

# Competitive Marketing Scorecard

Criteria	Description	Point value	Your points
No. 1	Resorting to creating feature matrices	0	
No. 2	Providing deal desk support	0	
No. 3	Targeting the web as the main source of intelligence	0	
No. 4	Developing a systematic competitive process	5	
No. 5	Gathering digital intelligence	10	
	Bonus points: Using technographic analysis	10	
No. 6	Implementing a win/loss program	10	
	Bonus points: Leveraging a third-party win/loss provider	10	
No. 7	Including competitive material with sales training	10	
No. 8	Using market and competitive intelligence (M&CI) software	15	
No. 9	Incorporating strategic frameworks	20	
	Bonus points: Running a war game	10	
No. 10	Obtaining a seat at the table	30	

Your total

Based on the criteria outlined, take this quick quiz to see how competitive you truly are.

< 20: Making the claim that you are incorporating competitive is more of an ethos.

20 to 50: You understand the basics but have not put them to use.

50 to 90: You have the makings of a competitive marketing expert. Make sure your voice is heard.

> 90: You could very well save the company from any future threats.

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