

Competitor SWOT — Template

COMPETITOR	TRIGGER (LOSS-RATE JUMP · NEW ENTRANT · PRICING · LAUNCH · EXPANSION)	DATE	ANALYST / OWNER
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	HELPFUL — GIVES THEM AN EDGE	HARMFUL — WORKS AGAINST THEM
INTERNAL · THE COMPANY ITSELF	<p>S INTERNAL · HELPFUL Strengths</p> <p><i>Verified by reviews, customer quotes, or measurable outcomes — not rep anxiety.</i></p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ <p><i>Each line: bullet · source URL or quote · confidence (H/M/L)</i></p>	<p>W INTERNAL · HARMFUL Weaknesses</p> <p><i>Three direct review/transcript quotes minimum to claim a weakness.</i></p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ <p><i>Each line: bullet · source URL or quote · confidence (H/M/L)</i></p>
EXTERNAL · THE MARKET	<p>O EXTERNAL · HELPFUL Opportunities</p> <p><i>Outside conditions they could ride. The watch-list — where they could move next.</i></p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ <p><i>Each line: bullet · source URL or quote · confidence (H/M/L)</i></p>	<p>T EXTERNAL · HARMFUL Threats</p> <p><i>Macro, regulatory, category-shift conditions that could hurt them regardless.</i></p> <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ <p><i>Each line: bullet · source URL or quote · confidence (H/M/L)</i></p>

Step 4 – pattern → implication → action

Ship a decision

BREADCRUMBS

SWOT outputs without owners drift
Owners + 30-day check-ins compound

STEP 4 PATTERN → IMPLICATION → ACTION

PATTERN (MATRIX SURFACES)	IMPLICATION (SO WHAT?)	ACTION (WHAT SHIPS?)	OWNER	DEADLINE	METRIC
<i>Their strength is your weakness on dimension X</i>	<i>Will lose head-to-head deals on X without change</i>	<i>Pick: neutralize · counter · avoid (segment-out)</i>			
<i>Their weakness shows up repeatedly in customer reviews</i>	<i>Buyer-validated language for messaging or sales positioning</i>	<i>Battlecard line · pricing test · "switch from X" campaign</i>			
<i>An opportunity sits in their column that also fits your ICP</i>	<i>It's a race — first mover keeps the segment / partnership / window</i>	<i>Assign owner + deadline. Unowned opportunities decay.</i>			

STEP 5 MAP FINDINGS TO OUTPUTS

OUTPUT TYPE	WHAT SHIPS (1-2 LINES)	OWNER	DEADLINE	METRIC	STATUS
Battlecard					
Messaging update					
Pricing test					
Roadmap input					
Campaign angle					
Win/loss interview question					

SWOT is a hypothesis generator. Win/loss is the test. Re-run on triggers, not on the calendar.

Full guide → breadcrumbs.io/blog/competitor-swot-analysis/