much specificity and detail as possible. You can record your answers in a separate document if necessary to capture everything you need to say.

TARGETING DEFINITION AND SCOPE	
Which specific combination of prospect segment and product/solution is this kill sheet being developed for?	SEGMENT:
	PRODUCT:
PRIORITIZING THE SELECTION CRITERIA	
When considering this type of product, what are the 3-5 most important value drivers or selection criteria to a typical prospect in this segment? Why is each of these things so important for prospects to consider? What happens if they get it wrong?	
CRITERIA #1:	
RATIONALE:	
CRITERIA #2:	
RATIONALE:	
CRITERIA #3:	
RATIONALE:	
CRITERIA #4:	
RATIONALE:	
CRITERIA #5:	
RATIONALE:	

CHARACTERIZING THE COMPETITIVE ALTERNATIVES

Identify the 3-5 competitive alternatives that prospects in this segment are most likely to consider. Include alternatives such as "do it yourself" or "do nothing" if they are significant and appropriate. Then, for each selection criteria described previously, explain what the competing alternatives do and why that is inadequate or problematic for prospects.

ALTERNATIVE:	
DESCRIPTION:	
CRITERIA #1:	
CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	
ALTERNATIVE:	
DESCRIPTION:	
CRITERIA #1:	

CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	
ALTERNATIVE:	
DESCRIPTION:	
CRITERIA #1:	
CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	
ALTERNATIVE:	

DESCRIPTION:	
CRITERIA #1:	
CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	
ALTERNATIVE:	
DESCRIPTION:	
CRITERIA #1:	
CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	

DIFFERENTIATING YOUR SOLUTION

Now it's time to characterize your solution, relative to the alternatives. For each selection criteria described previously, explain what your solution does and why that is better or more effective than the alternatives.

DESCRIPTION:	
CRITERIA #1:	
CRITERIA #2:	
CRITERIA #3:	
CRITERIA #4:	
CRITERIA #5:	

Once you've gathered and fine-tuned the information, you can then format it for easier consumption in the field. One effective format is a simple grid or comparison chart. In this format, the segment's selection criteria are listed down the side, while the competitive alternatives (including your solution) are listed across the top. Of course, the descriptive and differentiating information would appear in the appropriate cells of grid, where the competitive alternatives and selection criteria intersect.

A fictitious example is included on the next page.

Competitive "Kill Sheet" Example

PRODUCT: *Zombie Shield
Perimeter Fencing*

SEGMENT: *Commercial
Enterprise Campuses*

	BEST Z-FENCE	EXISTING FENCE	ZOMBIE SHIELD
	Best Z-Fence is a product of Acme Security, a firm that was formed at the beginning of the zombie outbreak three years ago.	The prospect's current fencing is likely more than 10 years old and designed to provide only basic, pre-outbreak security.	Zombie Shield is a product of Master Fence, a firm providing fencing to cattle ranches and zoos for more than 40 years.
FENCE HEIGHT	Best Z-Fence is 10 feet tall, which is just enough to deter average zombies with limited agility. But what about the 10% that aren't average zombies?	Pre-outbreak security fences are typically just 8 feet tall and designed to deter lazy human thieves, not ravenous flesh-eaters on a rampage.	Zombie Shield is 12 feet tall, topped with 2 feet of razor wire. First designed to secure wild tigers, our fence has been proven to keep everything out.
While zombies aren't good at scaling fences, given enough time they can do it. And they have nothing but time.			
FENCE INSTALLATION	Installation is handled by third-party contractors in your area, and installation procedures will vary from installer to installer.	Adding more height to an existing fence is risky and changes nothing about the strength of the fence closest to the ground.	Our dedicated installers follow a strict "minimal exposure" protocol and are always accompanied by distraction teams.
While the fence is being installed, your employees to could be put at greater risk for attack.			
MAINTENANCE	If you identify damaged areas, you can call Acme's toll-free number and schedule an onsite repair and maintenance visit.	Patching an existing, pre-outbreak fence does not address the height issue and can lead to a false sense of security.	Every month, our team inspects and repairs your Zombie Shield fence. And they're on-call, 24x7 for emergency situations.
Left unattended, minor damage can be exploited by zombie herds, leading to catastrophic failure.			