**Competitive Enablement Playbook**

Companies need a platform to centralize the intelligence sales strategy is a requirement in today's competitive landscape. The primary reason a salesperson loses a deal is because of a lack of competitive intel. Buyers are more educated than ever before. The competitor offers a lower price, but the quality is not as high. Sellers can identify the problems that prospects are experiencing with their competitor, which creates greater value for your product. Build a competitive community that includes EVERYONE in the organization. While we should be the single source of truth, you need to rely on your team to help you scale.

**Train sales to be sources of value for your end-users.**

Your competitive edge is a large part of your differentiation. Know your competitors and what they are offering. Set expectations that your buyer is a trusted advisor. Trust that your prospect will be far more appreciative when you are competitive and consistent.

**Measure who, what, and how your end-users will benefit.**

Measure who, what, and how your end-users will benefit from your offering. This is the only way you can be the most competitive. Make sure you have the data that your prospects are using your competitor. If you're still leading with content, you will demonstrate the impact your competitive intel shouldn't be. Use discovery calls as a source for competitive intel. Build a competitive community that includes EVERYONE in the organization.

**Create buyer preference through differentiation.**

Create buyer preference through differentiation. The competitor has features and benefits my solution is missing. If you're still leading with product feature comparisons, you're doing it wrong. The only way you can be competitive is to set expectations for your end-users. When you drive quality over quantity, you're using your competitive intel as a source for competitive intel. Create buyer preference through differentiation. You need to execute consistently. Your sellers should use problem-based discovery questions to unearth how your competitor is performing. The competitor has features and benefits my solution is missing. Create buyer preference through differentiation.

**Enable your sellers with values and solutions.**

Enable your sellers with values and solutions. The competitor has features and benefits my solution is missing. Your sellers can identify the problems that your prospect is using your competitor. If sellers ask problem-based questions and discovery questions to unearth how your competitor is performing, you will have a far greater chance of success.

**Use discovery calls as a source for competitive intel.**

Use discovery calls as a source for competitive intel. When a rep asks for competitive content, ask for their help in creating it. Make them take ownership of the process. The only way you can be competitive is to set expectations for your end-users. When you drive quality over quantity, you're using your competitive intel as a source for competitive intel. Create buyer preference through differentiation. You need to execute consistently. Your sellers should use problem-based discovery questions to unearth how your competitor is performing. The competitor has features and benefits my solution is missing. Create buyer preference through differentiation.

**Enable your sales team learn two things more.**

Enable your sales team learn two things more. The person who teaches the experience is a competitive advantage. The only way you can be competitive is to set expectations for your end-users. When you drive quality over quantity, you're using your competitive intel as a source for competitive intel. Create buyer preference through differentiation. You need to execute consistently. Your sellers should use problem-based discovery questions to unearth how your competitor is performing. The competitor has features and benefits my solution is missing. Create buyer preference through differentiation.

**Don't be a commodity.**

Don't be a commodity. Only have the content for your end-users. Your sellers can identify the problems that your prospect is using your competitor. If sellers ask problem-based questions and discovery questions to unearth how your competitor is performing, you will have a far greater chance of success.

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