



# Smmarketing Institute

The Smmarketing CONNECT Learning Center



## Competitive Analysis

### Direct Competitors

Who are your top three (3) competitors?  
What are they good at?  
Why are you different?  
What are you better at?  
What do they do better than you?

### Indirect Competitors

Who/what are they?  
Why are they competitors?  
Why would customers choose you over them?  
Why would customers choose them over you?

### Sales Channels

How are you selling this?  
Inside Reps/Outside Reps/Contractors, etc.  
What is your sales process?  
What is the typical buying process of the customer?  
What delivery method?

### Executive Leadership

Do you know your competitor's leadership?  
What are their strengths and weaknesses?  
What are the strengths and weaknesses of your leadership?

### Length of Business

What is the average length of an open business in your industry?  
How many try and fail v. succeed?  
Do you know the typical ramp up period? Are you ready for it?

### Price Points

How much do you know about the pricing structure of your industry?  
What are the price points of your competitors?  
How relevant is price to your industry?



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Competitive analysis means assessing and analyzing the comparative strengths and weaknesses of competitors; may include their current and potential product and service development and marketing strategies. Making sure you know your competition can really make or break your growth, or even prevent you from getting off the drawing board to begin with. Use this tool to ask yourself some tough questions and if you can't answer them all, make sure you continue your research!

Do you have questions or need help with this tool? Send us an email at [info@smmarketingconnect.com](mailto:info@smmarketingconnect.com). We are happy to answer your questions!