

The Competitor Takeout Engine

How GTM teams identify accounts researching competitors and turn them into structured displacement pipeline.

Market research

Competitor keywords

Intent accounts

Takeout messaging

AM-owned FollowUps



Competitor takeout usually fails before outreach starts.

Most teams know who their competitors are, but they do not know which accounts are :

- Comparing vendors
- Searching alternatives
- Reading reviews
- Showing possible switching signals.

The competitor exists. The takeout system often does not.

Turning Competitor Research into GTM Action

Turning competitive intelligence into an account-based operating system.

01

Market Map

Define which competitors matter and map the full competitive landscape.

02

Keyword Universe

Identify the keywords that reveal displacement intent and group them by buyer research stage.

03

Intent Account Discovery

Find companies showing signs of competitor research

04

CRM Matching

Match intent accounts to CRM records, assign ownership & route to takeout scoring

Map the Competitive Landscape

Market research comes before activating tools or outreach.

Low-cost alternatives → cheaper option with weaker service.

Enterprise alternatives → heavier solution used by large accounts.

Internal / DIY alternatives → buyer solves the problem in-house.

Competitor Type	Definition
Direct Competitors	Same category, same buyer
Indirect Competitors	Different approach, same problem
Local Competitors	Strong in one region or language market

The first output is a clean competitor universe, not an outreach list.

Competitor keywords Analysis.

Competitor keywords reveal different levels of intent. Group them by the type of buyer question behind the search.

Keyword Type	Intent Signal
Competitor name	Awareness or research
Competitor alternative	Active comparison
Competitor pricing	Commercial evaluation

Research Search Demand & Competitor Visibility

Before building the account list, validate which competitor terms actually matter in the market.

- ✓ Semrush / Ahrefs: competitor SEO keywords, ranking pages, and keyword gaps
- ✓ Similarweb: competitor traffic sources and overall market visibility
- ✓ SpyFu: competitor paid search spend and organic search themes
- ✓ Google Ads Keyword Planner: search volume estimates and CPC direction

This step shows where the market is paying attention before deciding who to activate.

Identify accounts showing competitor intent.

Find companies showing signs of research around competitors, alternatives, reviews, pricing, migration, or category pain.



Bombora & 6sense: company-level topic intent from B2B content consumption and predictive buying-stage signals.



Demandbase & ZoomInfo Intent: ABM account intelligence, intent scoring, advertising activation, and contact-level data.



G2 & TrustRadius: buyer research on software categories, competitor profiles, comparisons, and review behavior.



Factors.ai & Dealfront: companies visiting your own competitor-comparison or alternative pages.

The goal is account discovery, not surveillance.

Separate market intelligence from account intelligence.

Market research tells you what the market is searching for. Account intelligence tells you which companies may be showing buying behavior.

Market Intelligence :

- 01 Semrush, Ahrefs, SpyFu: keyword and competitor visibility (not account lists)
- 02 Similarweb: aggregate traffic and channel intelligence, (not private visitor logs)
- 03 Google Ads, LinkedIn Ads: audience signals, (not buyer identity)

Account Intelligence :

- 01 Bombora, 6sense: account-level intent around topics and categories
- 02 G2, TrustRadius: review and comparison behavior, mainly for software markets
- 03 Factors.ai, Dealfront: companies visiting your own website or comparison content

Build the Competitor Takeout Account List

Each account must have a signal source, a suspected competitor, CRM status, ICP fit, and a clear owner before activation.

Account / Signal Source	Competitor / Priority
Account A → 6sense Alternative keyword surge ICP: High — France — BDR	Competitor X CRM: Target Account Priority: High
Account B → G2 Pricing comparison behavior ICP: High — DACH — AE	Competitor Y CRM: Open Opportunity Priority: Very High
Account C → TrustRadius Review-site research ICP: Medium — UKI — Queue	Competitor Z CRM: Net-New Priority: Medium

Score Accounts by Takeout Potential

Prioritize accounts with strong intent, good fit, credible timing, and a realistic reason to switch.

HIGH

Fit + High Intent
Activate Now

Scoring signals:

Competitor intent strength

ICP fit

Account size

Current relationship

CRM stage

Buying committee coverage

Pain likelihood

Switching feasibility

Revenue potential

Scoring is important to route accounts to the right motion, not just the next available rep.

LOW

Fit + Low Intent
Nurture & Monitor

Matrix:

Low fit + high intent → validate before outreach.

Low fit + low intent → suppress.

Map the Displacement Angle

The message should be built around the buyer's likely pain not around attacking the competitor.



Cost pressure; slow implementation; weak support; poor flexibility



Quality or reliability issues; missing integrations; limited scalability



Regional coverage gaps; compliance concerns; UX friction



The best angle is specific enough to be relevant, but not so specific that it feels invasive

Each angle should open a conversation, not expose your intelligence gathering.

Map the buying committee.

Map the people who can influence a supplier switch.

Persona	Role
Technical Evaluator	Compares requirements, technical fit, and risks.
Buyer / Procurement	Validates supplier, cost, contracts, and negotiation.
Decision-Maker	Owens budget, approval, or strategic priority.

User: Feels the current pain and can describe what is broken.

locker: Defends the current supplier, slows the switching process.

Create Competitor-Specific Assets

1 Battlecards & Comparison Pages

Competitor battlecards with positioning, differentiators, and objection responses. Side-by-side comparison pages and alternative pages built around competitor keywords.

2 Objection Handling & Proof

Objection-handling sheet for sales reps. Customer proof and case studies from accounts that switched. Validation content that builds trust and reduces perceived risk.

3 Migration Guides & ROI Tools

Migration guides that reduce switching risk. ROI calculator showing cost advantage. Switching checklist to simplify the transition decision for buyers.

4 Executive & Technical Assets

Technical validation checklist for evaluators. Executive one-pager for decision-makers. Assets that support every persona in the buying committee.

Activate the Takeout Motion

Competitor takeout should be multi-channel. One cold email is not a system. Each channel plays a different role in the displacement motion.



Google competitor keyword campaigns
LinkedIn ABM ads



Retargeting from comparison pages
SDR/BDR sequences



AM outreach for customers
AE alerts for open opps



CRM tasks, Slack alerts
direct mail for strategic accounts

Paid media creates air cover. Sales creates the commercial conversation.

Measure takeout performance.

Reporting should show whether the takeout motion creates displacement pipeline, not just whether it generates clicks.

Takeout measurement framework: Acc. Identified, Acc activated, replies received

Pipeline Influenced: Meetings booked; opportunities created; closed-lost opportunities, pipeline influenced.

Win Rate Tracked: Win rate against competitors; false positives suppressed.

Competitor takeout is not about attacking competitors.

It is a system for identifying buyers already questioning the status quo, understanding their likely context, mapping the right people, choosing the right displacement angle, and routing action to the right owner.

The goal is not to mention the competitor. The goal is to enter the conversation before the competitor owns the buyer's next decision.