

DYK #6: Competitor Cards (NA)

Did You Know... Team, Many of you have requested information on how we stack up against our competitors and how to sell against them. We have developed the Competitor Cards to do exactly that! Please see the attached and use as a reference for a general overview of some of our competitor's products. You'll see some specifications, pricing, pressure capabilities, and some issues users may experience compared to Curtiss-Wright EST Group Products.

Please use these as a reference for your own use. It's likely best to use these as talking points. We would rather not send them to customers/prospects or leave copies, as these cards could then very easily end up in our competitor's hands, which we do not want! For our friends in EMEA, we will be coming out with IPCO cards in the near future and will be covering them in the upcoming Sales Meeting.

As always, stay hungry and happy hunting!