How are your competitor’s products positioned in the market? (low-cost, high-quality, easy to use, etc.)

What are the key marketing channels for distributing their products/services?

Do competitors regularly discount their products? What is the size of the discount?

How does your pricing compare? Are the competitors more or less costly? Why?

Does your sales team know the strengths and weaknesses of your competitors’ products?
WAYS TO RESEARCH COMPETITOR’S PRODUCTS AND SERVICES:

1. Check any of the product-related pages on your competitors’ websites.
2. Purchase competitor’s products to check updates and changes.
3. Understand competitor’s pricing strategy (discounts, added services, etc.).
4. Keep an eye on sites for sharing customer feedback to see the competitors’ product reviews.
5. Use competitive intelligence software tools to track product and services at scale.