



klue +  HIGHSPOT

Supercharged Competitive & Sales Enablement

“ *Our competitive analysis empowers every team in the organization - Marketing, Product, Sales, Support. It's the common 'gold thread' weaving across them all. These teams are thirsty for info, we find and deliver it.*

Justin Topliff

Sr Product Marketing Manager

@ Highspot

Overview

Highspot helps companies worldwide improve the performance of their sales teams by **turning strategic initiatives into business outcomes**. Their unified Sales Enablement platform gives revenue teams a single solution to elevate customer conversations and drive repeatable revenue, bringing together native content and guidance, training and coaching, and engagement intelligence – all supported by actionable analytics.

“Competitive Enablement and Sales Enablement go hand in hand. If you’re not thinking about investing and coordinating them now, it will bite you. Two years ago, Highspot was a startup, now we’re a \$2.3B unicorn. Our competitive landscape, and what’s at stake, saw change of the same magnitude. Klue lets me clone myself. **I can be in more places at once, enable more sellers at once, and equip all of my go-to-market teams--not just sales reps--to compete to win.**”

Justin Topliff
Sr Product Marketing Manager @ Highspot



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Situation

Highspot had little to no process to deliver relevant CI to the field.

Explosive industry growth results in new competition

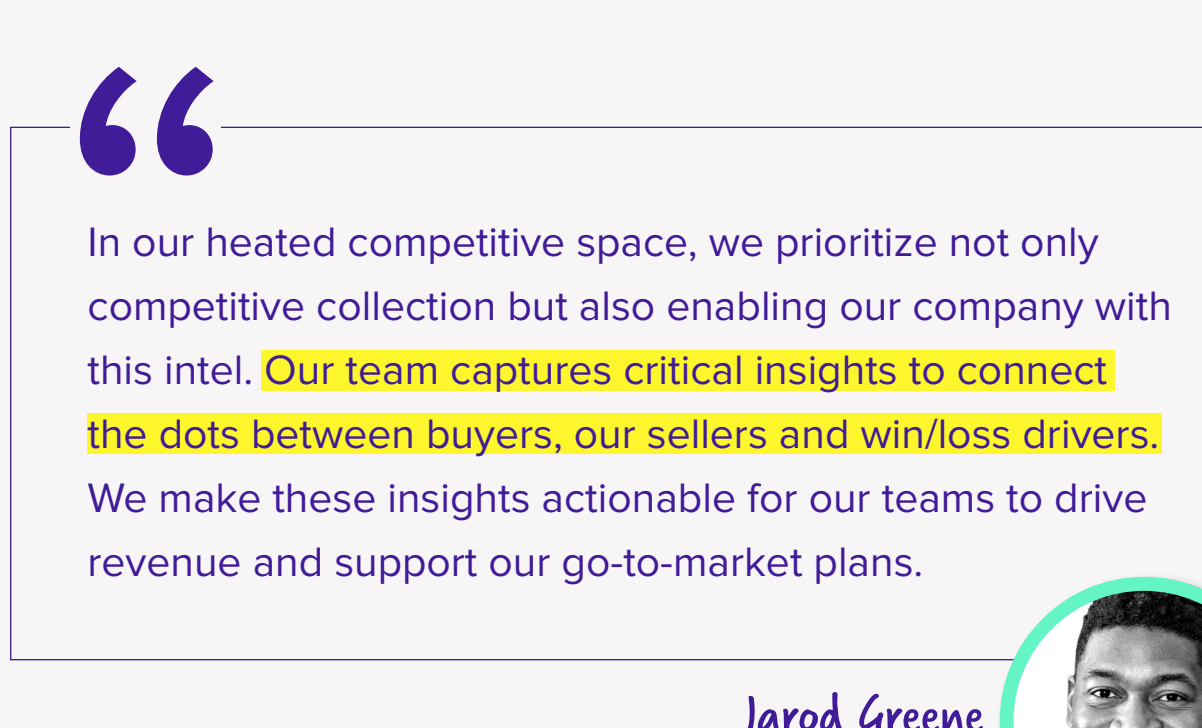
Sales Enablement as a space was really heating up. Industry analysts were citing the platform as a “must have” for sales teams of any company size, and funding in the space increased by billions of dollars. G2 launched a new grid for Sales Enablement, and with so many companies emerging globally, the competitive environment heated up and a ‘land grab’ began – with a race to the top.

This explosive growth occurred while Highspot had just two Product Marketing Managers. Managers who didn’t have the bandwidth to spend more than a fraction of their time on competitive coverage. Whatever intel they did manage to find was captured in static battlecard slides and other one-off tools. They had little to no process to deliver relevant CI to the field, or keep track of all of the feedback they were getting from reps.

Initially, the search began for a tool to support competitive intel collection exclusively. They selected a tool to track news on their competitors. Insights were reviewed daily and when updates were needed, each battlecard was revised and communicated to sales across multiple channels. The PMM team was also using their own Highspot platform to also share sales plays and other collateral with reps. But, intel collection was completely separate from sharing so the process of creating, maintenance and delivery quickly broke down.

The time consuming task of creation and maintenance wasn’t scaling based on the number of competitors they were encountering on a regular basis.

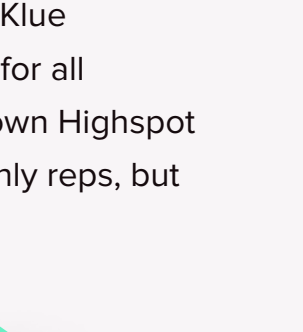
What they were facing:



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In our heated competitive space, we prioritize not only competitive collection but also enabling our company with this intel. **Our team captures critical insights to connect the dots between buyers, our sellers and win/loss drivers.** We make these insights actionable for our teams to drive revenue and support our go-to-market plans.

Jarod Greene
Vice President Product and Customer Marketing @ Highspot



Changes made in Klue battlecards were instantly reflected everywhere reps were accessing intel!

How Klue Helped

Highspot + Klue = Better Together

A new search began, culminating in the Highspot team selecting Klue for collection, curation, and distribution. Klue became the engine for all competitive intel collection, curation and organization, and their own Highspot platform the primary distribution means for Klue content, to not only reps, but the entire organization.

- 1 Updated battlecards instantly available in Highspot
- 2 Elevated onboarding for new reps to learn ‘anything and everything’ about various competitors
- 3 Weekly competitive news snapshots in Highspot, for both Sales and Product teams
- 4 Direct and instant feedback loops from the field, with notification to the PMM team
- 5 Making recorded sales conversations in Gong available in Klue cards

Unlimited Competitive Tracking

As the company grew, they required access to more intel to support a much larger sales team. A solution that would allow them to dive deeper on key competitors, but would still centralize and effectively organize enough information across the entire competitive landscape. With Klue, the team could easily capture relevant intel across all tiers of competitors. Any “rumors” were saved in draft format — only visible to the marketing team — and once verified, were instantly shared with the rest of the company.

Organization in Cards and Boards

Klue cards quickly became the ‘post it notes you never lose.’ Not only did the PMM team create content consistency across each competitive tier, they were able to create a narrative with talking points their reps could easily remember. Keeping content updated was also much easier. Changes made in Klue battlecards and cards were instantly reflected everywhere reps were accessing intel, including Highspot.

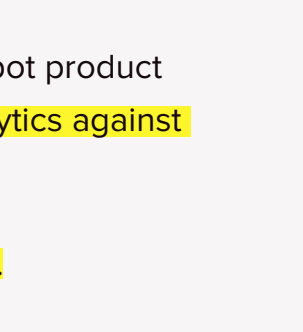
Fresh Intel, Higher Sales Confidence

Frequent delivery of new competitive insights across multiple tools reduced sales concerns around stale intel. Time stamps and ‘who last updated’ tags gave sellers confidence to use the intel in their deal cycles and often send directly to prospects.

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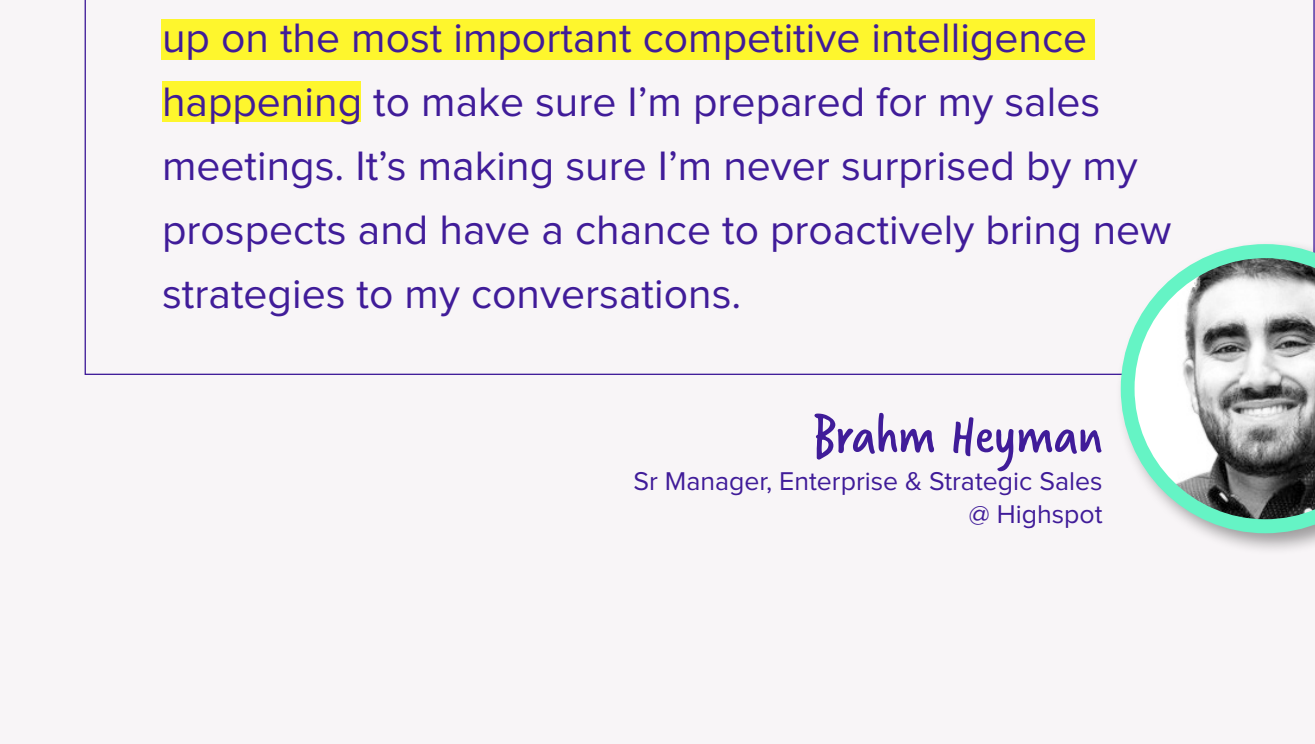
Customers always ask me, ‘What does your competitive enablement practice look like, at a \$2.3B company?’ The looks on their faces never get old when I respond, ‘Just me. And Highspot and Klue.’ **Using both platforms together increased our win rates, despite significant market and competitor growth.**

Justin Topliff
Sr Product Marketing Manager @ Highspot



Results

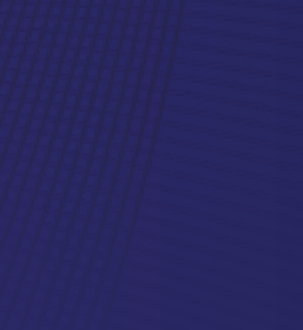
- Highspot is in an “arms race” against their top two competitors, often with close feature comparisons. **Providing a birds eye view in Klue of how Highspot stacks up gives reps the right comparison talking points.**
- Product Management - specific battlecards allows the Highspot product teams to **track functional areas such as integrations and analytics against various competitors.**
- Best in class open rates - **70% avg on the Klue weekly digest.**
- **Time savings.** The pre-populated Klue feed makes it much easier to quickly create regular CI communication - in ½ less time.



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I LOVE our Klue Intel Digests. I can **quickly get caught up on the most important competitive intelligence happening** to make sure I’m prepared for my sales meetings. It’s making sure I’m never surprised by my prospects and have a chance to proactively bring new strategies to my conversations.

Brahm Heyman
Sr Manager, Enterprise & Strategic Sales @ Highspot



Arm your teams with the **right competitive intel**

BOOK A DEMO

What are you waiting for?

klue