

# Project Study

## Shape the Future of Sales-Tech: Strategic Competitor Analysis

COMPLY



### the Company

Comly was founded with the mission to **revolutionize how sales teams are rewarded**. We end the "Excel chaos" of commission tracking by automating complex payout logics and providing real-time transparency via CRM integrations (HubSpot, Salesforce). We make sales operations **efficient, fair, and motivating**.



### the Project

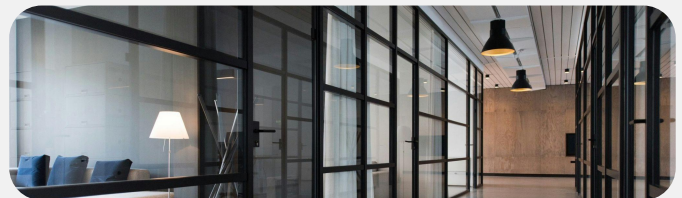
The "Sales Compensation Management" market is evolving rapidly. To maintain our edge, we need a high-level strategic overview of the global landscape.

- ✓ **Market Mapping:** Identify and categorize direct and indirect competitors across different regions (US vs. Europe).
- ✓ **Feature Deep-Dive:** Benchmarking functionalities, pricing models, and integration capabilities.
- ✓ **Strategic Positioning:** Developing a SWOT analysis to identify "white spaces" and unique selling points (USPs) for Comly's roadmap.



### the Scope & Content

- ✓ **Develop** a comprehensive framework for continuous competitor monitoring.
- ✓ **Analyze** the "Jobs-to-be-Done" that competitors solve versus Comly's approach.
- ✓ **Synthesize** findings into a strategic recommendation for our Go-to-Market (GTM) team.



### the Benefits

- ✓ **High Autonomy:** Take full responsibility for your workstreams with guidance from the founders.
- ✓ **Steep Learning Curve:** Gain deep insights into SaaS metrics and B2B sales cycles.
- ✓ **Direct Impact:** Your results will directly influence our product strategy.



## Interested?

The project can be conducted in either English or German. Submit your CV including a short motivational text, your ideal starting date and team setup to Felix.

Felix Schmitz | CEO & Co-Founder

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