MAPS

Competitive Analysis

Gain clear insights into how they stack up against others in their industry. This clarity allows you to refine your positioning and value proposition, differentiate more effectively, and make smarter strategic decisions. Ultimately, competitive analysis turns guesswork into informed action.

Step 1: Compile a list of 3-10 competitors. Here are a few tips:

- Consult with the sales team. They get to hear firsthand who you most frequently lose business too.

- Refer to the CRM. If your sales team is doing a good job of tracking losses in the system, you maybe able to access more quantifiable data.

- Google the same description or keywords that a customer might use to find you. If you have Google Analytics, you can find out key words that are used to find your business. So, chances are your direct competitors are being found the way.

- Reference your customer needs assessment Quick Quad. Often times customers divulge who you compete with to win their business.

- While ChatGPT and other searchable AI is "ok" at help identifying competitors, there is software like SEMrush, SimilarWeb, or Ahrefs that can affordably give you a lot of intel your competitors.

Step 2: Create a spreadsheet with list of competitors

In column A list your competitors and the remaining categories across the top: (If you're not a spreadsheeter, you can also dedicate dry erase board or post it's a wall space – take photos when you're done) :

1. Competitive capabilities
2. Value Proposition Framework (VPF)
3. Marketing activities
4. 3-5 key customers and partnerships, alliances
5. Pricing (maybe?)

Step 3: Hop on the web and fill in the blanks.

Competitive capabilities – Every business lists their capabilities, technologies and services right on their website. Only list those that you compete with directly.

Value Proposition – What messages are they sending? What are they promising?

Marketing activities – Where are they being seen?

3-5 key customers and partnerships, alliances – Who are they tight with?

Pricing (if known) – I will be candid here. Unlike in B2C markets where everyone publishes their pricing, in B2B markets this is rarely published. If you're so lucky and have access to this information add it to the matrix.