

5 Sales Battle Card Templates

Customizable for any business



Create AI-powered sales battle cards that automatically pop up during live customer conversations with Dialpad Ai.

Learn more at dialpad.com/agent-assist

About these battle card templates



One of the most powerful weapons in a sales arsenal are battle cards—concise, easy-to-use “cheat sheet” type guides that arm your reps with the information they need to win over prospects and close deals faster.

A battle card is a cheat sheet that contains essential information about your company, products, services, competitors, and customers. It’s a quick reference guide that can help your sales team prepare for any sales situation and answer common questions from potential customers.

In this template pack, you’ll find five distinct battle card templates—**competitive**, **cost/value**, **service cancellation**, **use case**, and **training**—along with our tips for how to use them.

So... are you ready to win more deals?

Competitive battle cards

You can't expect your sales or service reps to know every detail of every competitor. So when a customer asks, "Why should I pick you over XYZ?" competitor battle cards are there to help you out. You can fill these battle cards with pricing information, features comparisons, customer reviews, and any other ammunition to set your business apart.

Template

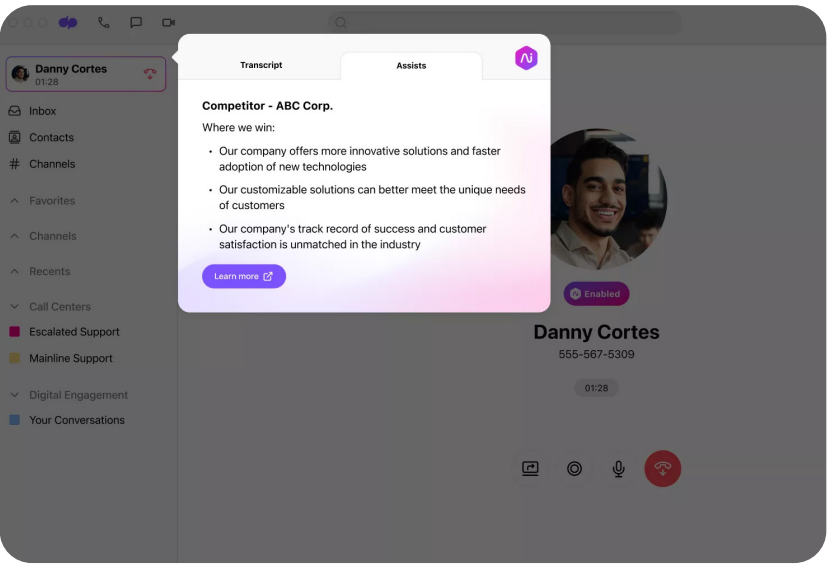
How to use: You can use this template to make multiple battle cards for the competitors your prospects bring up most often, so your reps know exactly which points to hit when they do.

Competitor: _____
(Competitor name)

Where we win:

- Point 1: _____
- Point 2: _____
- Point 3: _____

Example



Cost/value battle cards

There are a few tactics you can engage when your prospect is concerned about cost. One way is to use sales battle cards to pull up your internal ROI calculator to prove that your product will save them money or provide them enough value to justify the price.

These battle cards could also contain information about the cost of not buying your product, as well as provide juicy talking points like statistics, case studies, quotes, anecdotes, customer reviews, analogies, testimonials, and more to sell its value.

Template

How to use: Have at least three points ready-to-go justifying the cost of your product or service and demonstrating the return on investment.

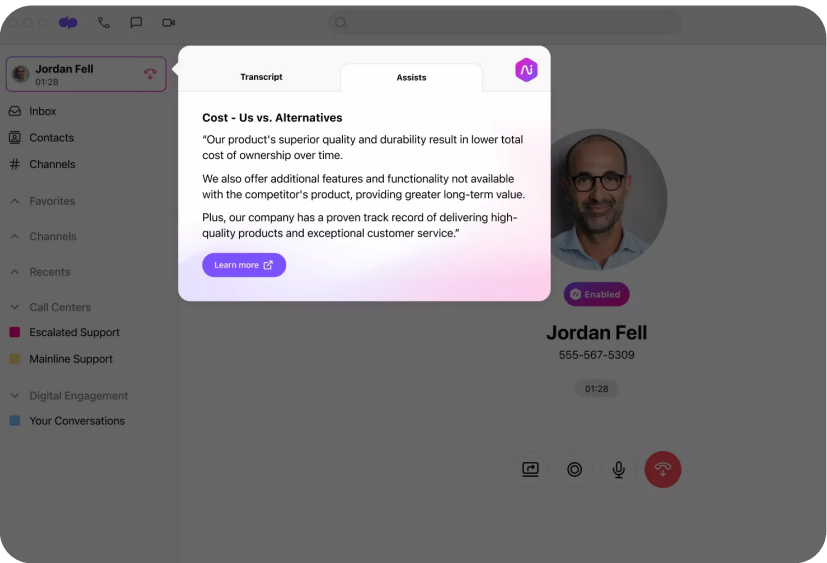
Cost - Us vs. Alternatives

• Point 1:

• Point 2:

• Point 3:

Example



Service cancellation battle cards

There could be many reasons why a customer tries to cancel your service. With sales battle cards, you can prepare a defense for them all.

If a customer didn't see enough value in your products, battle cards can quickly surface links to a series of blogs or helpful videos. If the customer finds a better offer, these cards can pull up approved incentives to save the deal without having to get a manager on the line.

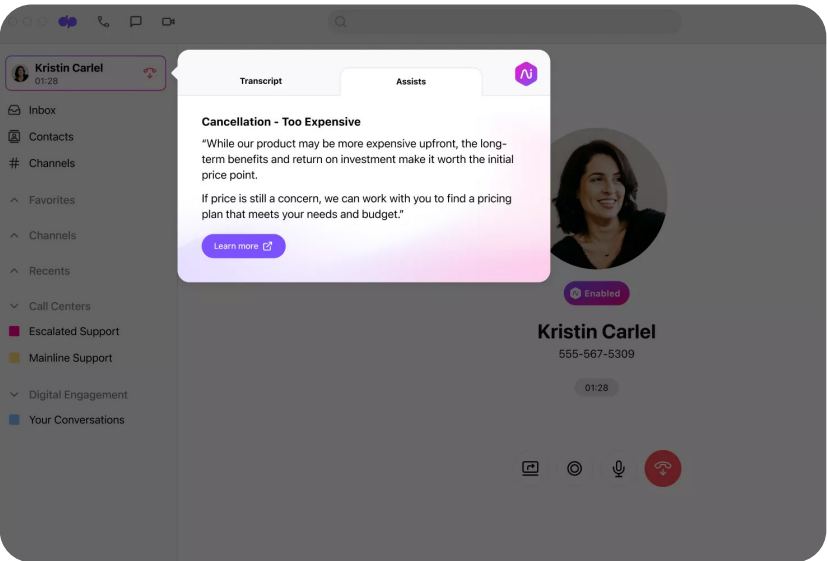
Template

How to use: You can use this template to make multiple battle cards for the different cancellation reasons your customers bring up most, so your reps know how to counter them.

Cancellation Reason: _____

• Counter: _____

Example



Use case battle cards

If a prospect asks for use cases for your product, or brings up features your product doesn't currently offer, you can use sales battle cards to pull up a manager-approved script for your rep to read. Use this to steer the conversation away, prove that they don't need the feature, or showcase a different feature that accomplishes the same goal.

Or, battle cards can link to your product roadmap to let reps know when that feature will be rolled out—all without having to put the prospect on hold or ask for help.

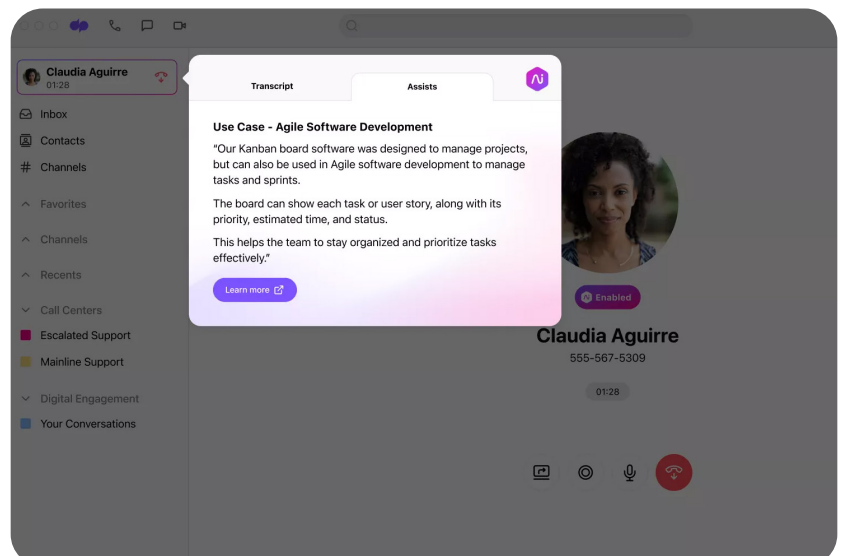
Template

How to use: You can use this template to make multiple battle cards for the most powerful use cases for your product or service, so your reps have these ready to go.

Use Case: _____

- Point 1: _____
- Point 2: _____
- Point 3: _____

Example



Sales rep training battle cards

Coaching new employees and continuing education for seasoned reps is always a struggle. There's a lot to remember for new employees. With sales battle cards, they have access to manager-approved talk tracks—allowing them to hit the ground running. Battle cards are also an easy way to deliver new product information and test new strategies.

Template

How to use: You can use this template to make multiple battle cards for more technical talking points, like topics related to SLAs, pricing, or anything sensitive that requires a verbatim response. These battle cards are especially useful for new hires, and can help them get ramped up and on the sales floor quicker since they won't need to have this information memorized!

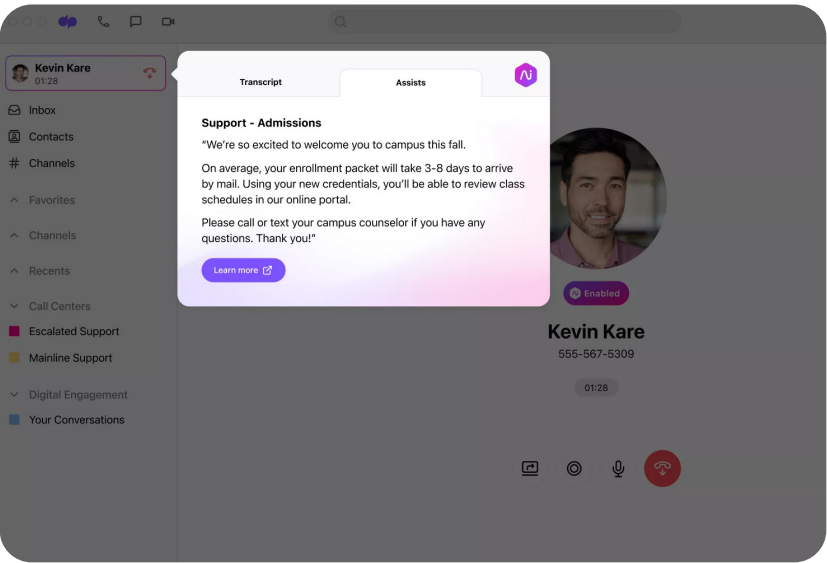
(Battle card name)

Point 1:

Point 2:

Point 3:

Example





Make better sales battle cards with Dialpad Ai

Whether you're a small organization struggling to train new agents and give them the tools they need or a large enterprise trying to keep up with a huge volume of calls, Dialpad's Ai-powered sales battle cards and real-time agent assistance can help your contact center succeed.

Want to see how Dialpad Ai can empower your sales reps?

[Book a demo of Dialpad Ai Sales Center](#)