



# 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



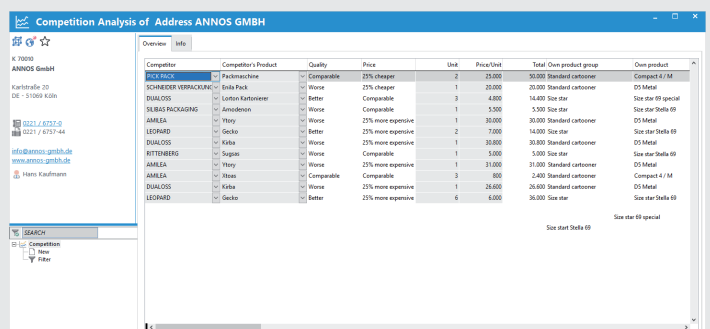
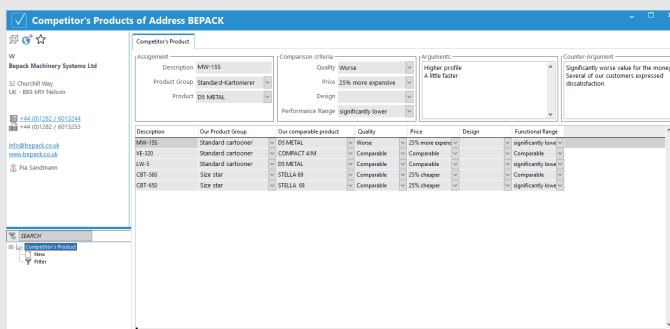
## Visualization

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](http://smartcrm.gmbh/en/company/online-demo)



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