

# Competitive Battletcard

For use when selling hibu website products

## Company

AT&T, Inc.

## Logo



## URL

www.att.com

## Related Products and Services

Current related product assortment for the competitor



## Quick Description

AT&T Inc. is an American multinational telecommunications corporation, headquartered in Dallas, Texas. AT&T is the largest provider of mobile telephone and the largest provider of fixed telephone in the United States, and also provides broadband subscription television services, as well as Small Business solutions, such as websites and hosting.

## Strengths Company Analysis

- 31 years in business since 1983
- Heavy investment in mass media marketing
- Global innovation and reach into small business
- Strong brand equity and capability to bring products to market

## Weaknesses Company Analysis

- SMB websites not main focus for company
- Innovation in certain areas may be slower
- Does not offer other SMB marketing services to enhance value

## Voice of the Customer Company Analysis

- Customers know the company is capable and ensures quality
- Many noted that the initial consultation has a more "relaxed" feel and less pushy. Most likely due to it being a secondary product.
- Initial DIY product was not intuitive or as easy to use
- Some concerns about pricing being a bit higher for what is received denoting less overall value
- One review noted only 9 templates to choose from in the DIFM plan

## Messaging and Positioning

AT&T Websites uses simple messaging that helps a customer or prospect decide if they'd like to easily design a basic site on their own, or work 1:1 with a professional to create something more custom. The basic messaging is self-explanatory, but also expands into a more feature-based explanation.

The DIY hones in on the importance of taking your business mobile, while the DIFM product hinges on more custom design and an Online Store. Email marketing is present in both messaging techniques, with different features highlighted.

<b>Founded</b>	1983
<b>Headquarters</b>	Dallas, TX
<b>Stock Listing</b>	NYSE: T
<b>Employees</b>	243,000 (est.)
<b>Markets</b>	Nationwide
<b>Core Products</b>	Mobile, Fixed Phone, Broadband
<b>Additional Marketing</b>	SMB Websites, Internet, Cable
<b>Revenues</b>	TV, Radio, Online, Sponsorships
	\$128B in 2013



AT&T has an undeniable presence and brand equity. Their SMB website product is considered a secondary product and business but that does not mean it should be dismissed. They don't, however, offer all of the valuable services to help a customer's site be its best.

## Competitor Pricing

A quick snapshot of the competitor's product, pricing and main features when comparing to the hibu website product.

Do it Yourself	
Product Name	Price
Basic	\$10.00/mo
Enhanced	\$16.00/mo
Premium	\$25.00/mo
<b>Basic</b> <ul style="list-style-type: none"> <li>EasySiteWizard</li> <li>Wordpress, Joomla</li> <li>Limited mobile optimization</li> <li>basic templates</li> <li>100 email accounts</li> </ul> <b>Enhanced</b> <ul style="list-style-type: none"> <li>Basic +</li> <li>More templates</li> <li>Directory listing</li> <li>Analytics, Hosting, 24/7 support</li> <li>Social Stream, 250 emails</li> </ul> <b>Premium</b> <ul style="list-style-type: none"> <li>Enhanced +</li> <li>Email marketing trial</li> <li>500 email accounts</li> <li>10 domains supported</li> </ul>	

Do it for Me	
Product Name	Price
Basic	\$30.00/mo
Enhanced	\$60.00/mo
Premium	\$120.00/mo
<b>Basic</b> <ul style="list-style-type: none"> <li>3 professionally designed webpages</li> <li>1/1 consultation with web professional</li> <li>30 min changes per month</li> <li>1 mobile optimized page</li> <li>Basic CMS for self-created pages</li> </ul> <b>Enhanced</b> <ul style="list-style-type: none"> <li>Basic +</li> <li>5 professionally designed webpages</li> <li>1 hour changes per month</li> <li>Advanced CMS for self-created pages</li> </ul> <b>Premium</b> <ul style="list-style-type: none"> <li>Ecommerce store</li> <li>2 designed webpages</li> </ul>	

## How to Win

When competing for a potential customer that may be also considering AT&T, try to arm yourself with a strategy. Take into consideration the areas of focus below:

- **Just Websites.** AT&T has a rich and competent website product for both DIY and DIFM but lacks supporting marketing functions such as SEO management, PPC advertising, design and maintenance services that are important to a growing, small business.
- **Expertise in SMB marketing** AT&T has focused largely on mobile, cable and internet products but does not have a long history of SMB marketing focus.
- **Limited templates and design.** DIY templates have a noticeably "cheaper" appearance and design quantity is limited as well.

## Remember!

AT&T has many channels and ways to engage the SMB customer and then will work hard to cross-promote their full suite of products. As far as SMB marketing services, they do not offer the robust portfolio of complementary solutions that can help accelerate business growth like those of hibu.

## Objection Handling Sales strategies for assisting in overcoming objections

Objection	Claims and Rebuttal