

## Competitor Analysis (Strategic Win–Loss Reality)

This analysis assumes you have already clarified:

- Who the customer is
- What decision is at stake
- Which competitors are realistically in play

If those are unclear, use the AIM Framework prompts first.

### Prompt:

You are a senior B2B strategy consultant with deep experience in industrial manufacturing and construction supply chains.

Your task is to build a competitive win–loss map for a company operating in the following context.

#### INDUSTRY:

[Insert industry and Sub Industry - e.g. Commercial & Industrial Lighting Manufacturing]

#### PRIMARY CUSTOMER SEGMENTS:

[e.g. Tier-1 construction companies, electrical contractors, developers, architects, government infrastructure projects]

#### GEOGRAPHY:

[Country / region]

#### OUR COMPANY PROFILE (CRITICAL INPUT):

- Core products:
- Typical deal size:
- Primary value proposition:
- Price positioning (low / mid / premium):
- Key strengths:
- Key weaknesses:
- Sales motion (direct, distributor, spec-driven, tender-based, or mixed):

#### TASK:

1. Identify the most **commercially relevant competitor** in this market (both direct and indirect).
2. Assume **real buying behaviour** under real constraints (price pressure, compliance, risk, relationships).
3. Assess **head-to-head outcomes** honestly, without marketing bias.
4. Focus on **why deals are actually won or lost**, not generic positioning.

**OUTPUT FORMAT:**

Return your analysis strictly as a table with the following exact headings:

| Competitor Name | Why We will WIN against Them | Why We will LOSE against Them |

**INTERPRETATION RULES:**

- “Why We will WIN against Them”:
  - Specific scenarios, deal conditions, or buyer motivations where we are favoured.
- “Why We will LOSE against Them”:
  - Clear disadvantages that cause buyers to choose the competitor instead of us.
- Be concrete and commercially grounded.
- Avoid vague phrases like “strong brand” unless you explain why that matters to the buyer.

**FACTORS TO CONSIDER [use where relevant]:**

- Price vs total cost of ownership
- Product performance & differentiation
- Compliance & certifications
- Specification influence (architects / consultants)
- Supply reliability & lead times
- Installation complexity
- Risk perception
- Warranty, service, and post-install support
- Existing relationships & incumbency

**FINAL QUALITY CHECK:**

The output must allow a sales or BD leader to:

- Identify competitors we should **actively pursue**
- Identify competitors we should **avoid or disqualify early**
- Adjust positioning in live deals based on who we are up against

## Follow up Prompt:

Based on the table above:

1. Group competitors into:
  - Strongly favourable matchups
  - Situational matchups
  - Structurally difficult matchups
2. For each group, explain:
  - Whether to pursue, reposition, or walk away early
  - The primary sales strategy required to win

## When and how to use:

This prompt becomes **10x more powerful** if you reuse it like this:

### A. Run it per segment (example)

- Commercial construction
- Industrial / warehouses
- Infrastructure / government
- High-end architectural projects

Same prompt. Change **customer segments**.

### B. Run it per deal size

- Sub \$50k projects
- \$50k–\$250k
- \$250k+

Competitors shift **dramatically** by deal size.

### C. Run it against ONE competitor

Change the task to:

“Deep-dive head-to-head against **ONLY** the following competitor...”

This is gold for **account-level battle cards**.