



COMPETITIVE.Advantage



Competition addresses

- Documentation of competitors and related information
- Evaluation and classification of competitors



Competitive position

- Exact recording of the competitive situation with own customers and prospective customers



Product comparison

- Deposit of any number of competitive products
- Overview of your own products compared to the corresponding competitive products with regard to quality, price and technical data for instance.



Boost your strengths

- Identification of arguments to emphasize your own strengths for example



Overviews

- Clear view of competition-relative market developments



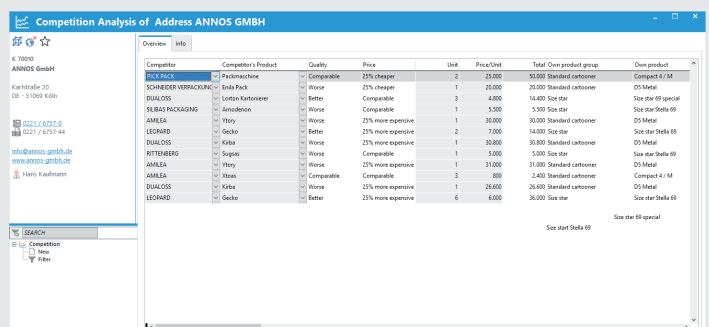
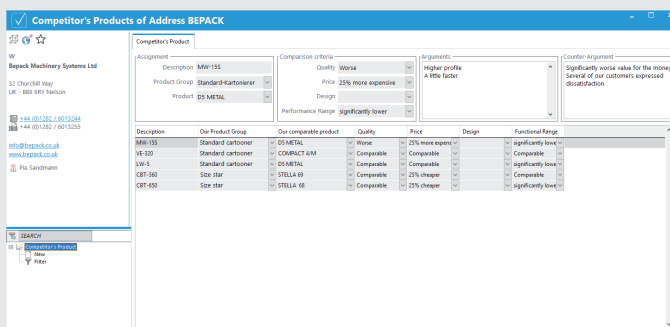
Visualization

Optional with SMARTCRM.GeoMap:

- Representation of the competitive situation on a map in Bing Maps

Be ahead of the competition

With SMARTCRM, you keep an eye on your competitors and always find the right arguments for successful sales work.



See our CRM system live – free of charge and non-binding directly on your screen:
smartcrm.gmbh/en/company/online-demo



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