

	Competitor 1	Competitor 2	Competitor 3
<p>OVERVIEW: The program includes...</p> <p>High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast.</p>	<p>OVERVIEW: Insert overview here</p>	<p>OVERVIEW: Insert overview here</p>	<p>OVERVIEW: Insert overview here</p>
<p>ADDITIONAL VALUE:</p> <p>Beyond basic overview, what value do they provide to a potential customer?</p>	<p>ADDITIONAL VALUE: Insert additional value here</p>	<p>ADDITIONAL VALUE: Insert additional value here</p>	<p>ADDITIONAL VALUE: Insert additional value here</p>
<p>DETAILS:</p> <p>Get a little deeper into the details of each product or service</p>	<p>DETAILS: Insert details here</p>	<p>DETAILS: Insert details here</p>	<p>DETAILS: Insert details here</p>
<p>COST:</p> <p>Cost always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost.</p>	<p>COST: Insert costs here</p>	<p>COST: Insert costs here</p>	<p>COST: Insert costs here</p>