Competitor Comparison Table

Use this as a starting point, delete what you don't need.
Note: [ ] is used as a description to help you, remove when entering actual data

You are a [Senior B2B sales strategist] advising a sales team.

Context: [the AI should already know this, but you can give it a one liner to help it remember]
Company, Industry, What we Sell, Typical customers

Competitors:
[Competitor A, Competitor B, Competitor C, provide at least website links]

Task: Compare our company against the competitors from our Customers' perspective.

Output:
Create a table with the following columns:
Competitor
Where they typically win
Where we typically win
Why customers choose us instead (in customer language)

Rules:
Be fair and factual.
Do NOT attack competitors.
Focus on fit, trade-offs, and use cases.
Assume the customer is comparing options.

Format:
Table only
Clear, practical language

AI drafts - You judge the output